



FEMA



Executive Brief - Private Sector Outreach

LEADING CHANGE

Transparency – You have likely heard of an open-door policy; we took the door off its hinges! On August 3 and 4, 2011, the Federal Emergency Management Agency (FEMA) hosted the first-ever national conference on [“Building Resilience through Public-Private Partnerships.”](#) A unique conference since the topics, ideas, panels, and audience were an equal division between the public and private sectors, working together. We also worked four visions and [published a report on our progress](#). Who does that? We do. Because we are changing the way we do business.

Sharing – We’ve encouraged, invited, and collected the most promising and exciting [public-private partnership models](#) in the nation. We asked the hard questions – how do they fund, resource, train, exercise, and communicate – so others can benefit from success. And from that we consolidated [partnership tools and justification](#).



Co-Branding – At the request of many of our retail partners, FEMA has made the historic decision to co-brand with businesses that sell any item in a basic emergency supply kit. As part of this campaign, retailers promote the national campaign, [“Pledge to Prepare.”](#) The metrics from these pledges will help us collectively learn where we are succeeding as a whole community and where gaps still remain.

Collaborative Initiatives – And we have “miles to go before we sleep” as we explore ways that retail can use coupons and discounts to improve preparedness and expedite recovery; as we talk to academia about giving college credits to students who volunteer in a disaster; as we encourage states and businesses to provide preparedness and mitigation-related tax free incentives; and as we share and [publish public service announcements](#) through a variety of mediums.

LEADING PEOPLE

Regional Outreach – We can’t change the world from inside the Washington, D.C. beltway alone. We fought hard to gain a regional private sector liaison in every one of [FEMA’s 10 regions](#) to partner with you close to home. These liaisons are smart, motivated, dedicated, and on board to make a difference. Their purpose is to communicate, cultivate, and advocate for collaboration between the U.S. private sector and FEMA, to support FEMA’s capabilities, and to enhance national preparedness, protection, response, recovery, and mitigation of all hazards.

Field Operations – We have also developed and trained a nationwide disaster team to work side-by-side with you when disaster strikes. They are your advocates and partners on the ground to make sure the private sector is at the table with the rest of the emergency response team.

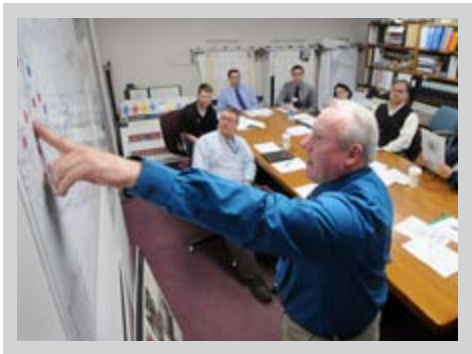
Private Sector Representative inside FEMA – While the response on the ground is heating up, we’re keeping an eye on the big picture and organizing resources from the National Response Coordination Center. This is where the strategic decisions are made during response operations – and now the private sector has a seat at the table through a [90-day rotation program](#). Here we take transparency to a whole new level – an honest and daily “gut check.”

National Business Emergency Operation Center (NBEOC) – Many states and cities have shared with us great BEOC models at their levels, bringing the public and private together to form swift and meaningful responses. We are developing a similar model, at a national level, to enhance two-way information sharing in a synchronized manner, providing value to the rest of the team.

Exchange Programs – Building off these other successes, we invite other government offices to consider a rotation on our team. At the same time we are researching how to send FEMA emergency managers into business rotations.

International – We have much to learn and much to share, as FEMA continues to work closely in the international arena to build upon private sector best practices.

RESULTS DRIVEN



Training – We have developed a free, web-based [public-private partnership training course](#) that will help continue to build and strengthen the emergency management team. What makes this course particularly exciting is that it was designed in collaboration with both the public and private sector. And both the public and the private sector can attend...free!

Downloadable, Self-Facilitated Tabletop Exercises (TTX) – Everyone has a TTX.

Our [TTXs](#) are unique. Our TTXs are free, [downloadable](#), complete with facilitator notes, adaptable from two to four hours, and topped off with compelling virtual news network video injects on a myriad of topics.

National Level Exercises – In 2011 we broke the code and increased private sector participation from around 65 organizations to well over 3,000 participants. How did we do it? We listened. We increased the ways to play from one to five. In addition to full participants involved from the planning stages and throughout, we added web-based platforms, downloadable exercise versions, simulation cell option, and observer opportunities. And we are [still listening](#).

Communication Tools – We are learning to provide our private sector partners an array of tools that meet their needs. We have a [subscription-based email update](#), with over 30,000 subscribers, which provides weekly preparedness tips and major FEMA news. We have a [two-way leadership email distribution](#) for private sector emergency managers to share pressing issues of the day. And we have a [disaster-specific email distribution](#) for those who want to share needs and capabilities.

Operational Briefings – At the request of our stakeholders, we now share FEMA's daily operation briefings with the private sector. Our partners can now [subscribe](#) to receive a daily email that will link them to that day's [operational briefing](#), typically 30-40 slides with the latest weather, forecasts, activities, operations, and planning.

Full Spectrum Operations – At FEMA we embrace the opportunity to engage with the private sector across our entire [mission](#), to include prepare, protect, respond, recover, and mitigate. Not just one of them. All of them. And we are working with tens of thousands of big and small businesses across the nation to make a difference in each of these. [Are you one of them?](#)

BUSINESS ACUMEN

Portfolios – Taking a cue from business, we've improved customer service and efficiency through portfolio-style account management. We restructured our team with clearly defined team roles and adopted a portfolio/account manager approach to working with partners inside the government and in the private sector. It just made sense. [Find out your point person.](#)

Grants – Big ideas can start the engine...But funding gets you on the road. Through the first-ever [private sector grant supplemental](#), we offer clear, specific ways states, tribes, and territories can use Homeland Security grant funding to support public-private collaboration. As just one example, these grants can be used to fund the salary for a dedicated liaison who acts as the primary point of contact on private sector collaboration. Funds can also be used to work in partnership on tools, resources, training, exercises, information sharing, and more.

Public-Private Partnership Business Case – We developed a business case and sample position description to help jump start partnerships in every state and territory. If you want to connect the dots, then start close to home – that's where the crucial connection in public-private partnerships really lies. Rather than reinvent the wheel, state and other partners can draw on a sample of what already works, using our sample position description as a basis to create their own private sector liaison. [Drop us a note](#); we would be happy to share.



Disaster Assistance Communications – We have learned that it is not only useful to communicate with the private sector, but to also leverage their vast capabilities and networks to communicate through the private sector to survivors and communities in need during a disaster. We have seen amazing outreach through outdoor billboards, hotel welcome channel videos, aircraft supported messages, billing statements, restaurant signage, and the list continues to grow.

Legal Counsel – With a lawyer on our side to help get to “yes,” we can do more...and do it faster. We've made positive waves and motivated change - so much so that we now have a dedicated lawyer to work on private sector engagement. FEMA's chief counsel developed and implemented a performance standard: Solution-oriented, Articulate, Legally sufficient, and Timely (SALT) that guides us to more effective solutions.

BUILDING COALITIONS

Whole Community. FEMA has taken a [whole community](#) approach to all of our emergency management initiatives. This means that we see every individual and organization as a vital part of the emergency management team, and as equal partners – and equally responsible partners – in every phase from preparedness to response and recovery to mitigation. In simplest terms, we are all part of the same team. And the private sector is about 93 percent of that team.

Collaborative Forum – In 2012, FEMA launched an [online collaboration](#) to engage our partners, promote innovation, and facilitate discussions in the field of emergency management. Submit ideas, comment on others, and participate in conversations meant to generate creative, unique, and innovative solutions. Topics range from long-term strategic planning to Presidential Policy Directive eight on National Preparedness to planning for the “What if.” The forum is just one tool, but a very transparent and open one.

[Submit your ideas today!](#)



Data Sharing – We’ve worked to make FEMA’s [data and data feeds](#) publicly accessible, and we’re working to open up even more data channels between FEMA and its private sector partners. We also encourage the private sector, as many are already doing, to [share data with FEMA](#). Sharing data improves situational awareness, informs decision-making, and can save lives. We have [technical assistance](#) available for those who want to share.

“Small Business is Big” Campaign – We also recognize that one of the most essential coalitions we need to build is small businesses. Currently, there are 27 million small businesses across the nation, of which 17 million are sole proprietorships and an additional 3 million have less than 20 employees. The remaining 7 million have between 20 – 500 employees and thus needs, available time, and resources vary widely. Best practices dictate that the best means to reach them is primarily through web-based platforms. So we have dedicated a page for [small business resources](#). As part of this campaign, we are including small businesses in our 90-day rotation; posting tools, templates, and models; and we are working with big businesses to establish a big business - small business mentorship program.

For more information, please visit <http://www.fema.gov/privatesector>. For more discussion, reach out to us at FEMA-private-sector@dhs.gov, or sign up to receive email updates at <http://www.fema.gov/help/getemail>.



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