Federal Emergency Management Agency

PEPKC Member Meeting (Session 1 of 2)

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November 03, 2021

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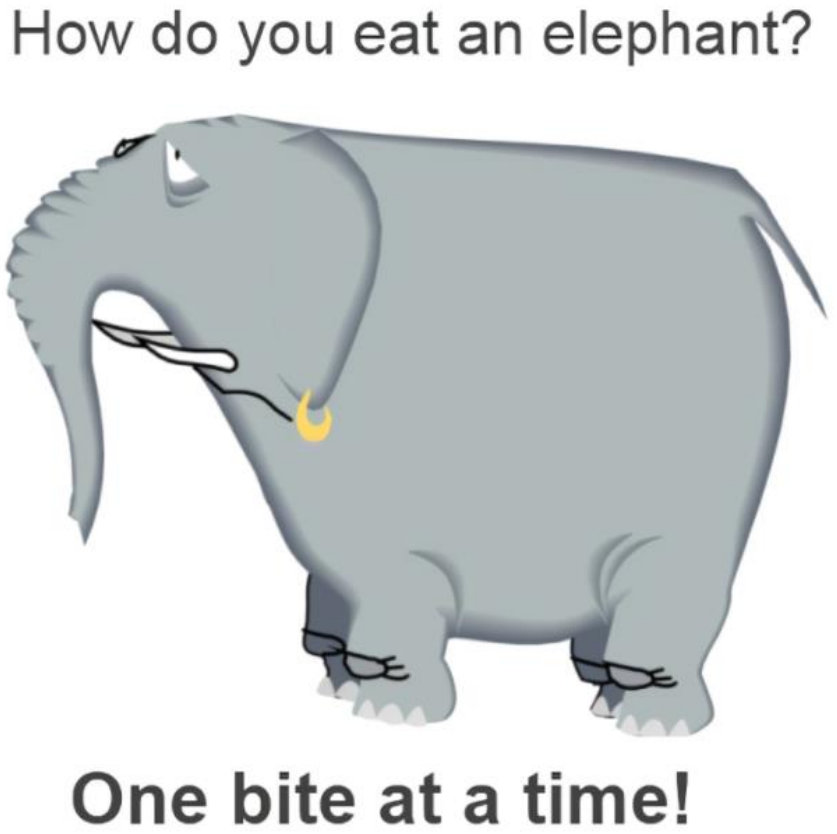
Agenda

- Agency Overview & Intro. To Community Lifelines
- Why Private-Public Partnerships Matter
- Get Informed
- Get Connected
- Understand & Build Internal Capabilities
- Get Involved
- Questions?

FEMA's Mission

- FEMA's mission is helping people before, during and after disasters
- More than 20,000 employees nationwide
- Leverages a tremendous capacity to coordinate within and between the federal government and private sector to make sure America is equipped to prepare for and respond to disasters.
- How do we understand, analyze and respond to disasters?



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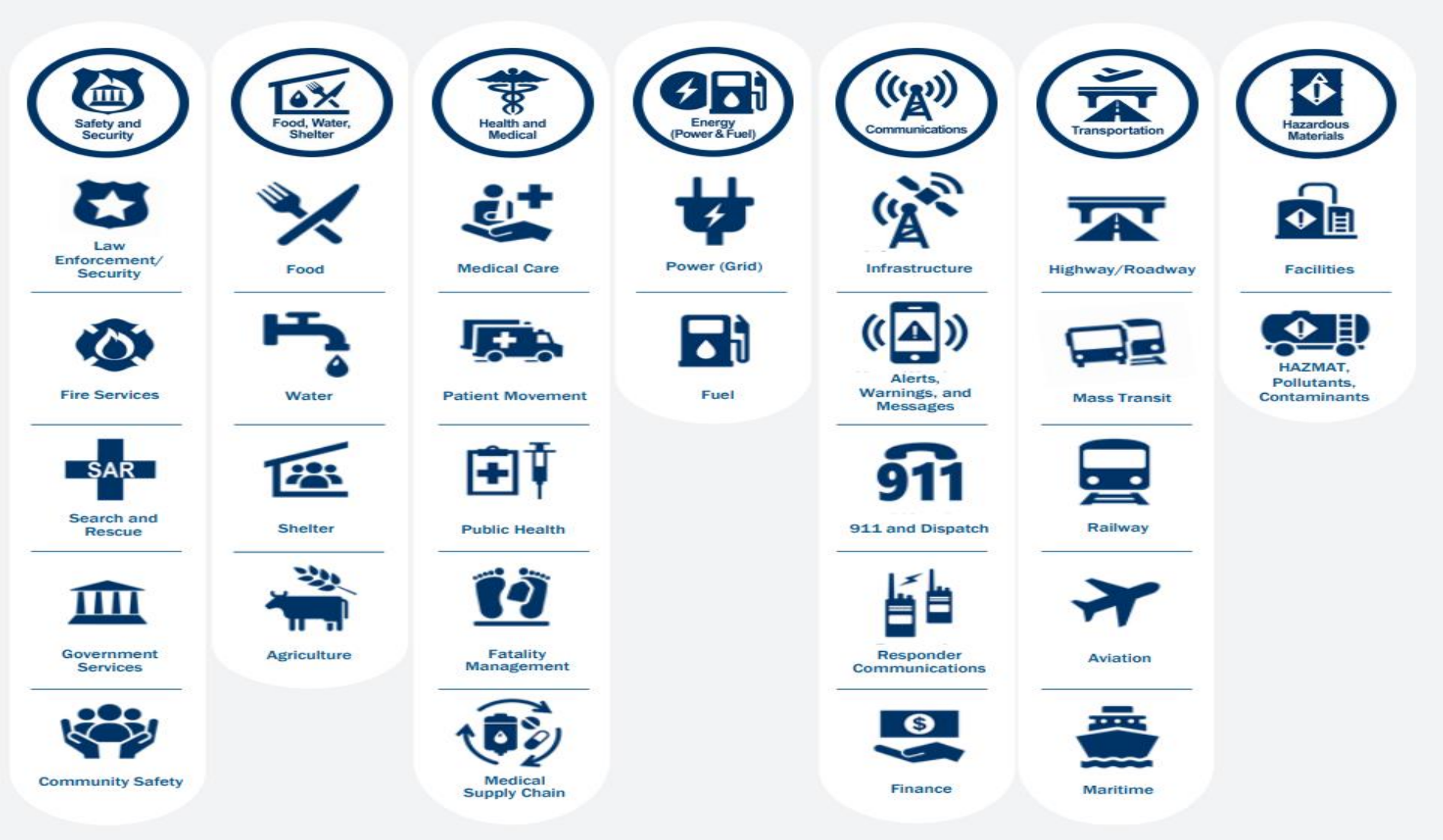
FEMA Community Lifelines



What % of Critical Infrastructure is Privately Owned in the U.S.?

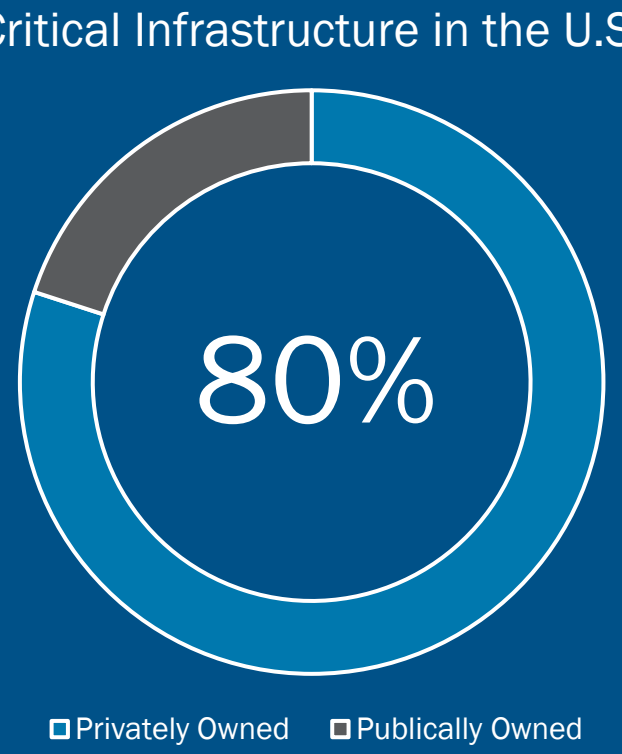
A. 20%

B. 40%

C. 60%

D. 80%

E. 100%



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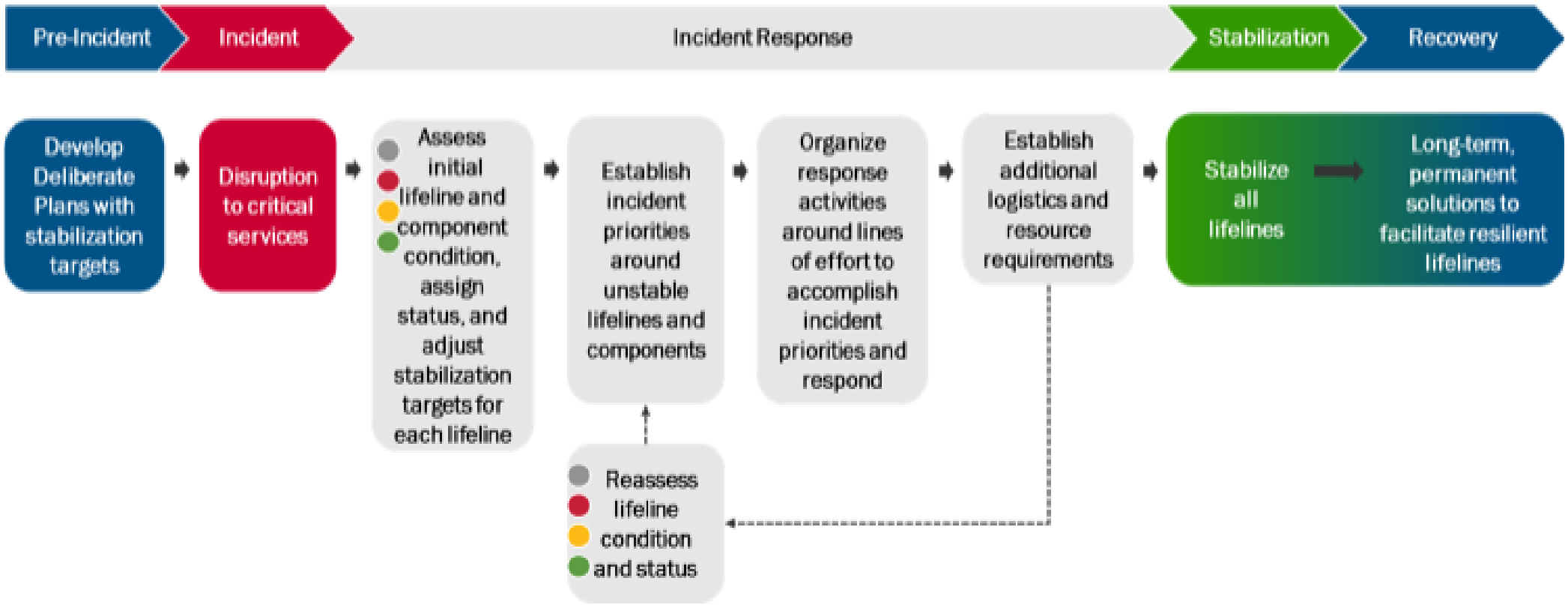
Lifelines Drive Response

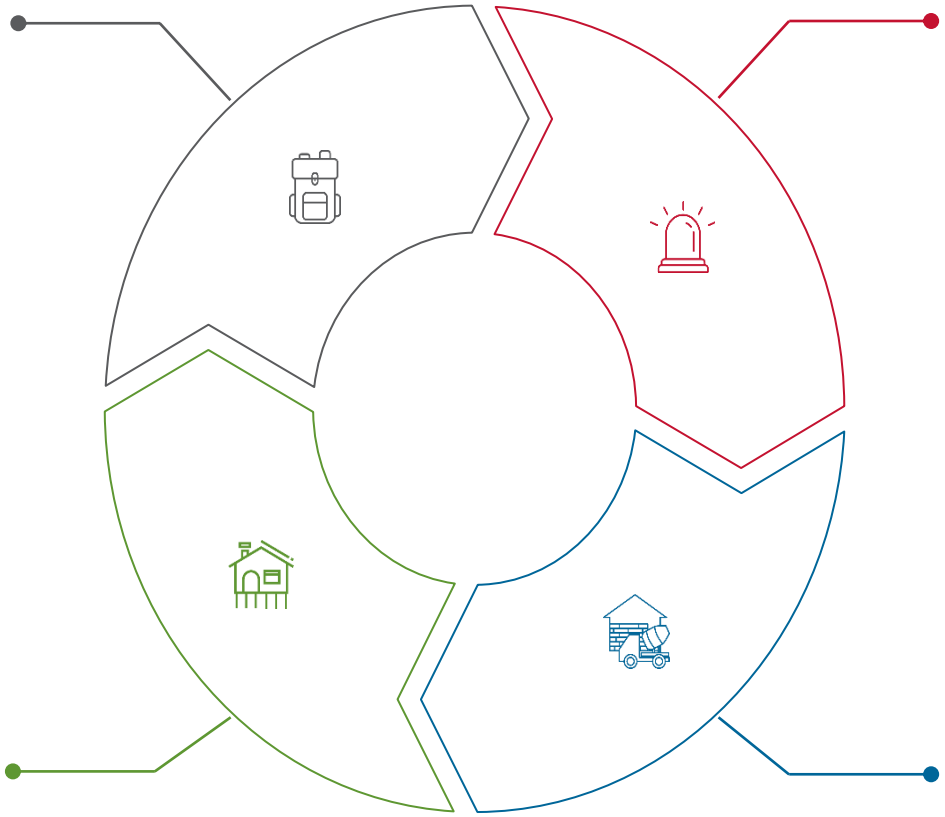
Incident responders assess lifeline condition, establish priorities, organize lines of effort, and respond until the lifelines are stabilized



Disaster Cycle

Preparedness

Ready.gov
FEMA Mobile App
CERT Training



Response

Plan, manage, coordinate, support, and lead federal disaster operations

Mitigation

Action taken to reduce or eliminate long term risk to people and property from natural disasters

Recovery

Return individuals and communities to normal function with minimal suffering and disruption of services

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Benefits of Private-Public Partnerships

- Improving access to information and data at all levels that provide a sound decision-making landscape between the government and the private sector.
- Increasing efficiency in response and recovery operations planning for public and private sectors.
- Enhancing operational coordination and communications between the private sector and public sector.
- Identifying shared priorities in operational time periods in order to have a shared operational vision between the public and private sector and incorporating into the incident action plan.

Rapid Reconstitution, Restoration of Critical Services and Functions, and all the Socioeconomic Benefits of Getting Communities back 'Online'

As of 2019, how many states still have no BEOC or P3 capability?

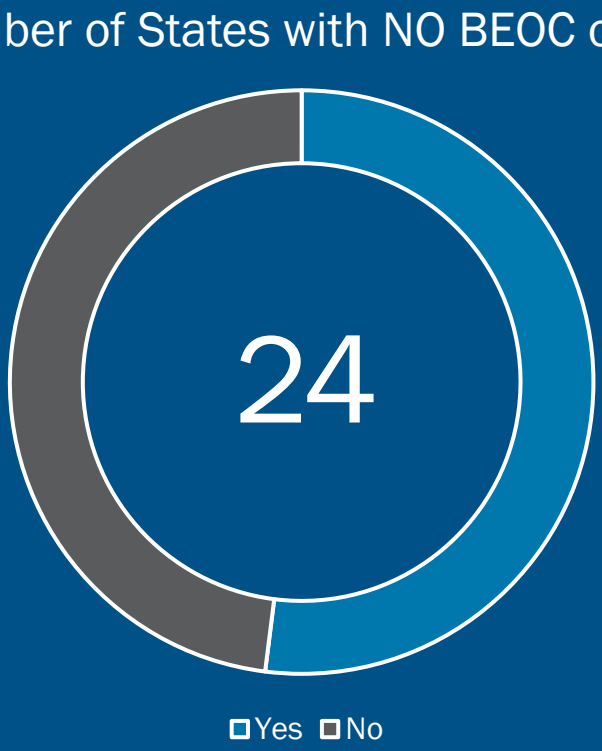
A. 6

B. 12

C. 15

D. 20

E. 24



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So Why Don’t We Do It More?

Challenges

- There is **no standard/clear channel** for the private sector to gather official information, share information, and communicate during a disaster.
- Companies often get **multiple competing requests** for information from Federal, State, and Local entities causing **duplicative efforts**.
- **Gaps exist in integrated planning** between private-public entities.
- Lack of coordination for **logistical aspects of supply chain** and operational management.
- Government and private sector partners need a framework for **information privacy** that helps navigate issues related to **information security** and **public disclosure laws**.
- Lack of resources and personnel.

What Can We Do Better?

- Mutually Beneficial Outcomes
  - Rapid Reconstitution
  - Restoration of Critical Services and Functions
  - Getting Communities Back Online
- Provide Resources
  - Information Sharing
  - Guides, templates, best practices
  - P3s like PEPKC
  - FEMA's Private Sector Program
- Clear Processes and Paths for Integration
  - Not just during disaster response!
  - Steady State planning and preparedness
- Blue Sky Engagement
  - Like today's presentation
- Provide Platforms and Tools
  - Dashboards, NRI, RAPT, Toolkits, etc.
- Train and Exercise!
  - Joint, reoccurring training and exercise

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Get Informed

Situational Awareness & Information Sharing

- Private-Public Partnership (P3) Membership – PEPKC!
  - Through your P3, local and state EMAs

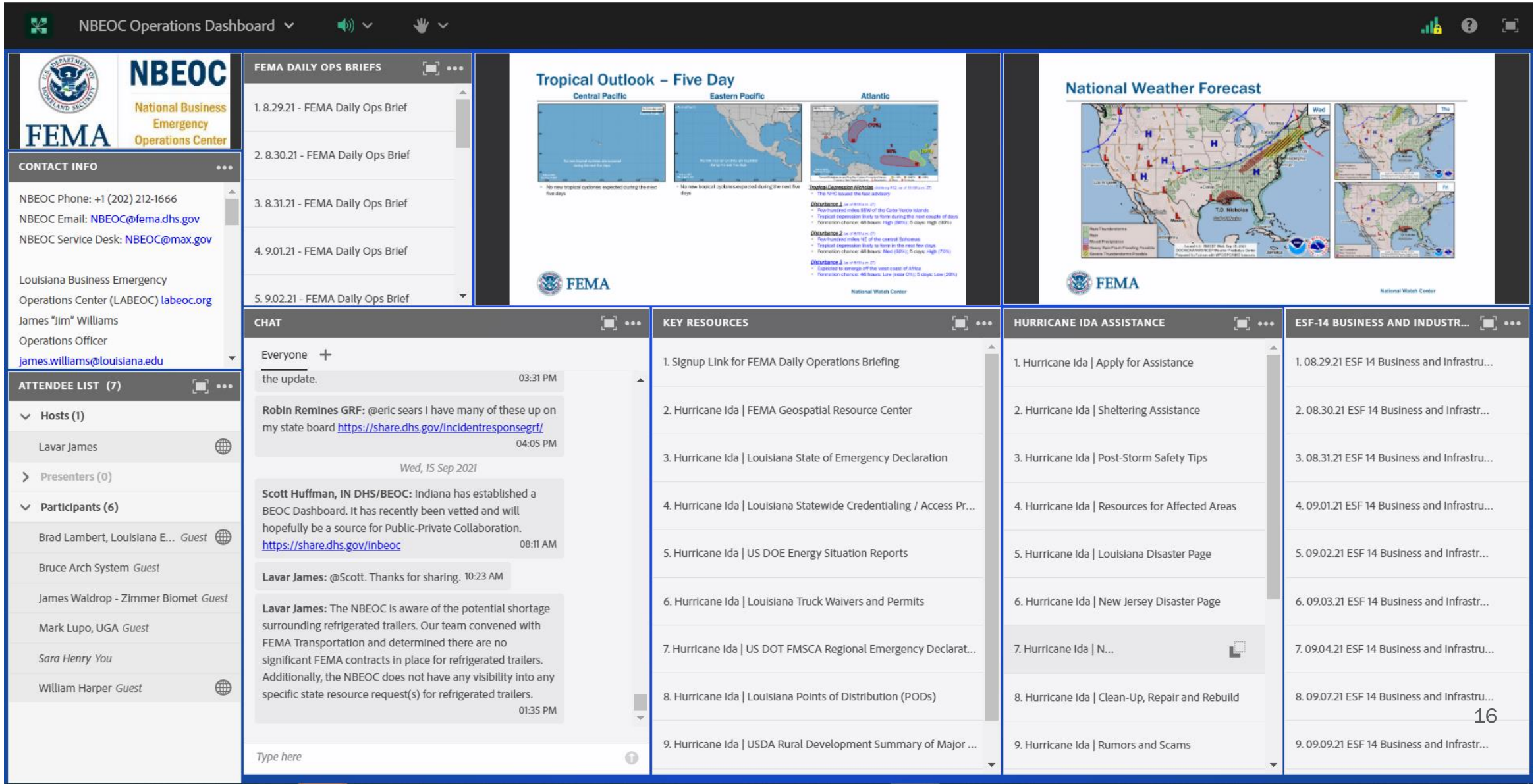
- Regional Private Sector Liaison Distro List
  - Through PEPKC or sara.henry@fema.dhs.gov
  - FEMA updates and opportunities

- Dept of Homeland Security Information Sharing
  - Information Sharing | Homeland Security (dhs.gov)
  - Fusion Centers, National Terrorism Advisory System (NTAS)
  - ISACs and ISAOs

Situational Awareness & Information Sharing

- Homeland Security Information Network (HSIN)
  - DHS official system for sharing trusted SBU information.
  - Countless Communities of Interest
  - Information from Other Federal Agencies and Partners
- National Business Emergency Operations Center (NBEOC)
  - FEMA's virtual clearing house to enhance information sharing between private industry partners and public agencies before, during, and after disasters.
  - During active disaster response, NBEOC members have unique lines of communication.
  - Members share knowledge from the field regarding impacts, operating statuses and recovery challenges.

NBEOC Operational Dashboard



Get Connected

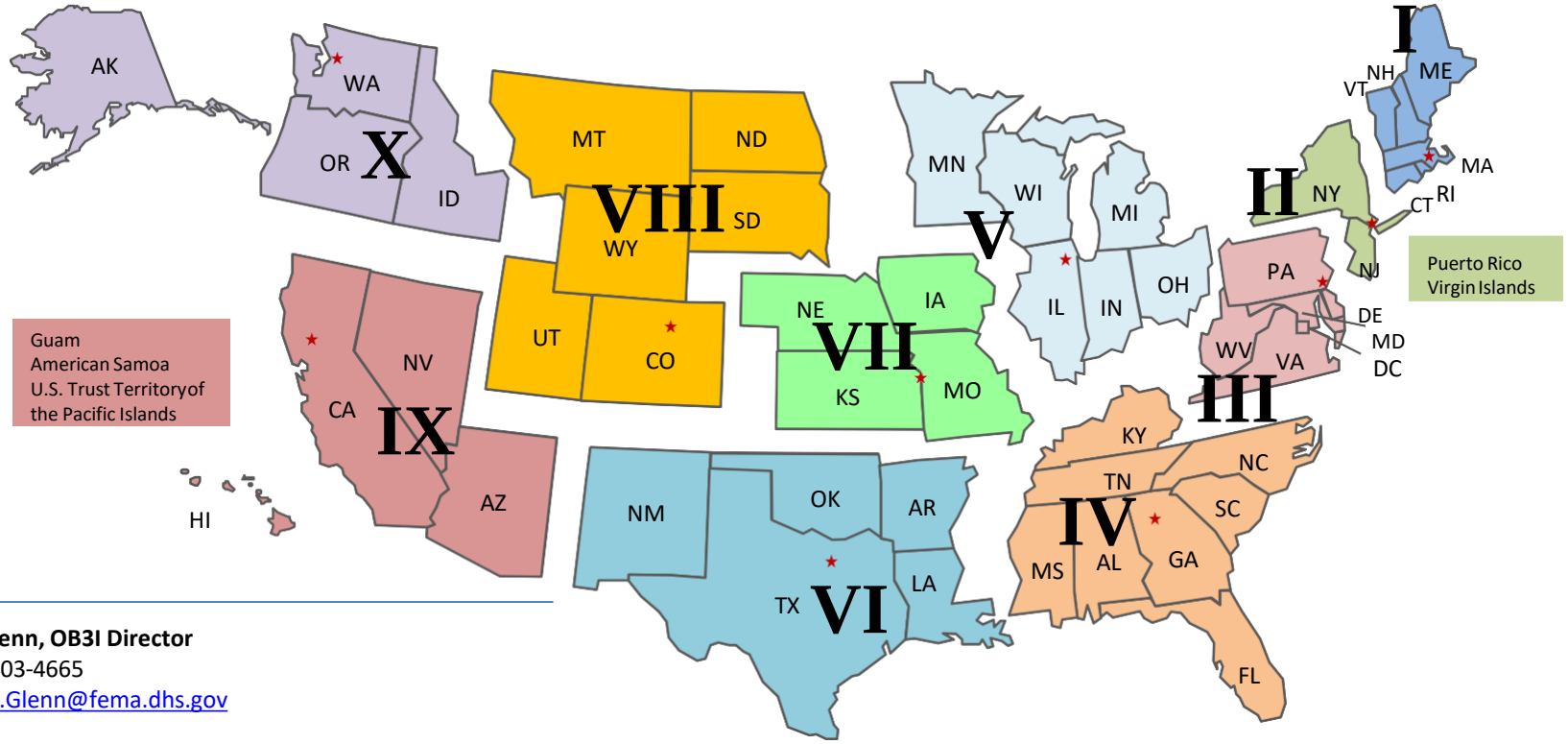
FEMA Regional Private Sector Liaisons (PSL)

- Each of FEMA's 10 regional offices are staffed with a Private Sector Liaison (PSL).
- PSLs ***identify*** opportunities for engaging and building relationships with potential private sector partners.
- PSLs ***cultivate*** relationships with FEMA programs and communicate the benefits of private sector integration.
- PSLs ***coordinate*** with state and territorial emergency management agency private sector coordinators/points of contact.

Region VII Overview

- Four (4) States
- Nine (9) Federally Recognized Tribes
- Total Population: 14,140,220
- Geographically Diverse & Varied Climate
- Total Square Miles: 285,601
- Two (2) Major Metro Areas (pop. 1 mil.+)

FEMA Region Private Sector Liaisons – January 2021



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Private Sector Liaison

Steady State

- Streamline & Coordinate Communications
- Share Information & Opportunities
  - Training, Funding, Resources, etc.
- Facilitate and Make P/P Connections
- Integrate Private Sector Partners into Planning and Operations
- Enhance & Expand Private-Public Partnerships

Disaster Response

- Develop SA of Private Sector Issues
- Advocate on Behalf of Private Sector
- Identify Private Sector Resources
- Share Important Disaster Info. & Updates
- Identify Cross Sector Issues & Impacts
- Identify Supply Chain Issues & Impacts
- Goal of Rapid Reconstitution

Regional-Level Engagement

- States, Local & Public-Private Partnerships
- Make Connections
- The States are In-Charge

- PEP – KC Metro Area
- Nebraska Public-Private Partnership
- Safeguard Iowa
- MARC – KC Metro Area
- Mid-America Contingency Planning Forum
- State and Local EM and EOCs
- And many more!

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Understand & Build Internal Capabilities

What You Missed During COVID

- Building Private-Public Partnerships (fema.gov)
  - Nebraska and Hy-Vee Case Study
- Emergency Operations Center How-To Quick Reference Guide (fema.gov)
  - NQS Implementation Objectives
- BEOC Quick Start Guidance for COVID-19 Response and Recovery (fema.gov)
  - NEMA Building Operational Public-Private Partnerships (2017)
- Comprehensive Preparedness Guide (CPG) 101: Developing and Maintaining Emergency Operations Plans

FEMA's New P3 Guide

- Recommendations and resources for a jurisdiction to establish a P3.
- How to maintain momentum in a P3.
- Interdependencies among businesses, industries, community organizations and government agencies.
- Applies to rural and urban jurisdictions.
- Nebraska/Hy-Vee Case Study.

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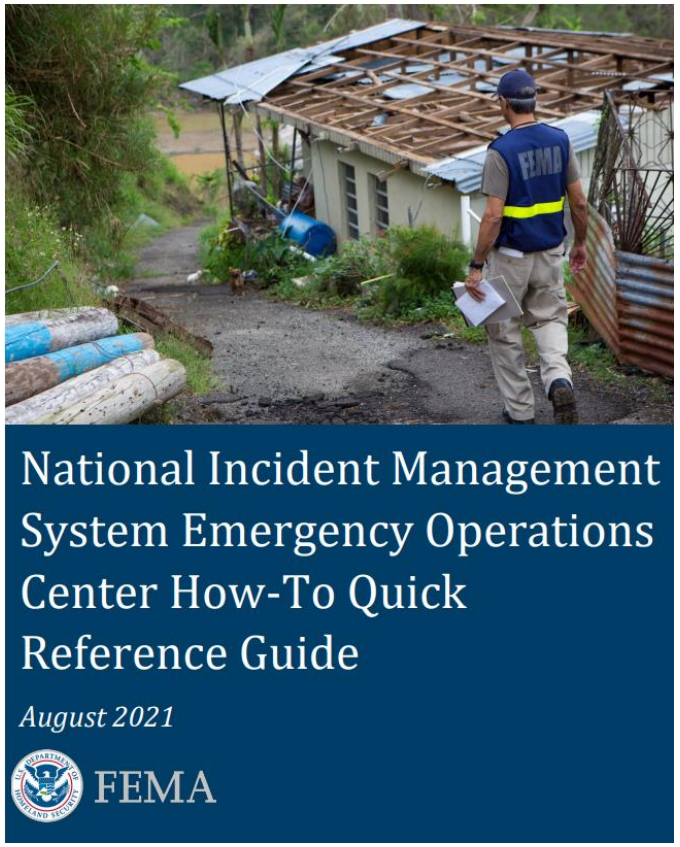
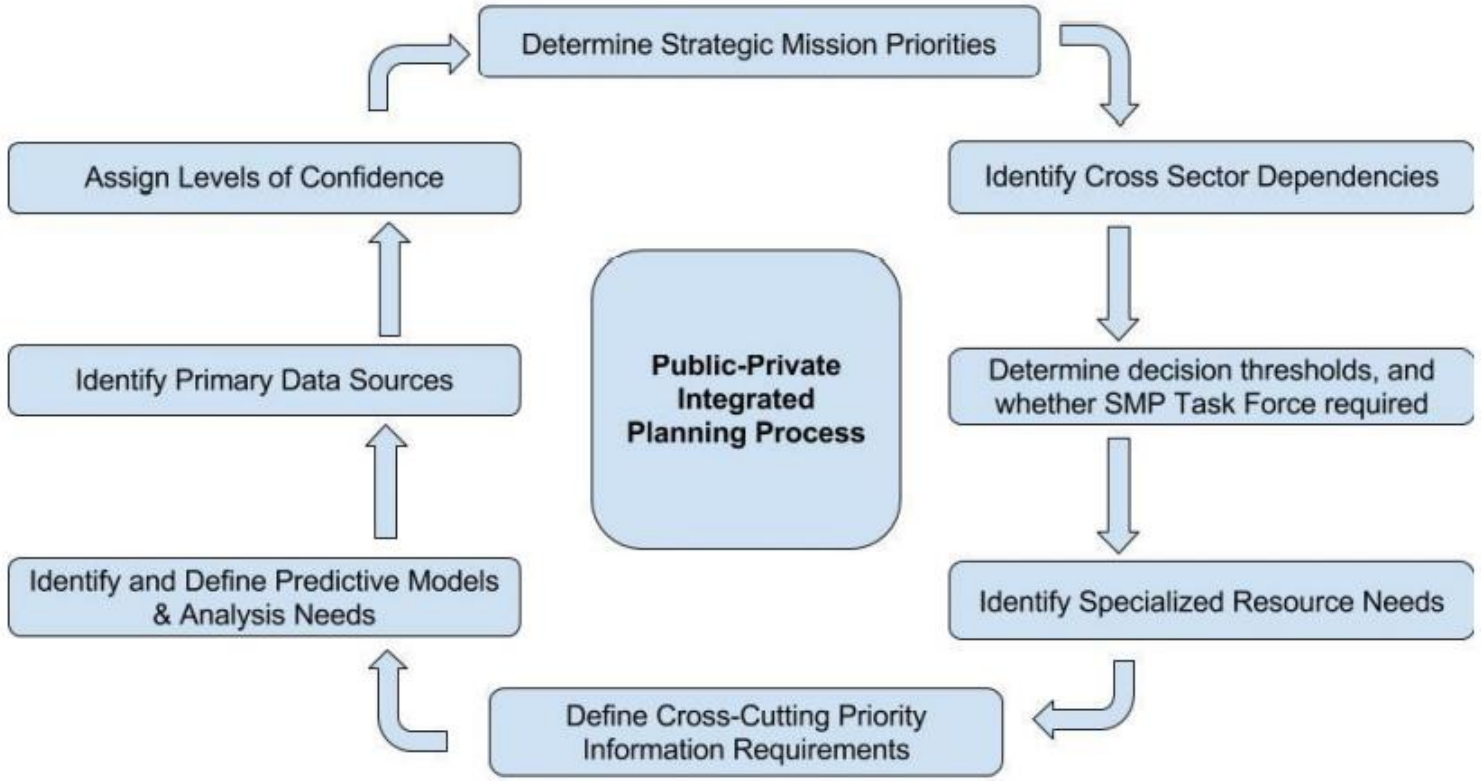
EOC How-To Quick Guide

- All-Hazards Approach
- Provides information and guidance on setting up, operating, maintaining and deactivating an EOC.
- Based on jurisdiction and incident needs.
- Highlights the importance of private sector participation in an EOC.
- Updated National Qualification System Guide



BEOC Quick Start Factsheet



- COVID adaptable – No requirements for physical contact.
- BEOCs provide a consistent integration point for Private-Public coordination, esp. during sustained response and recovery operations.
- [NEMA Building Operational Public Private Partnerships | U.S. Chamber of Commerce (uschamber.com)]

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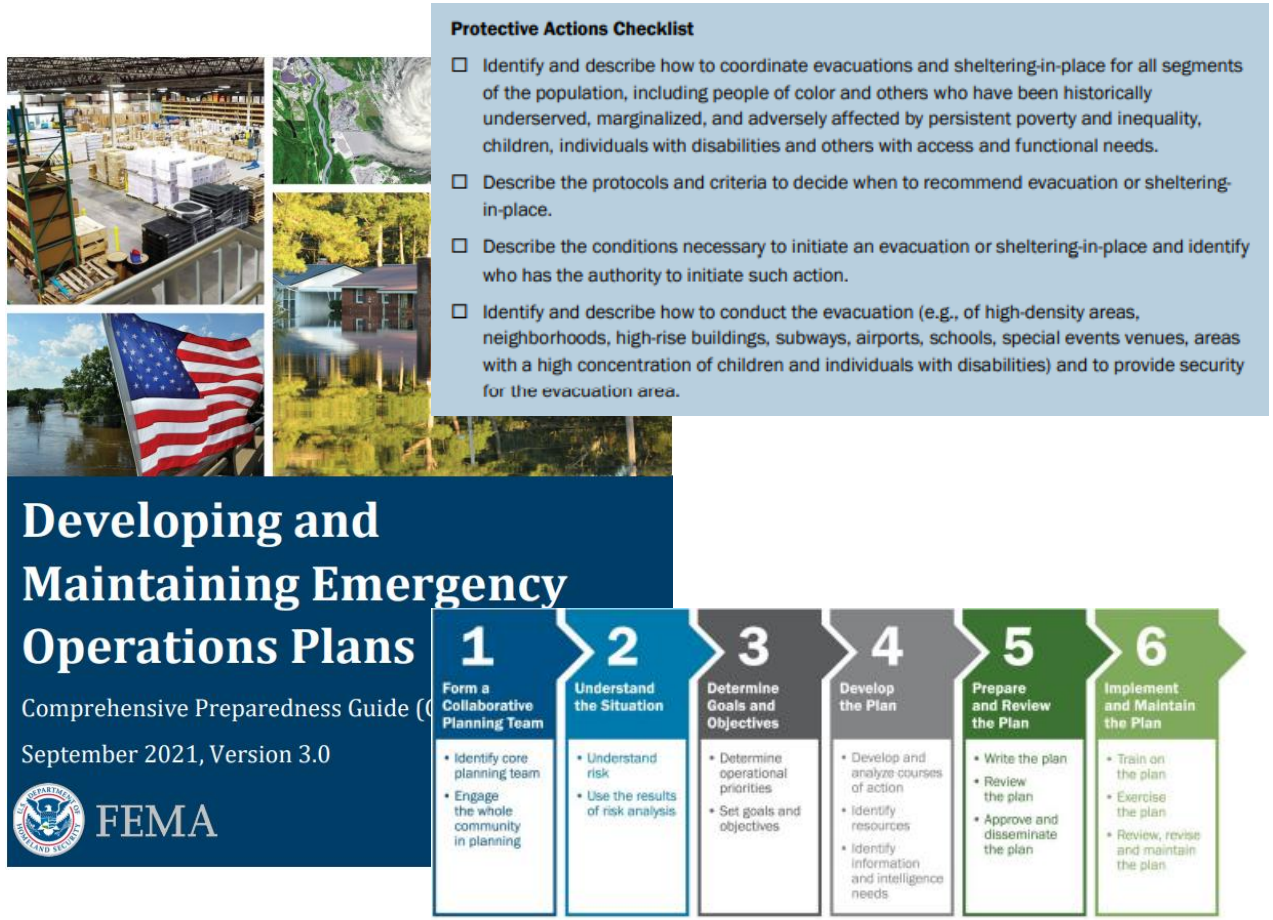
Update to CPG 101



- Provides guidance from FEMA on the fundamentals of planning and developing emergency operations plans.
- Describes the steps to produce an emergency operation plan, possible plan structures and components of a base plan and its annexes.
- Common planning pitfalls.
- Provides different formats to choose from, checklists and templates.

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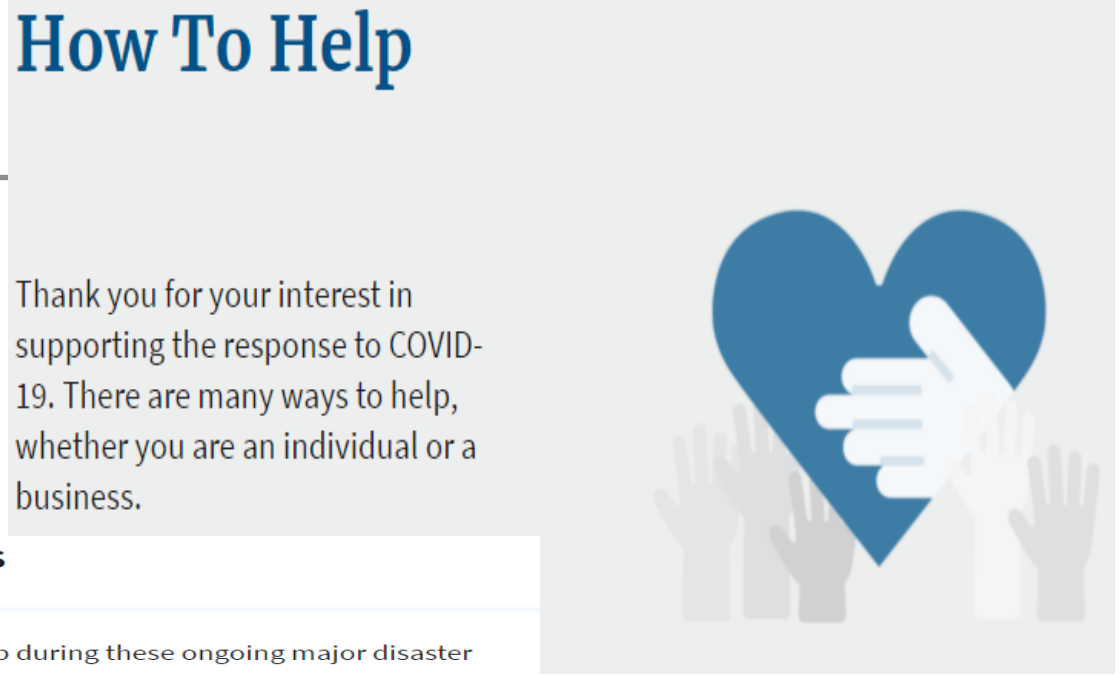
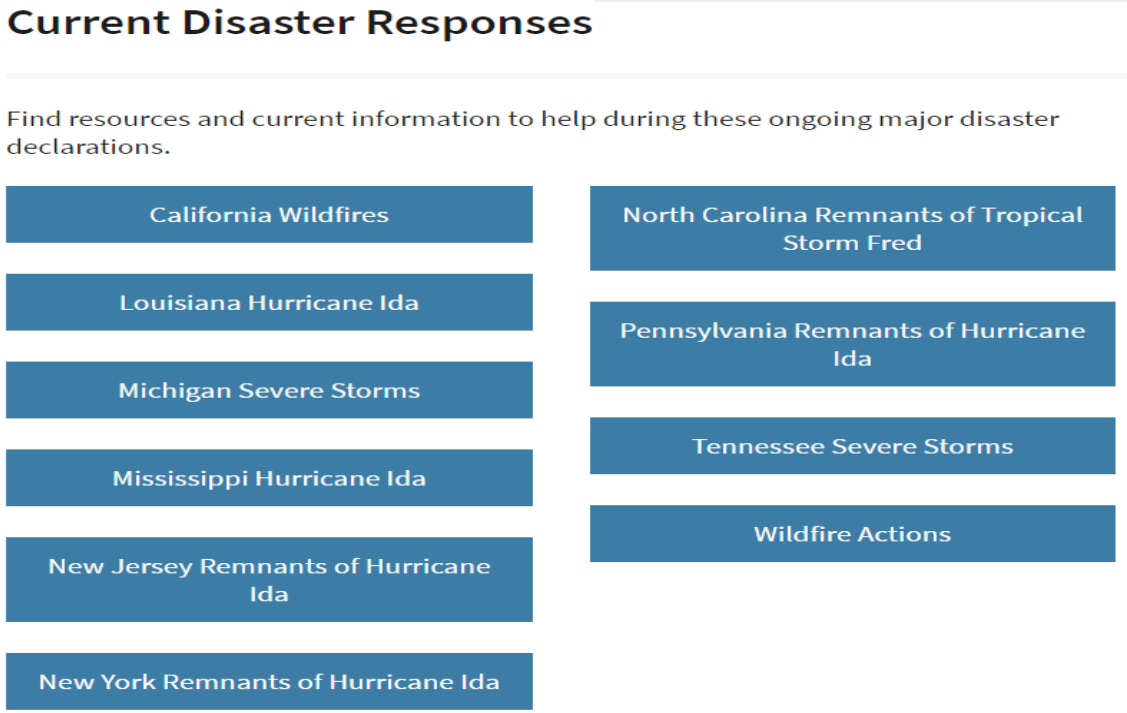
Get Involved

Volunteer or Donate

- Confirm what is needed, when and where
  - Current Disaster | FEMA.gov
- When in doubt, ask!
  - P3
  - Local/State EMA
  - FEMA VAL
- Avoid scams





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Contracting & Acquisitions

Doing Business with FEMA

When FEMA responds to a disaster, our goal is to contract with local businesses in the affected area, whenever practical and feasible.

- Infant/Toddler Products
- Durable Medical Equipment Kits
- Consumable Medical Supplies Kits
- Plastic Sheeting
- Tarps
- Blankets
- Comfort/ Hygiene Kits
- Water
- Meals
- Forklift Rentals
- Cargo Vans
- Security Guard Services
- Generators
- Cots
- Joint Field Office Kit
- Leased Copiers
- Leased Generators
- Office Supplies
- Shredded Bins
- Portable Toilets
- Sign Language
- Temporary Labor
- Janitorial Services

Disaster Planning & Response

- Understand and Build Internal Capabilities
  - Tools Next Time
- Private-Public Partnerships (P3s)
  - PEPKC
- Local and State EMAs
  - Through Your P3
- Regional Private Sector Liaison & Industry Liaison Program
  - FEMA Region 7 PSL: Sara Henry
  - https://www.fema.gov/business-industry/doing-business
- Stay Informed and Connected!
  - P3s, HSIN, ISACs, NBEOC

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Wrap Up: Key Take-Aways

- Get Informed
  - HSIN
  - ISACs
  - NBEOC
  - PEPKC, P3s
- Get Connected
  - PEPKC and P3s
  - Local and State EMAs
  - FEMA Private Sector Liaison
- Understand & Build Internal Capabilities
  - FEMA guides and tools
- Get Involved!
  - Donate or Volunteer
  - Do Business with FEMA
  - Disaster Planning & Response

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Next Time, Level Up!

- Operational Tools for Your Organization
- National Business Emergency Operations Center
- Preparedness Toolkit
- National Risk Index (NRI)
- Resilience & Analysis Planning Tool (RAPT)

Questions?

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Helpful Resources

COVID-19

- Coronavirus (COVID-19) Response | FEMA.gov
- Coronavirus Emergency Management Best Practices | FEMA.gov
- Vaccine Support | FEMA.gov
- Supporting Patients & Healthcare Workers | FEMA.gov
- Mass Care/Emergency Assistance Pandemic Planning Considerations Guide | FEMA.gov
- Private Sector and Infrastructure | FEMA.gov
- Data and Reports | FEMA.gov

Helpful Resources

Preparedness

- National Preparedness System | FEMA.gov
- National Incident Management System | FEMA.gov
- Planning Guides | FEMA.gov
- Community Lifelines | FEMA.gov
- National Preparedness Goal | FEMA.gov
- PrepTalks | FEMA.gov
- Mission Areas and Core Capabilities | FEMA.gov

Helpful Resources

Training Program

- Training and Education | FEMA.gov
- National Training and Education Division (NTED) (firstrespondertraining.gov)
- NTED | National Preparedness Course Catalog Home (firstrespondertraining.gov)
- FEMA - Emergency Management Institute (EMI) | National Preparedness Directorate National Training and Education Division
- Emergency Management Institute - National Incident Management System (NIMS) (fema.gov)
- Emergency Management Institute (EMI) | National Emergency Management Basic Academy (fema.gov)
- FEMA's Premier All-Hazards Training Center - Center for Domestic Preparedness (dhs.gov)

Helpful Resources

Exercise Program

- Exercises | FEMA.gov
- Homeland Security Exercise and Evaluation Program | FEMA.gov
- Welcome - Preparedness Toolkit (fema.gov)
- Exercise Starter Kit for Preparedness in a Pandemic | FEMA.gov
- Exercise Starter Kit for Workshop on Reconstituting Operations | FEMA.gov