



FEMA

Private Sector Division

Office of External Affairs

September 2014 Monthly Newsletter

Friends,

First, welcome to National Preparedness Month! While preparedness is a year around effort, we ask that you take time in September to "[Be Disaster Aware, Take Action to Prepare.](#)" If your organization is sponsoring an activity or event, why not get recognized by registering it as an "[America's Preparathon!](#)" activity? While the Day of Action is September 30, you can take part in America's Preparathon! throughout the year.

Next, for all of you who have been asking about the [2014 National Conference on Building Resilience through Public Private Partnerships](#), it is finally here! Once again a collaborative effort between the Department of Homeland Security, FEMA and US NORAD-NORTHCOM, this year's conference will be hosted at the US Chamber of Commerce in Washington, DC, October 15-16. The agenda focuses on the interconnections of cyber and physical, global and local partnerships and emerging risks. Registration always fills up quickly, so I encourage you to visit the conference website to learn more and register today.

Finally, for those of you who follow policy developments, the [National Preparedness Report](#) and the [National Protection Framework](#) have been released. Read on to learn more about these developments, as well as highlights of public-private partnerships in action and other tips, tools and resources.

Looking forward, we will continue to spotlight National Preparedness Month activities in our October issue. If you would like your efforts to be considered, please send a 50-175 word article (preferably with a photo) by September 19, 2014, to FEMA-Private-Sector@fema.dhs.gov.

Jeanie Moore
Director (Acting), Private Sector Division
Office of External Affairs
Federal Emergency Management Agency

4th National Conference on "Building Resilience through Public-Private Partnerships"

**October 15-16, Washington, DC
Registration is Now Open!**

This year's agenda focuses on our interconnected world, from neighborhoods to the global partnerships. Learn about evolving risks to the infrastructure that powers, transports, informs, and otherwise connects organizations and the people they serve. Join discussions on emerging issues, like climate adaptation and cybersecurity, as well as innovative efforts to leverage philanthropy, technology, trained corporate volunteers, and information sharing networks through public private partnerships.

Bring your questions and big ideas, and prepare to learn, share and actively contribute to 50 Big Ideas for building resilience. The 2014 conference will be hosted at the US Chamber of Commerce, across the street from the White House. Registration fills up quickly, so sign up today to join leaders from around the country who are making a difference in building national resilience.

REGISTRATION: <https://www.regonline.com/buildingresilienceconference>

Sponsored this year by the U.S. Department of Homeland Security through the National Protection and Programs Directorate and the Federal Emergency Management Agency, in partnership with North American Aerospace Defense Command, United States Northern Command. Hosted by the U.S. Chamber of Commerce Foundation.

3-Month Look Ahead

Need ideas for your organization's preparedness strategies? Here's a look ahead at themes for the coming months.

September

[National Preparedness Month](#)

[Campus Preparedness](#)

[Wildfire Mitigation](#)

October

[Prepare to Mitigate](#)

[Fire Prevention Week](#)

[Earthquake Preparedness](#)

November

[Critical Infrastructure
Preparedness Month](#)

National Preparedness Month and America's PrepareAthon!

The [Ready Campaign](#) established four universal building blocks of emergency preparedness: Be Informed, Make a Plan, Build a Kit, and Get Involved. America's PrepareAthon! builds on this foundation by encouraging Americans to take on a simple, specific activity that will increase their preparedness.

America's PrepareAthon! is a national community-based campaign for action that focuses on increasing emergency preparedness through hazard-specific drills, group discussions, and exercises. During [National Preparedness Month](#) in September individuals and communities are encouraged to take action by planning a [National PrepareAthon! Day](#) event on or around September 30.



Will You Take Action?

If your company or organization is taking part in America's PrepareAthon!, let us know at FEMA-Private-Sector@fema.dhs.gov and we'll continue to highlight some of your submissions in the October Newsletter.

You can also [register your National PrepareAthon! Day event](#) or download the [2014 NPM digital engagement toolkit](#). Learn more about these two campaigns and ways you can participate with the [recorded webinar](#).

Private Sector Gets the Word Out on Preparedness

Check out some ways that organizations around the country are getting ready for National Preparedness Month (NPM) and America's PrepareAthon! (AP!):

- **Agility Recovery:**
 - o Hosting a [series of weekly webinars](#) with the U.S. Small Business Administration through the month of September. Topics will help business owners take charge of their own well-being with [preparedness planning](#).
- **Duracell:**
 - o Sponsoring an event in New York City's Battery Park on September 30 to share preparedness and resiliency messages and showcase their fleet of [Power Forward trucks](#).
- **Google:**
 - o A [Google Tips webpage](#) that demonstrates ways technology can help during a disaster, including information to download the [FEMA mobile app](#).
- **Target:**
 - o Will celebrate NPM throughout September by holding events nationwide to promote youth and family preparedness.
 - o Partnering with the New York City Office of Emergency Management at the Staten Island Children's Day event, which will feature emergency vehicle displays as well as free museum admission.
 - o Partnering with the City of Los Angeles Emergency Management

Toolbox

Flood Insurance for Business: Impacts of Recent Legislation

The National Flood Insurance Program (NFIP) is in the process of implementing reforms required by the Homeowner Flood Insurance Affordability Act of 2014 and the Biggert-Waters Flood Insurance Reform Act of 2012 (Biggert-Waters). The 2014 law repeals or modifies some provisions of Biggert-Waters. However, it maintains the requirement that flood insurance rates for business properties in high-risk areas reflect true risk. This means that the subsidized rates that previously applied to some older business buildings will continue to be phased out.

A [new fact sheet](#) provides an overview of the changes business owners should expect, including a one-time refund for some policyholders.

- Learn more about flood risk and find an agent at [FloodSmart.gov](#).
- To keep current as FEMA implements changes to the NFIP based on recent legislation, please visit: www.fema.gov/flood-insurance-reform.
- Policyholders who have questions about their flood insurance policies should contact their insurance agents.

NEMA Issues National Report Analyzing EMAC Capabilities



The National Emergency Management Association (NEMA) partnered with the Stephenson Disaster Management Institute (SDMI) to survey state-level experiences in using the Emergency Management Assistance

Department to host a Preparedness Fair in Downtown Los Angeles, focused on simple steps to be prepared.

- o A robust internal campaign to engage team members on the importance of being prepared and conduct exercises to further enhance planning efforts.

Verizon:

- o Corporate-wide twitter campaign to mirror weekly NPM campaign themes.
- o Emergency Preparedness landing page with links to articles and resources.
- o Posts on the company's [public policy blog](#)
- o Airing [Ready.gov](#) Public Service Announcements (PSA) on [FiOS1 News](#) channels in Long Island, New Jersey, and the Lower Hudson Valley.

Walmart:

- o Airing [Ready.gov](#) "Emergency Preparedness – Wireless Alerts" public service announcements at stores with checkout TVs, reaching approximately 25 million customers.
- o Airing ESPN and Ad Council's "Be a Hero" PSA on WalmartOne.com, Walmart's internal website for over 2 million associates.

Michigan State Police and Quicken Loans Co-Host Detroit's 2014 Prepare Fair

The [2014 Prepare Fair](#) is expected to draw over 10,000 participants in Detroit, Michigan's, Cadillac Square, on September 4, 2014.



Hosted by the Michigan State Police, in partnership with Quicken Loans, the event will feature booths, presentations, and educational resources to help residents learn how to prepare for emergencies and disasters. Attendees will also be able to meet local first responders and explore emergency response vehicles. This will be a multi-sector / multi-agency event with partners from the Private Sector, Non-Profit Organizations, and Local/State Agencies taking part, including co-hosts:

- [Do 1 Thing](#)
- [Opportunity Detroit](#)
- [Quicken Loans](#)
- [City of Detroit](#)
- [Michigan State Police](#)

To kick off the fair, Quicken employees will conduct a building evacuation drill as a recognized America's PrepareAthon! event. Immediately following the drill, employees will arrive at Cadillac Square to take part in the block-style fair. Quicken Loans is also providing the space around its facilities for fair participants to set up their displays, expecting to .

Learn more about the 2014 Prepare Fair on the [Michigan State Police website](#).

Compact (EMAC) to deploy private sector and volunteer resources in disasters. Incorporating input from 43 states and the U.S. Virgin Islands, NEMA's report presents best practices and innovative solutions that other states can use to build their disaster response and recovery capabilities.

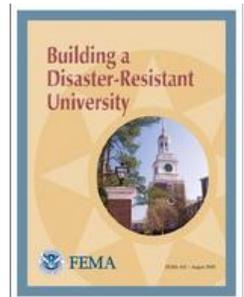
NEMA has published the following documents as part of its study:

- [EMAC Private Sector and Volunteer Resources Analysis](#)
- [EMAC Best Practices and Lessons Learned on Private Sector and Volunteer Deployments](#)
- [EMAC Case Study on North Carolina deployment of field hospitals with public and private personnel](#)
- [Sample Intergovernmental Agreement between State and Local, Non-Governmental and Tribal Organizations](#) for mutual aid deployments. NEMA recommends this document as a model for all states, which can be modified to accommodate any state's particular issues.

Resources for Universities

[Building A Disaster-Resistant University](#)

is both a how-to guide and a distillation of the experiences of six universities and colleges that have been working to become more disaster-resistant. This guide provides basic information designed for institutions just getting started, as well as concrete ideas, suggestions, and practical experiences for institutions that have already begun to take steps to becoming more disaster-resistant.



Tech News



Participants brainstorm areas where technology can improve disaster response and recovery during the Demo Day. (DHS Science and Technology)

White House Innovation for Disaster Response and Recovery Demo Day

The White House hosted an [Innovation for Disaster Response and Recovery Initiative Demo Day](#) on July 29, which featured innovative approaches from both the government and private sector to aid survivors of large-scale emergencies. Several government and private sector participants announced

applications and services to assist survivors as well as the availability of their data to enable emergency managers and first responders to analyze and map data for enhanced situational awareness.

Highlights include:

- The [AirBNB](#) and [Getaround](#) housing and car sharing platforms announced the release of disaster assistance portals to assist survivors and responders in locating housing and available vehicles in the wake of disasters at little or no cost.
- Microsoft announced the [Yammer survivor network](#), allowing survivors a private online space to share resources and provide support.
- Google, in coordination with several major electric utilities, announced that the [Google crisis map](#) would begin to include electricity outage data as an optional layer.
- Among the participating government agencies, the Department of Energy announced the expanded beta testing of their LanternLive application, which will allow survivors to report electricity outages, downed power lines, and find available fuel in their area.
- The City of San Francisco demonstrated their [City72 Toolkit](#) emergency preparedness toolkit, a customizable web platform that can be used in cities across the country.

Cisco Disaster Response – Technology Volunteer Team

The Carlton Complex Wildfire of July 2014 became Washington State's largest fire since the 1902 Yacult Burn, torching 391 square miles and destroying 300 homes. Realizing that state responders would need support restoring communications and network connectivity, members of the Cisco Disaster Response Team (DRT) coordinated with FEMA Regional Private Sector Liaisons and FEMA Tech Corps Specialists to provide support.

The 4-person team was deployed to Chelan Falls, Washington and set up their disaster response operations at the Southern Division headquarters, supporting California Interagency Incident Management Team (IIIMT) 4. They established emergency networks for mission-critical communications and data

Private Sector Resilience Tips

Subscribe to [FEMA Private Sector email alerts](#) for Tips of the Week and other news.

Recent Tips:

- Create a [workplace plan](#) to prepare employees for emergencies.
- Implementing a [hazard prevention program](#) may help avert workplace accidents.
- Place a [weather radio](#) in your office to monitor local warnings and participate in drills to protect your staff.
- Learn how to [prepare, protect and recover your small business](#) from severe weather and other hazards with online plans, training, and mobile apps.

FEMA 101

Get Alerts, Stay Alive: New IPAWS Webinar Series

Receiving timely alerts about weather conditions or other emergency situations can make all the difference in knowing when to take action to be safe. The Integrated Public Alert and Warning System's (IPAWS) Common Alerting Protocol (CAP) and open standards allow the private sector to configure and develop new alerting tools and technologies that can be seamlessly incorporated into IPAWS. IPAWS can help broadcasters keep their stations on-air during emergencies, enable chemical stockpile facilities to enhance their alert and warning capabilities, and allow companies to pull alerts directly from the IPAWS public feed to share with their subscribers.

The IPAWS Program Management Office (PMO) is committed to actively engaging with private sector partners and

connectivity to support various aspects of the fire response, as well as morale-boosting Wi-Fi networking for hundreds of firefighters and support personnel encamped nearby.

The Cisco Disaster Response Team consists of highly skilled Cisco technology employees who collaborate with state, local, tribal, and territorial partners to provide disaster assistance nationally and globally, in response to government requests. For more information on Cisco DRT response efforts, please visit their Facebook page at <https://www.facebook.com/cisco.tacops>.



Cisco Tactical Operations/DRT responds to the Carlton Complex Wildfire in Eastern Washington.

FEMA's "TechCorps" is a pilot program that invites trained volunteers from technology-based service or product companies in the private sector to help support first responders and disaster survivors. For more information on FEMA's TechCorps program, please go to www.fema.gov/tech-corps or contact the FEMA Tech Corps Liaisons at: FEMATech-Corps@fema.dhs.gov.

Publications

National Preparedness Report

The [2014 National Preparedness Report](#) (NPR) highlights accomplishments achieved or reported during 2013, providing the Nation — not just the federal government — with practical insights to inform decisions about program priorities, resource allocation, and community action. In addition to key findings for building, sustaining, and delivering the [31 core capabilities](#), the 2014 NPR outlines cross-cutting findings that involve multiple [mission areas](#):

- Embracing a new approach to disaster recovery: Major events, such as Hurricane Sandy and the severe 2012-2013 drought, have served as catalysts for change in national preparedness programs, drawing clearer links between post-disaster recovery and pre-disaster mitigation activities.
- Launching major national initiatives: The Federal Government has initiated several national-level policy and planning initiatives that bring unity of effort to preparedness areas, including critical infrastructure security and resilience, cybersecurity, recovery capabilities, and climate change.
- Managing resource uncertainties: Budget uncertainties have created preparedness challenges at state and local levels of government, resulting in increased ingenuity, emphasis on preparedness innovations, and whole community engagement.
- Partnering with tribal nations: Tribal partners are now more systematically integrated into preparedness activities. However, opportunities remain for Federal agencies and tribal nations to increase engagement and expand training opportunities on relevant policies.

Learn more and access the 2014 National Preparedness Report at: <http://www.fema.gov/national-preparedness-report>.

routinely provides development and training opportunities. The IPAWS PMO is excited to announce a new series of webinars beginning this month, which will focus on discussion topics including:

- State and local best practices
- Progressing from adopting IPAWS to implementing and using the system
- Public responses to alerts
- New system features and updates

To receive webinar details as they become available, please join the [IPAWS PMO mailing list](#).

IPAWS Online Courses Available

For an introduction to IPAWS, you can also take the online Independent Study (IS) courses, [IS-247a "Integrated Public Alert and Warning System"](#) and [IS-248 "IPAWS for the American People,"](#) which highlight key features and benefits of IPAWS and outlines the authorities responsible for sending alert and warning messages as well as actions the public can take before and during an emergency.

Emergency Support Functions

When disaster strikes, the [National Response Framework](#) guides how the whole community works together and how response efforts relate to other parts of national preparedness. Key to the NRF is the **15 Emergency Support Functions (ESF)**, which are the primary coordinating structures at the federal level to bundle and manage resources.

Spotlight: ESF #2 - Communications

[Emergency Support Function \(ESF\) #2 – Communications](#) supports the restoration of communications infrastructure, coordinates

National Protection Framework Released

The [National Protection Framework](#) is one of the [5 National Planning Frameworks](#) that describe how the whole community works together to achieve the [National Preparedness Goal](#). Security-related activities form the basis of the first edition of the National Protection Framework, providing context for whole community coordination to safeguard against acts of terrorism, natural disasters, and other threats or hazards. The Protection Framework also describes the core capabilities, roles and responsibilities, and coordinating structures that facilitate the protection of individuals, communities, and the Nation.

The National Protection Framework is publicly accessible at:
<http://www.fema.gov/national-preparedness/national-protection-framework>.

The National Infrastructure Protection Plan is publicly accessible at:
<https://www.dhs.gov/national-infrastructure-protection-plan>.

This effort is a part of the National Preparedness System, a process that organizes the tools and resources needed to move toward the National Preparedness Goal. For more information on national preparedness efforts, please visit: <http://www.fema.gov/national-preparedness>.

communications support to response efforts, facilitates the delivery of information to emergency management decision makers, and assists in the stabilization and reestablishment of systems and applications from cyber-attacks during incidents.

The ESF #2 Coordinating Agency is the Department of Homeland Security / National Protection and Programs / Cybersecurity and Communications.

Contact

Please contact FEMA Private Sector Division via e-mail at:

FEMA-Private-Sector@fema.dhs.gov

NBEOC Information

[National Business Emergency Operations Center Overview \(NBEOC\)](#)

[NBEOC Membership Application](#)

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