

## All Hazards Consortium

# ENDEAVOR

A new way for private sector to organize themselves to sync with state/local government, jointly solve operational problems, reduce risks, and build trust in emergency management.

### Increased Resilience for All:

- Joint public/private planning
- Operational problem-solving
- Emergency policy modernization
- Leveraged R&D investments
- Joint resource sharing in response
- Peer to peer networking
- Reduced operational & brand risks

### Benefits to Private Sector:

- **Control:** ENDEAVOR is operated and sustained by the private sector in partnership with government
- **Sustainable:** ENDEAVOR survives disruptions caused by government elections
- **Protected:** ENDEAVOR's legal framework is exempt from freedom of information Act (FOIA) requests from non-operational entities like the media, competitors, etc.
- **Supported:** ENDEAVOR is supported and sustained by a community of professionals, resources, data & tools

### Benefits to Government:

- **Inclusive:** ENDEAVOR is open to all organizations interested problem solving operational problems
- **Efficient:** ENDEAVOR reduces the workload on government
- **Survivable:** ENDEAVOR survives government turnover from elections and retirements
- **Resources:** ENDEAVOR produces new operational partnerships and resources to support government programs
- **Simple:** ENDEAVOR only requires a single government liaison from the emergency management agency



[www.goendeavor.org](http://www.goendeavor.org)

### What is ENDEAVOR?

ENDEAVOR is a private sector operated planning and problem-solving framework designed to work with state/local government emergency managers by leveraging existing relationships & resources at the local, regional and national levels.

### Why Was ENDEAVOR Created?

ENDEAVOR addresses the private sector's desire to better absorb, adapt to, and/or rapidly recover from disruptive events caused by natural or man-made threats (physical or cyber) through a sustained cross-sector problem solving process that provides private sector with:

- A safe, protected space to work with government
- An industry operated governance structure
- Sustainment of the process while government cycles through turnover caused by elections, shifting priorities, resource constraints, and retirements.

### Background

- Developed by the private sector after Superstorm SANDY
- Objective was to increase planning and coordination between states and industry to expedite resource movements across state lines during disasters
- The ENDEAVOR model provides:
  - A legal/trust framework for planning, exercises and information sharing
  - A safe space for industry and government to solve real world operational problems year-round
  - Protection from FOIA (Freedom of Information Act) requests from media & non-operational entities
  - Access to all sizes of companies & trade groups
- Implemented in Pennsylvania in 2018, ENDEAVOR-PA model quickly created operational solutions in:
  - Public/private operational planning
  - Transportation
  - Information sharing
  - State emergency policy modernization

### What Does ENDEAVOR Do?

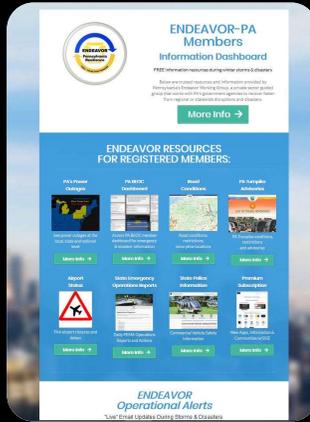
ENDEAVOR solves operational problems between industry and government during blue-sky days and more effective responses during dark-sky days. ENDEAVOR continually leverages the larger pool of people, tools, and resources of the SISE (Sensitive Information Sharing Environment) and its hundreds of partners nationwide. It reduces risk and increases community resilience.

## Problem Solving Approach

- Prioritize operational issues in private sector
- Follow six step “problem solving” process
- Identify short-, medium-, and long-term solutions
- Prioritize top 2-3 use cases to work on
- Develop solution(s)
- Test & evaluate solutions w/government
- Operationalize solutions
- Repeat the process

## Types of Solutions

- Centralized Government Information
- Training
- Operational Guides
- Websites
- Partnerships
- Datasets & Dashboards
- Apps
- Education
- Exercises
- Research
- Reports
- And more.. .



## Resources

The ENDEAVOR model leverages the private sector’s SISE (Sensitive Information Sharing Environment) and access to ongoing activities including:

- Weekly/Monthly/Quarterly meetings
- Training & Education
- Exercises
- Datasets and Dashboards
- Cross sector information
- Peer-to-Peer networking
- Research & Development
- Facilitation support
- Trade associations & partners
- And more ...

## Sustainment

The ENDEAVOR model is sustained by the private sector via a business model that leverage corporate resources and partnerships as outlined in a charter they approve that includes both free and premium content and activities.

## Case Study and Results

Restriction from icy roadways for empty tractor trailers in Pennsylvania was a long-standing operational issue. Initial solutions were developed and tested by the Pennsylvania ENDEAVOR group. In the end, a new emergency policy was jointly development by government agencies and industry that resulted in a federated agreement for a minimum weight ballast for empty trailers to be on the road during appropriate times and enhanced supply chain movements during winter storms.



Modernizing Transportation Restriction s Policy for Empty Trailers in PA  
Produced by AHC/ENDEAVOR Work Group

## Modernizing of State Transportation Restriction Policy Use Case

### **Step 1: Define the Problem:**

- *Winter state transportation policies and restrictions grounded empty tractor-trailers during winter events due to high accident ratings, long delays on key roadways, and cascading impacts to the supply chains.*

### **Step 2: Define the Impacts:**

- *Supply chain trucks were grounded until the state lifted the restrictions. This caused delays in the supply chain that caused cascading impacts across multiple states, increased costs, and increased risks.*

### **Step 3: Define People to Be Involved:**

- *State emergency management, law enforcement, and transportation agencies.*
- *Private sector supply chain stakeholders from energy, communications, food, fuel, delivery, etc.*

### **Step 4: Define Information Needed:**

- *Private sector needed a clearer understanding of the purpose behind the policy.*
- *State agencies needed a clearer understanding of the commercial impacts when the policy was enacted*
- *Both needed to discuss possible options maintain safety while at the same time improve supply chain movements.*

### **Step 5: Define Sensitivity of Information:**

- *For operational use only. Not publicly available.*

### **Step 6: Develop Solution(s):**

- *A federated agreement was reached that included updated policy language, an agreement of a minimum weight ballast to be maintained in trailers that would allow them to be on the roads during restrictions, and enforcement guidelines by state police.*
- *Training sessions were created or private sector to explain the new policy and the 30% of trailer weight agreement along with enforcement guidelines.*
- *A pilot program was conducted and two years later this policy became permanent policy via a state legislative vote.*