The
All Hazards Consortium
501c3

Forming Public Private Partnerships to Prepare for a Post-Disaster Environment:

Lessons-learned from Palm Beach County, Florida

November 9, 2010 at Noon EST

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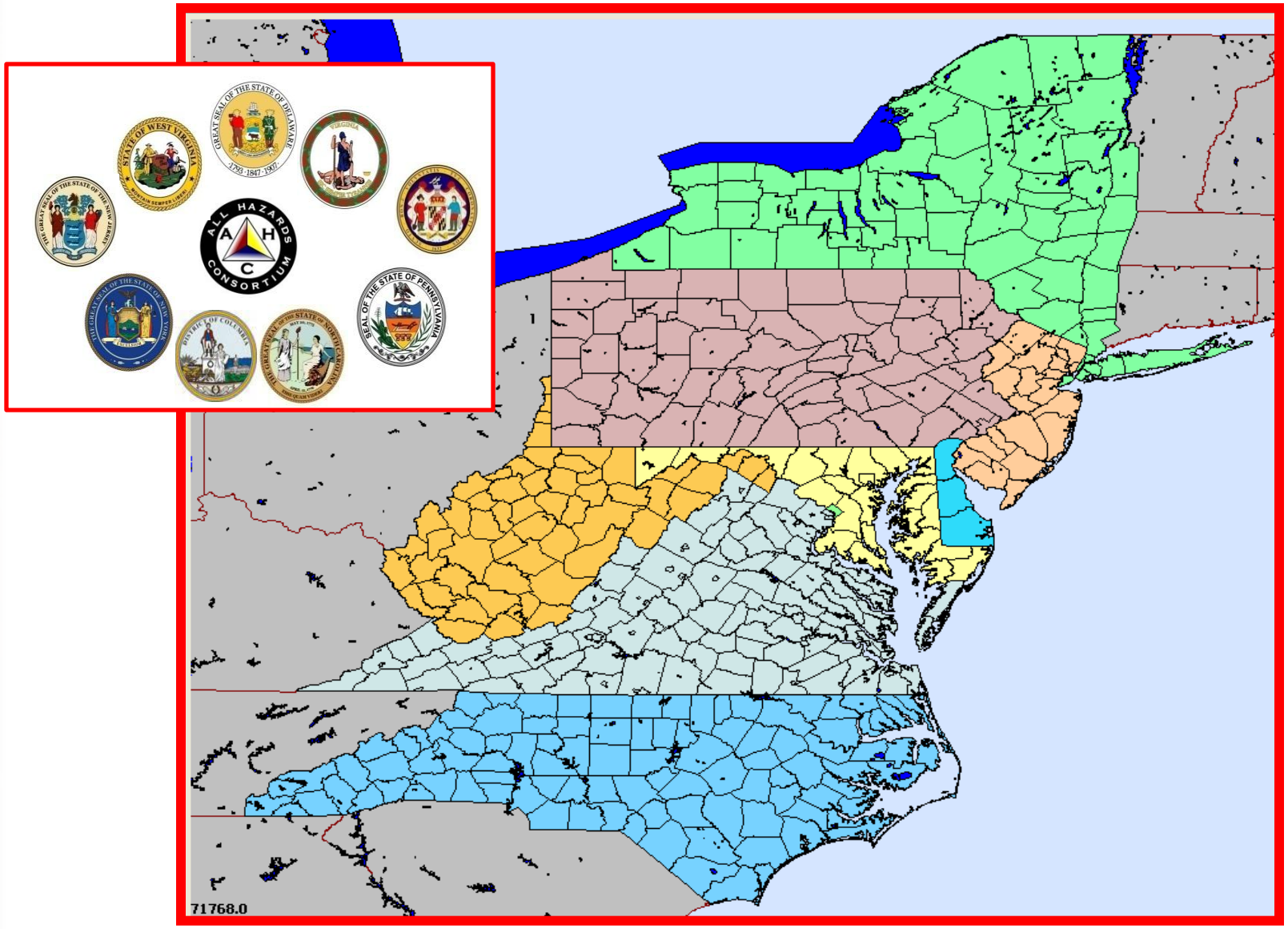
Agenda and Speakers

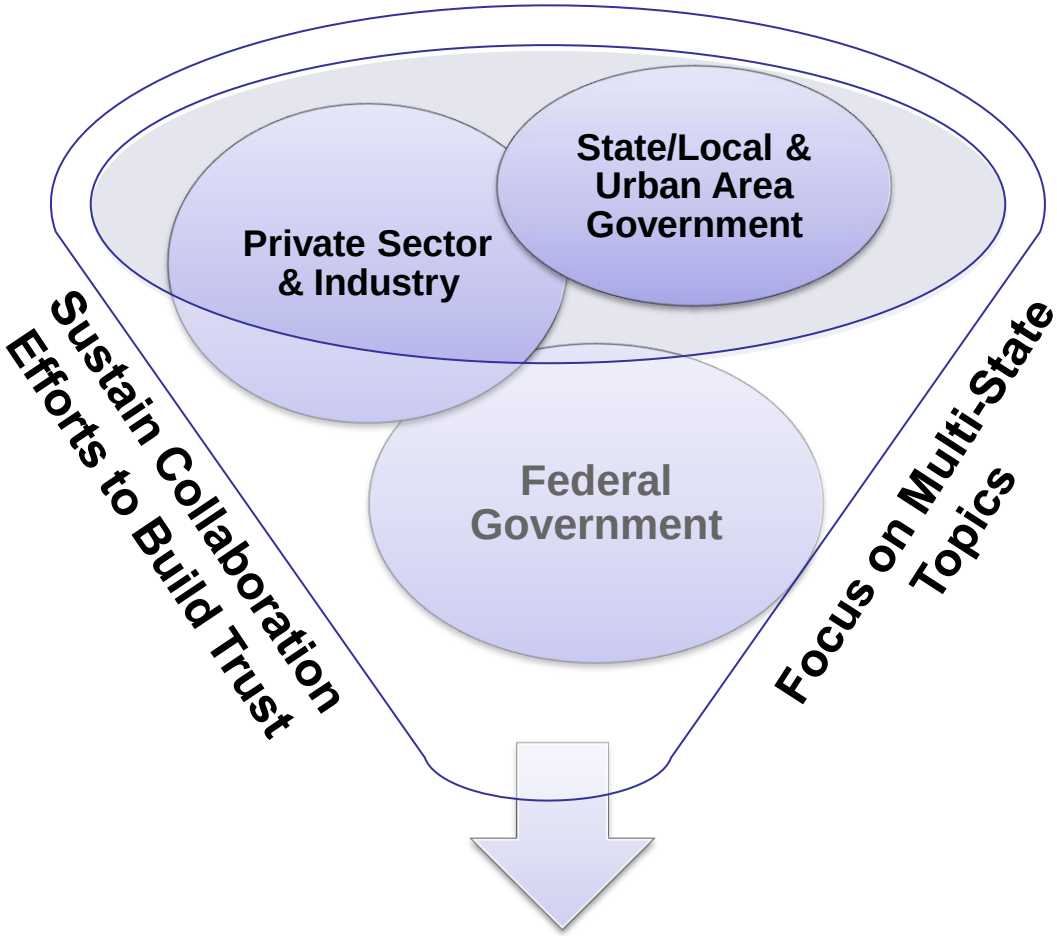
- Welcome
- **Joe Picciano**, Deputy Director, New Jersey Office of Homeland Security and Preparedness, AHC Board Member
- **Sheridan "Butch" Truesdale**, Senior Planner for Florida's Palm Beach County Division of Emergency Management
- **Tom Serio**, Business Continuity/Disaster Recovery Team, Verizon Wireless
- Q&A

All Hazards Consortium Founding States



ALL HAZARDS CONSORTIUM

AHC 2011 Strategy
Coordinate Planning & Investments



Produce Coordinated Efforts & Investments

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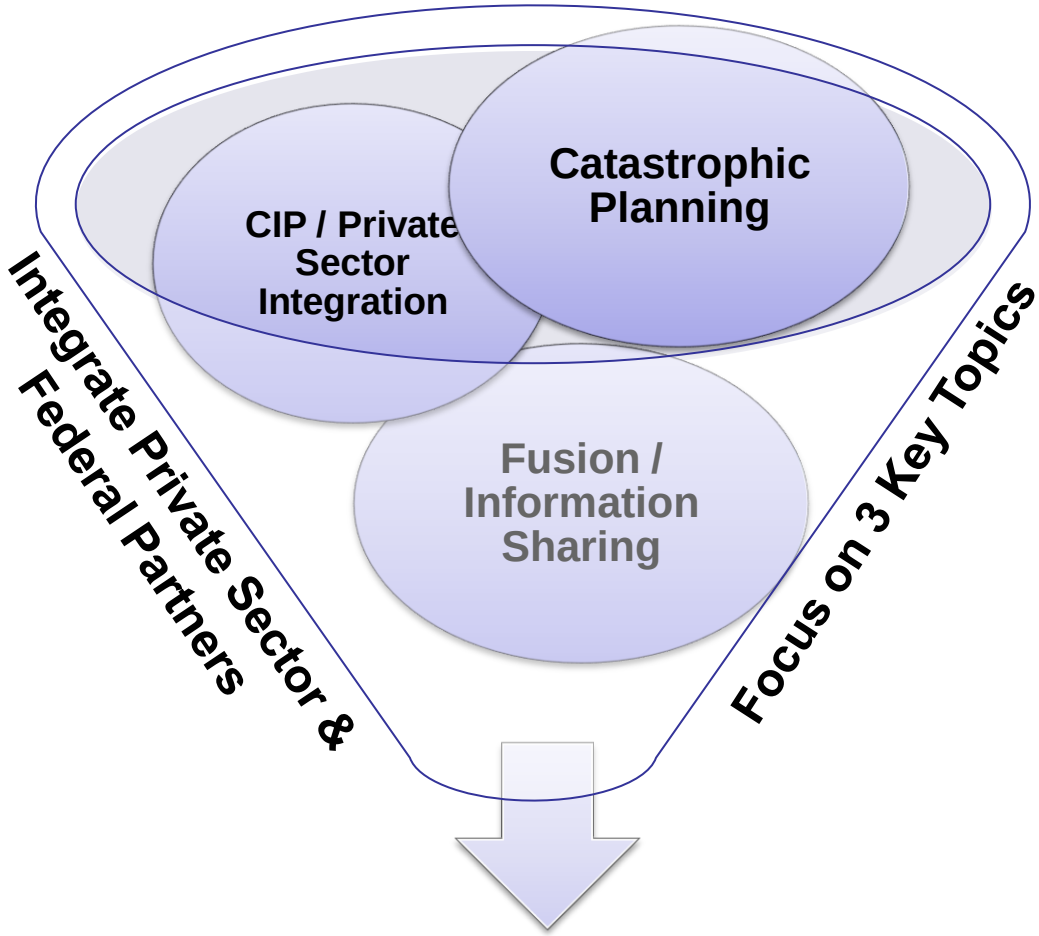
AHC 2011 Strategy
Focus on 3 Regional Topics



Produce Regional Integrated Planning & Projects

ALL HAZARDS CONSORTIUM

Special Introduction by:

Joe Picciano, Deputy Director, New Jersey Office of Homeland Security and Preparedness, AHC Board Member

Presentation by:

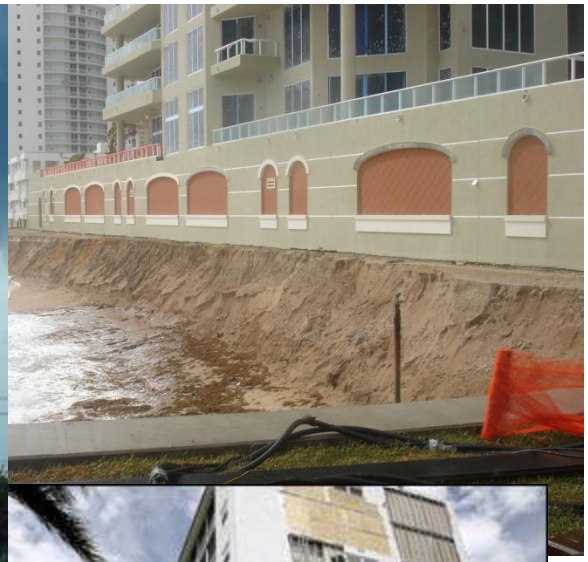
Butch Truesdale
Sr. Mitigation Planner
Palm Beach County
Division of Emergency Management

Tom Serio
Manager – Business Continuity/
Disaster Recovery
Verizon Wireless

Understanding

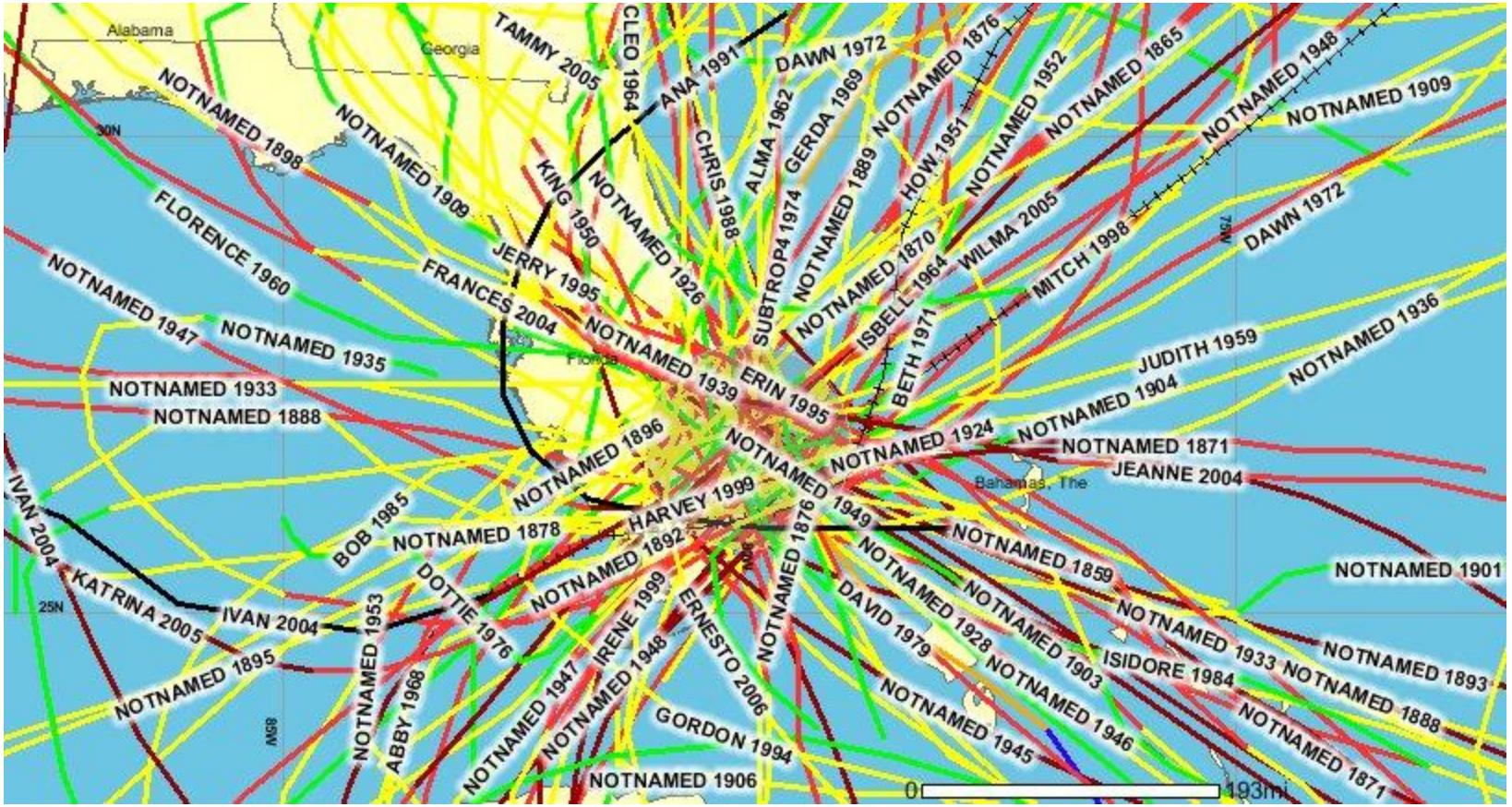
- Efforts began several years ago as a “side initiative”
- At the time, Serio heading the Business Continuity program for Office Depot, HQ in Delray Beach, FL
- Truesdale involved in disaster planning and response, economic redevelopment planning for County Division of Emergency Management
- We’ve had a few “situations”…

Paradise Comes at a Price

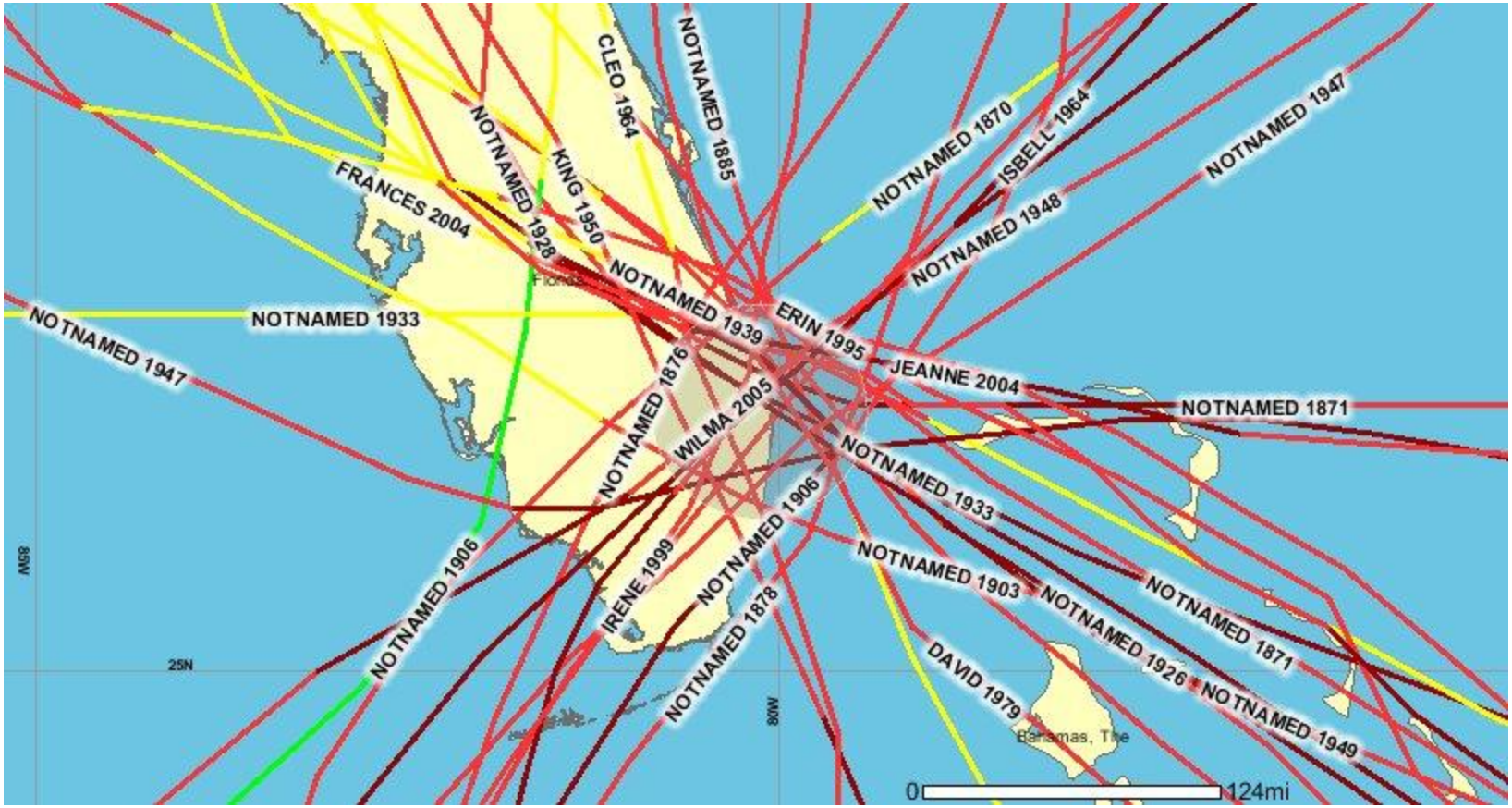


Recorded Hurricanes

Passing Through The State Of Florida



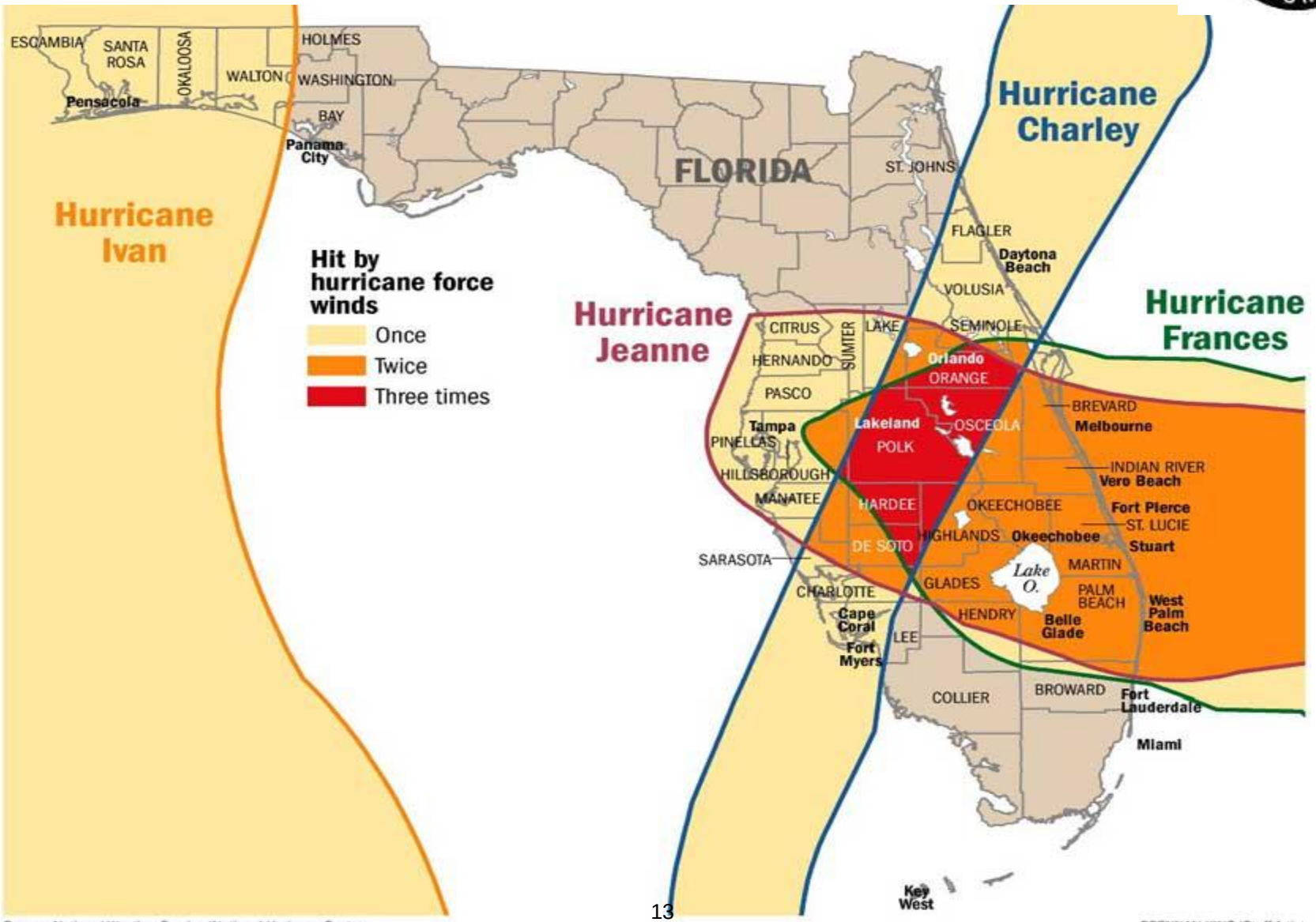
Hurricanes Passing Within 50 Miles of Palm Beach



2004 Hurricane Season Facts

- In Florida, 4 hurricanes in 50 days (unprecedented)
  - Charley – Aug 9 -15, West Coast
  - **Frances** – Aug 24 – Sept 6, East Coast
  - Ivan – Sept 2-24, Panhandle
  - **Jeanne** – Sept 13-27, East Coast
- 2 Hurricanes in less than 3 weeks in Palm Beach County; landfalls within 2 miles of each other in St. Lucie County
- Usually need approx. 5 days to prep for hurricane
- Recoveries hardly begun before next storm hit

Six Weeks of Destruction



Source: National Weather Service/National Hurricane Center

BRENNAN KING/Staff Artist

Driving Forces for a Partnership

- After the 2004 hurricane season, met with other local businesses to discuss concerns, needs and lessons learned
- Found we are all in the same boat
- Concerns included, but not limited to, fuel, food, housing, reopening, child care, etc.
- Major questions on when to shutdown operations. When schools would close, shelters open, etc.?
- Which public agency would have the information needed by the private sector?
- Recognition that Fed Government is not a first responder, for public or private sectors
- Recognition that the government disaster management process does not scale up well for major disasters

Major Contributors to Poor Recovery Record

- Local communities not prepared
- Businesses treated as “victims” not “resources”
- Local resources not known or able to mobilize quickly
- Government system is slow and complicated

Needs

- Share information
- Become resources for each other
- Promote and facilitate improved planning
- Build community disaster resiliency and accelerate recovery
- Official point of contact within county for private sector
- Connection with decision makers
- Manage rumors and speculation
- Bring recovery to local level mobilizing businesses, NGOs and government

Actions

- Took grass-roots approach
  - Got businesses to buy-in to concept
  - Engaged county government
  - Didn't rely on government to lead
- Hurdles
  - No budget
  - Marketing challenge (particularly at first)
    - Hasn't been an EM priority
    - Businesses focus on their own needs
  - Squeeze in around other tasks
- Demonstrating the potential for huge dividends
- Program "*for business by business*," not government-driven

Concept for Resiliency

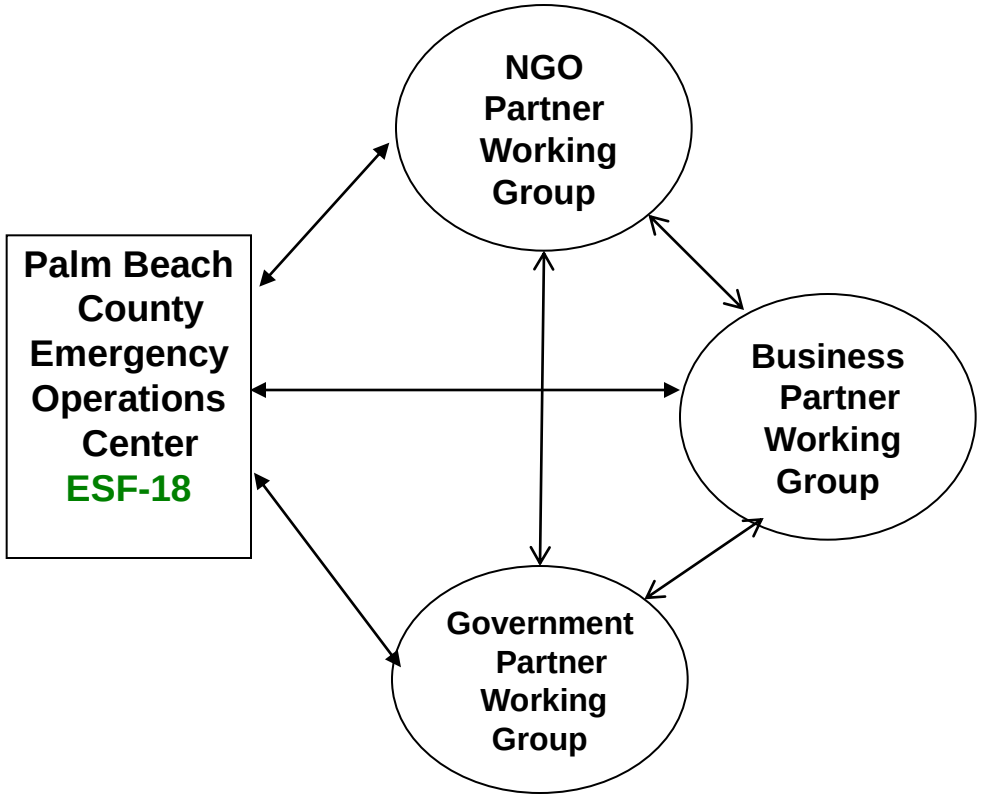
- Create partnership between the private sector and County to enhance communication and support decision making

- Create a partnership between private sector businesses to share information, resources, expertise, lessons

- The partnership to be run and managed by private sector, with the public sector as a supporting partner

- Three phases –
  1. Create seat in the Palm Beach County Emergency Operations Center for business (ESF-18)
  2. Develop a business partnership network
  3. Design and implement an on-line portal for ease of sharing information, dashboard of services, planning options and more – BCIN

Business & Industry Program – PPP Working Groups

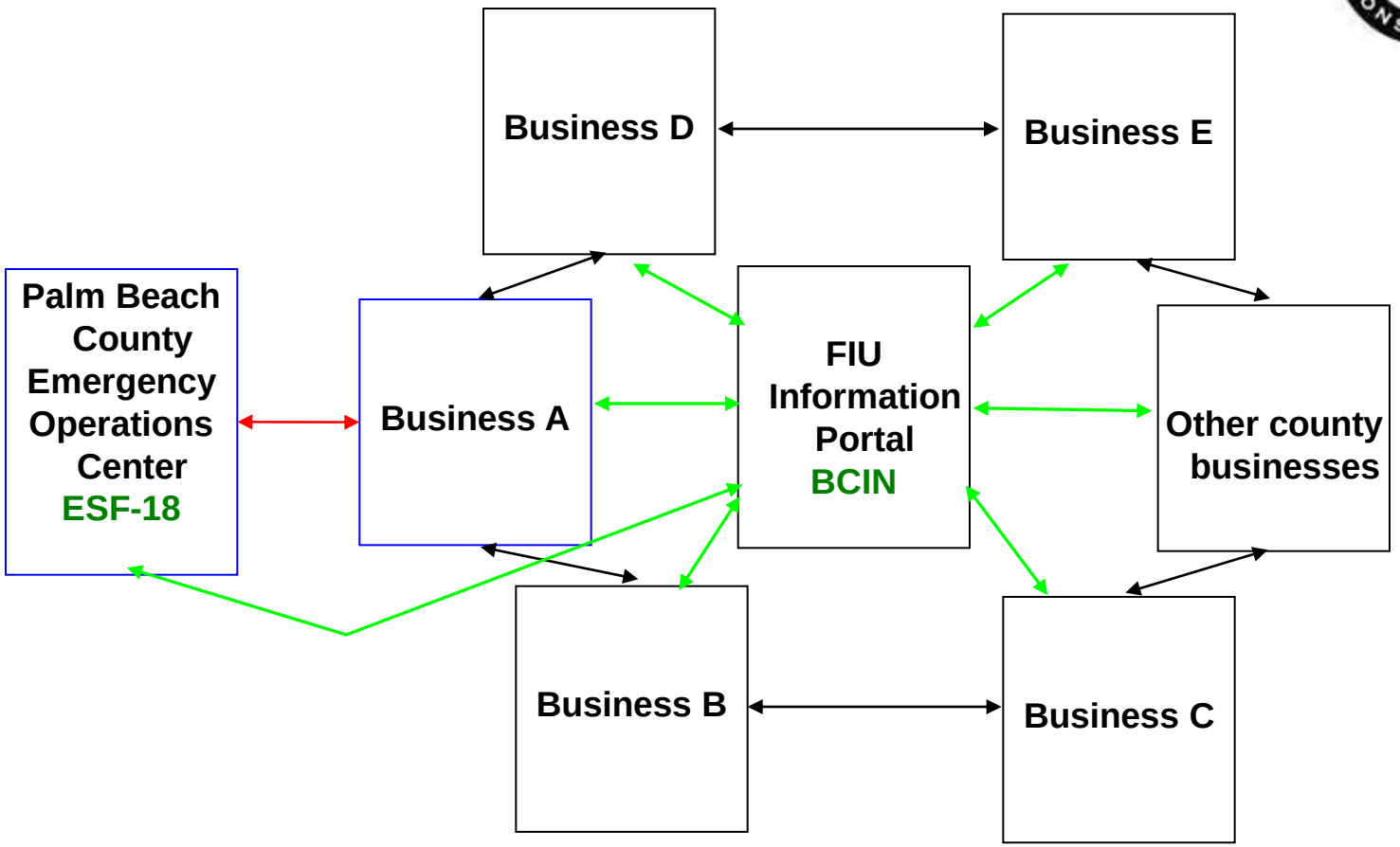


- PBC supporting three Working Groups
- Working Groups assist with disaster prep, resilience, and recovery
- Priority to utilize local business resources first to support communities

ESF-18
Business & Industry Emergency Support Function

Ensure business interests are integrated into the formal emergency management process

Business Partnership Network and BCIN

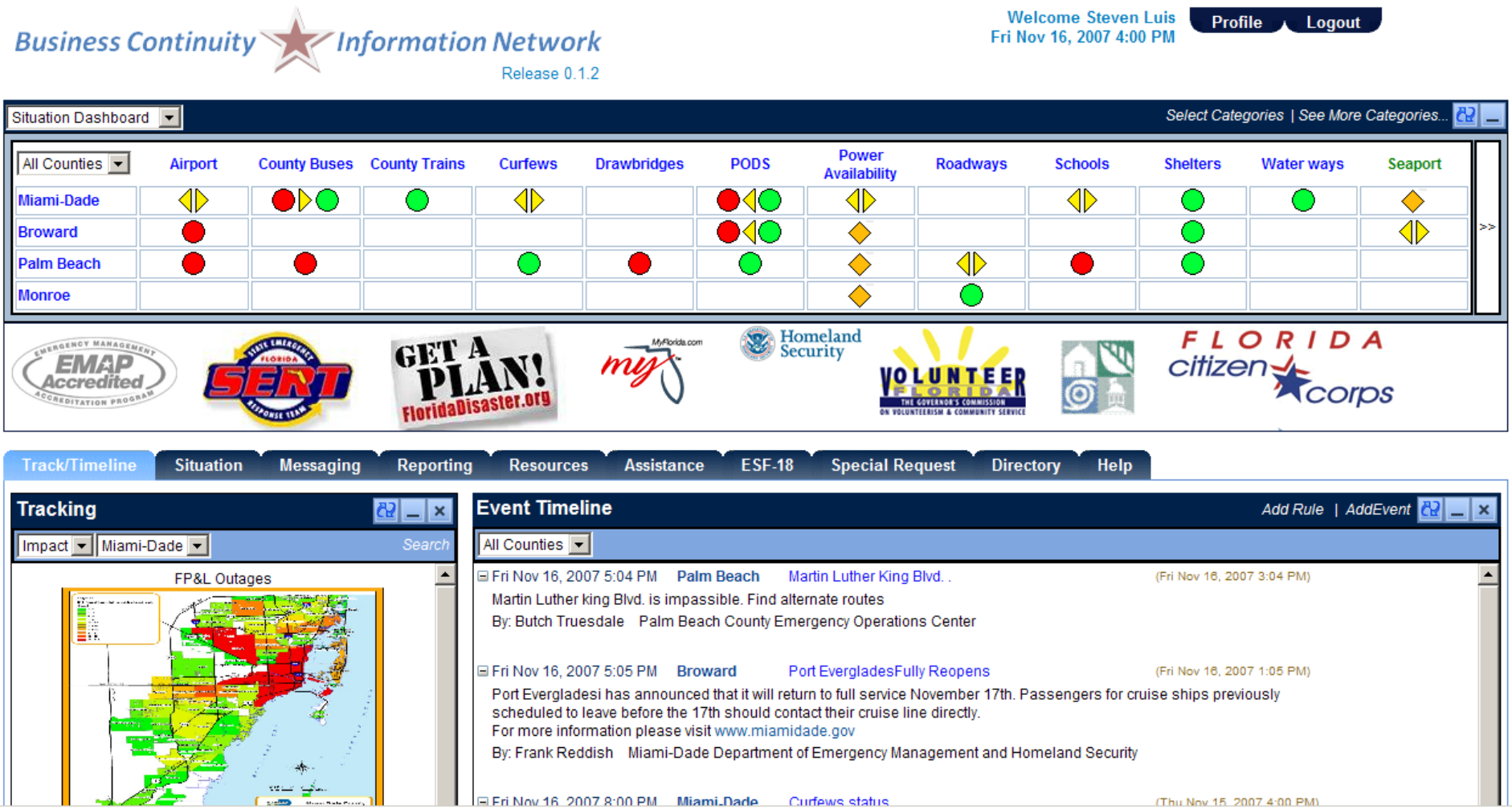


- ***All businesses in network share information, resources and needs via Portal***
- ***PBC EOC has direct link to Portal***

BCIN

- *Business Continuity Information Network*
- Florida International University led community project to help the South Florida businesses recover faster after disaster
- Created a web-based gathering place for public and private sector to share information and collaborate on disaster events
- FIU analyses show that, if the BCIN network helped 5% of the companies in South Florida speed up their hurricane recovery by one week, it would avoid $220M in non-property economic losses that would result from one week's closure.
- www.bizrecovery.org

BCIN – How Does It Work?



Results So Far

- Have a dedicated seat in the Palm Beach EOC capable of sharing information from the EOC to the public sector as well as feeding information, status, assessment, etc back to EOC from business
- Created two-way support structure for private and public sectors
- Identified over 30 initiatives, with several already completed or in process
- Ready to share remaining initiatives with partners for them to work on
- Held first major Public-Private Partnership workshop in April, 2010
  - Several post workshop notifications to members sent on oil spill, weather situations

PPP Workshop

- Over 130 business attended
- Invitees represented key business segments
- Distinguished speakers; breakout sessions (helped to validate planned initiatives and identified few more

	Initiative	Working Group Lead
1	**Planning Assistance** Continuity Planning Survival Planning	Business Business Business
2	**Information Portal**	Business
3	**Business Databases** Member profile Recovery resources/capabilities Core business listing Contact/locator information	Business
4	**Emergency Communication** Systems Protocols Mobilization/Management	Exec. Committee
5	**Credentialed Early Reentry of Trained AdvanceTeams** Protocol Credentialing Administration Enforcement Training	Business
6	**Mutual Aid/Resource & Facility Sharing** Local Regional	Business
7	**Mitigation Assistance**	Government
8	**EM Communication** (Advisories/Warnings/Situation Reports)	Government
9	**Mission Coordination/Tracking During Activations**	Government
10	**Resource Mobilization Plan** Local Outside	Government
11	**Non Profit Partnership Status** - 501(C)(3)	Exec. Committee
12	**Private Sector Donations/Gifts Management**	Exec. Committee
13	**First Responder Accommodations**	Exec. Committee

14	**Temporary Business Housing Program** Locator Assistance Administration Relocation Assistance	NGO NGO ? ?
15	**Disaster Assistance Loans** Bridge Loans SBA Loans Pre-Qualified/Accelerated Commercial Loans	NGO NGO NGO NGO/Coalition
16	**Financial Coalition** – "Palm Beach County First" (a la Chicago First/Florida First) Formation Administration	Exec. Committee Exec. Committee Coalition
17	**Business Disaster Recovery Assistance Centers** Site Selection Mobilization Plan Administration/Operating Guidelines/Staffing	NGO
18	**Business Counseling/Assistance Services** Post Disaster Business Planning Assistance Financial Counseling Insurance Assistance Legal Referrals Lease Resolution Assistance Emergency Communication	NGO
19	**Employee Assistance Programs** Day Care Family Counseling Family Services Employee Temp Housing	NGO
20	**First Responder Assistance** Day Care Family Services Temp Housing Assistance	Exec. Committee
21	**Core Business Retention Programs/Incentives**	NGO
22	**Workforce Redevelopment** Requirements Definition Mobilization Protocols Training Curricula Training Resources Administration	NGO

23	**Volunteer Program** Professional/Recovery Center Staffing/Day Care/etc. Recovery Workers	NGO
24	**Government Assistance Program Initiatives**	Government
25	**Special Programs** Small Business Minority Businesses Ag Business Tourism World Trade Pandemic Terrorism	Exec. Committee
26	**Emergency Management Support** ESF-18 Support Executive Policy Group Support Host Community/Mutual Aid Assistance	Exec. Committee
27	**Fusion Center a lLiaison Force(a N.J. Business /BENS)**	Government
28	**Partnership Benefit Programs/Events** Education/Awareness/Certification Programs Annual Partnership Conference/Recognition/Awards Partner Networking/Social Events	Exec. Committee
29	**Public Affairs/Partnership Maintenance** Public Relations Government Relations Fund Raising Philanthropic Activities Speakers Bureau Articles/Success Stories Partnership Website	Exec. Committee
30	**Partner Community Services** Business to Business Community-wide	Business
31	**Rapid Response Resource Inquiry System** (companion to Resource Database)	Business

Take-Aways from Workshop

- Become inaugural members of B2B Partnership
  - Share information between businesses and government
  - Participate in BCIN portal
- New contacts upon which to build partnerships
- Additional resources for information for planning, awareness and response
- Opportunity to participate in upcoming workshops/meetings/calls with groups
- Participation in supporting issues and initiatives
- Plan to take PPP non-profit, ability to apply for grants
- Form Board/ Hire Executive Director to run program

Thank you

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Q&A

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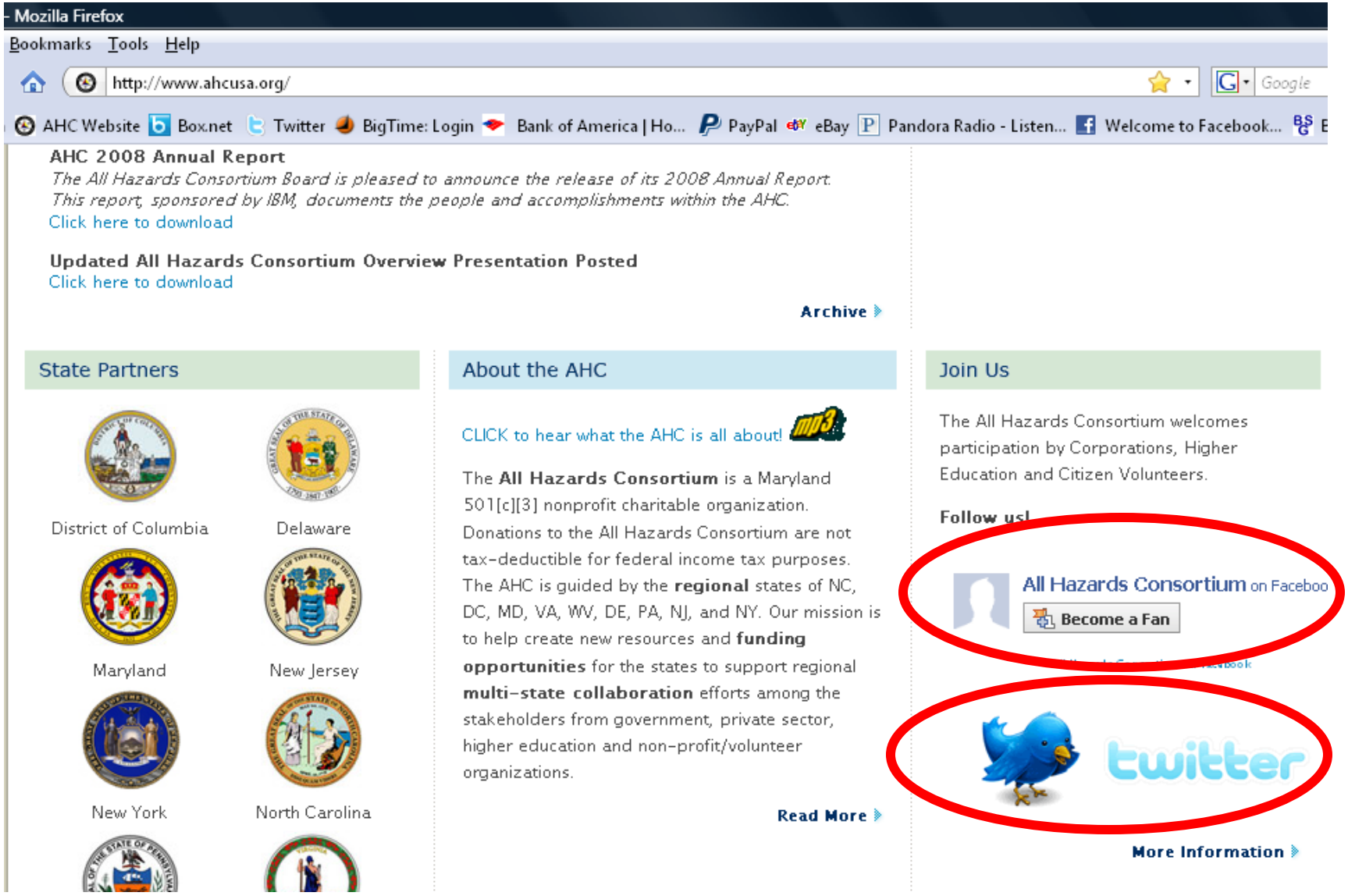

Thank you for attending!

info@ahcusa.org

Save the Dates:

January 24-25, 2011 – 3rd Annual State Border Coordination Workshop, Gettysburg, PA

March 21-22, 2011 – 2nd Annual Regional UASI Workshop, Newark, NJ