



## **City of Newport News Public-Private Partnership Program**

### **Summary**

The City of Newport News developed their Public-Private Partnership Program (PPP) in March 2012 with the vision to build relationships to increase resiliency among all stakeholders and citizens throughout the city. The Private Sector Liaison position was created and is housed in the City of Newport News Division of Emergency Management (DEM). The Private Sector Liaison serves as the conduit between the city's partners and the Emergency Operations Center (EOC).

### **Background**

As we have seen in recent incidents across the United States, the government alone cannot accomplish the many tasks required of an incident or disaster affecting our localities. During this same timeframe, the private sector community has sought out their role in disaster response and ways to support the needs of the community and the public sector while maintaining a profitable business. Also, the private sector has noted the importance for their businesses and employees to prepare for emergencies as well as the need for establishing partnerships with the public sector to support emergency response and recovery. In addition, emergency managers know that incorporating the private sector business community into their disaster and emergency response framework can result in an advantageous partnership.

Although the City of Newport News may not be viewed as a 'big city' with a population of just fewer than 200,000 people, it is home to several large companies such as Newport News Shipbuilding, Huntington Ingalls Industries, Canon Virginia, as well as the Army and Air Force Exchange Service. After meeting with local businesses and other non-government organizations throughout the city, the city of Newport News leveraged lessons learned from past incidents to create a robust public private partnership program. One main focus of the program is the value of establishing and maintaining "pre-incident" partnerships between the public and private sectors during disasters and on a daily basis. Consequently, since the start of the program in 2012, the City of Newport News has identified this collaboration as an exciting opportunity to increase the dynamic capabilities and resiliency of emergency operations.

### **Goals and Objectives**

The Newport News Public Private Partnership Program's vision is focused on incorporating the 'Whole Community' approach. Some of the benefits include:

- Shared best practices
- Shared understanding of community needs and capabilities
- Stronger resiliency of social and public infrastructure
- Increased integration of resources among the community
- Establish and maintain public and private sector relationships that increase effective prevention, protection, mitigation, response, and recovery
- Increased situational awareness

The primary goals of the program are to:

- Engage private sector partners within the city in a mutually beneficial interaction to build proactive and progressive partnerships
- Increase the resiliency of the whole community
- Improve private sector knowledge of city government procedures and policies – especially in times during an incident, and vice versa
- Establish a formal supply and communication chain process in conjunction with the business' policies
- Interlink businesses together with government resources to promote disaster preparedness/business continuity amongst employers

One underrated yet valuable piece in this relationship will be providing public outreach initiatives amongst the private sector. For example, by leveraging emergency management tools and tips from the Ready Hampton Roads office, we were able to encourage employee preparedness at our local businesses which increase the chances of employees returning to work and decrease business closures post-disaster. In addition, the city and its citizens greatly benefit from businesses returning to normal operations post-incident as a sign of the city's enhanced resilience to disasters.

### **Program Description**

The Private Sector Liaison continues to serve as the connection between the city and private sector partners who play a crucial role in all phases of emergency management throughout the city. The Public-Private Partnership Program (PPP) has become a vital role within the Newport News Emergency Operations Center because it provides real time situational awareness. For example, our private sector partners provide strategic and operational information sharing to create a coordinated emergency response.

Before, during, and after a disaster, the Newport News Emergency Operations Center (EOC) distributes disaster response information to private sector partners to assist in their preparation and recovery efforts. The first step in the process is to ensure businesses are aware of existing public sector emergency plans, procedures, and contacts, as well as other useful crisis response resources. Our partners are encouraged to visit the Newport News City EOC to gain an enhanced

knowledge of how the city operates during both day-to-day and incident operations. Moreover, Newport News EOC personnel have scheduled time to take site visits to different businesses and organizations throughout the city to understand what their operation consists of and how they function during times of an emergency or disaster.

The program has reached out to diverse private sector partners such as “big box” retail stores and various trade/professional associations to ensure that the Department of Emergency Management’s resources reach the whole community throughout the city.

Some of our targeted areas of outreach have included:

- Energy Providers
- Financial Sector
- Transportation/Logistics/Supply Chain
- Higher Education
- Non-Profit
- Communications
- Postal Services
- Food Industry
- Retail
- Utilities
- Professional and Trade Associations

### **Requirements for Success**

The success of the Newport News Public Private Partnership program is determined by the level of interaction and the benefits of the relationships established with the private sector. Our office continues to bring together the knowledge and assets of the private sector within the Hampton Roads’ community, fostering partnerships that will result in a higher level of preparedness, response, and recovery to the citizens of Newport News, as well as stimulate the local economy by allowing resources to be available to respond to the impacted areas throughout the city. The Private Sector Liaison also initiates and supports emergency management initiatives while guiding the program to promote private sector engagement and involvement in all phases of emergency management.

### **Resources**

The DEM Planner is designated as the Private Sector Liaison, a role that operates out of the City’s EOC on a day-to-day basis. Each year, DEM partners with the Virginia Department of Emergency Management (DEM) Private Sector Program and FEMA’s Private Sector Regional Liaison to incorporate Ready Virginia’s Preparedness Campaign. Each year during the last week of May, which is also the Virginia Sales Tax Holiday Week, DEM partners with Lowes and

Home Depot to hold a public outreach event at the store-front to promote disaster awareness in multiple areas. They share information regarding flood insurance, city-specific emergency information, and personal/family preparedness plans with event participants.

Also, the DEM Situation Report (SIT-REP) form is offered to private sector partners to provide information that may be of use to EOC staff during all phases of a disaster. The SIT-REP is designed to allow the EOC to develop a greater understanding of the impacts an incident is having on the community. Private sector partners from across the city are encouraged to e-mail [empartners@nngov.com](mailto:empartners@nngov.com) with any situational awareness information they would like to provide the EOC.

### **Training and Exercises**

The need for the private sector community to know and understand how disasters, natural and man-made, are managed and responded to, is a critical element of building bi-sector resiliency throughout the city. NNDEM encourages private sector partners to come and tour the City's EOC as well as sit in a WebEOC training session to gain an understanding of how the EOC operates not only during a disaster but also on a day-to-day basis. In addition, partners are invited and incorporated into EOC exercises to increase communications and situational awareness capabilities.

### **Communication Tools**

Multiple avenues of communications are offered to the City's partners. As stated earlier, partners are encouraged to share information as they see fit during both day-to-day operations and in times of an incident. The information sharing plan may include but is not limited to:

- PPP Report
- Social Media
- Trainings/Webinars
- Situation Reports during an EOC activation
- Distribution List/E-mail alerts
- EOC and on-site meetings/tours

### **Links**

[City of Newport News Facebook](#)

[City of Newport News Twitter](#)

[City of Newport News Emergency Management](#)

[Ready Hampton Roads](#)

### **Contact Information**

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