



FEMA



Building Better Resiliency — Together

Federal Emergency Management Agency (FEMA) Administrator Craig Fugate, a tireless advocate for teamwork, told a gathering of U.S. private sector leaders last year, “There’s no way government can solve the challenges of a disaster with a government-centric approach. It takes the whole team.”

This philosophy is central to everything we do. We are better able to serve our neighbors, fellow citizens, and our nation’s disaster survivors in particular, when public sector and private sector representatives are both active members of the same team. FEMA believes in the value of public-private partnerships, and has worked steadily to provide tools, models, and resources designed to inspire their creation and nurture their success.

WHY PARTNER?

Through public-private partnerships both government and the private sector can:

- Enhance situational awareness by sharing. Rather than rely only on information gathered by governmental means, all levels of government and the private sector have much to gain through shared situational awareness.
- Improve decision-making. Ideally, enhanced situational awareness will lead to real-time capabilities that allow decision-makers to make

informed choices based on the most up-to-date, relevant, and accurate data.

- Access more resources. Working together results in more resources to help communities recover from emergencies. Resources can be donated or paid goods and services, or business and strategic knowledge from private sector executives.

collaboration and coordination through ongoing partnership efforts will support effective planning, preparedness, and response by all participating members of a public-private partnership.

- Increase the effectiveness of emergency management efforts. Public-private partnerships increase transparency and understanding

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- Expand reach and access for communication efforts. Regular, meaningful communication is vital to the success of any effort. When private sector partners are willing to carry a message, article, or other communication through their internal and external channels, they help increase access to vital information by people who may need it.
- Improve coordination with other efforts by segments of the private sector. No matter what stage of the emergency management cycle you are in, the private sector has a related piece of the puzzle. Close

by all parties involved. For example, individuals may be more likely to take appropriate action when they learn of it through their employer, and government efforts can be more effective when they consider private sector capabilities, limitations, and requirements.

- Maintain strong relationships, built on mutual understanding. It is essential that all stakeholders involved in a response have established relationships long before something happens. The result is faster, more effective response and recovery.

- Create more resilient communities and increase capacity to prevent, protect against, respond to, and recover from major incidents. The effort that government and private sector partners contribute toward collaboration, coordination, and communication throughout the year can be measured in the resilience of a community to all hazards.

TOOLS TO START YOUR OWN PARTNERSHIP

FEMA offers a variety of tools to help organizations interested in starting public-private partnerships, including:

- Public-Private Partnership Models. Many states and big cities have already entered into public-private partnerships to improve capabilities in emergency management and are willing to share best practices.
- FEMA has collected some of the most promising and exciting models in the nation and made them available at http://www.fema.gov/privatesector/ppp_models.shtm. We're always looking to build this collection. If you have an interesting public-private partnership best practice to share, [send them to us](#).
- Public-Private Partnership Business Case. To help jumpstart partnerships in every state and territory, FEMA has developed a business case and sample position description. Interested in checking it out? [Drop us a note](#), we would be happy to share.
- An introductory course on public-private partnerships. FEMA IS-660: Introduction to Public-private Partnerships is a free web-based course on building public-private partnerships in emergency management.
- Designed in collaboration with both the public and private sector, the training is offered at <http://training.fema.gov/EMIWeb/IS/is660.asp> and is recommended for those involved in collaborative continuity planning efforts.
- Grant funding. The Fiscal Year 2012 Homeland Security Grant Program Supplemental Resource, which is a one-stop resource for the latest information on the monetary support available for public-private collaboration efforts, is available to download at http://www.fema.gov/pdf/government/grant/2012/fy12_hsgp_public.pdf. In addition, state and local-level governments can learn more about the grants available to them at <http://www.fema.gov/government/grant/index.shtm>.

MAKING IT LAST

So you have a partnership... how do you keep it alive? In our experience, the public-private partnerships that are continually most effective are those that are infused with the following foundational core attributes, easily remembered as "PADRES" – **P**ublicly **A**ccessible, **D**edicated, **R**esourced, **E**ngaged, and **S**ustainable.

P ublicly A ccessible	The contacts, leadership, skills, information, resources, and capabilities of the collaborative partnership are recognized by, available to, and accessible by the general public. This ensures that before, during, and after an incident, the general public has trust and confidence in the partnership to provide accurate and timely information and meaningful services.
D edicated	Successful partnerships have identified a full-time liaison or other organizational structure to staff and manage the public-private partnership and implement the partnership's strategic plan.
R esourced	Resourced partnerships have funding, facilities, tools, and staffing available to support partnership efforts.
E ngaged	There should be active support, participation, and two-way communication by public and private sector leadership and members in a successful partnership. The partnership actively trains, exercises, prepares, responds, recovers, and mitigates.
S ustainable	Sustainable partnerships are supported by strategic plans, funds, and resources necessary for long-term viability. Activity takes place around the year, and throughout the emergency management cycle.

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>.

