Unleashing the Private Sector

Benefits to Government:
• Inclusive: ENDEAVOR is open to all organizations interested in problem-solving operational problems
• Efficient: ENDEAVOR reduces the workload on government
• Leverage R&D investments
• Joint resource sharing in response
• Peer to peer networking
• Simple: ENDEAVOR only requires a single government liaison from the emergency management agency

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

Increased Resilience for All:
• Joint public/private planning
• Operational problem-solving
• Emergency policy modernization

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.

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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.