

Proven Public / Private Sector Partnerships at the State Level



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Tina Curry

Assistant Secretary



Cal E·M·A
CALIFORNIA EMERGENCY
MANAGEMENT AGENCY



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Since Katrina, the private sector has joined hands with the public sector during disasters.

Working Together

DAVID RATHS | CONTRIBUTING WRITER

The October 2007 Southern California wildfires were a severe test of the state's emergency management capabilities. While 1,500 homes were destroyed and more than 500,000 acres of land burned, almost half a million people were evacuated from their homes. The devastating fires were also a test of the state's new emphasis on public-private partnerships in disaster response.

As the fires began burning across Southern California on Oct. 20, Peter Ohtaki, executive director of the California Resiliency Alliance, and Jill Rulon, senior vice president of the California Grocers Association, made their way to the State Operations Center (SOC) in Sacramento, Calif., to serve as liaisons between the state emergency management team and their member business organizations.

As representatives of the business community, Ohtaki and Rulon were given access to situation reports twice a day and distributed the highlights to partner business organizations and companies via e-mail. They also relayed requests for information from partners.

Emergency Management 29

Emergency Management Magazine, May 2010



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2007 Wildfires

- CA State Operations Center and Southern Region Operations Center staffed by business sector liaisons
- Situation Reports distributed to business partners
- Established a donations hotline at State Operations Center and utilized National Donations Network



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Some Legislative History...

- G.C. § 8588.1: Recognizes public/private system to support public safety and authorizes Cal EMA coordination
- G.C. § 8588.2 & 8657.5: Statewide registry for businesses and non-profits, limited liability protection for donated resources
- G.C. §8692: State assistance for non-profits performing certain disaster activities
- Governors Executive Order 2006: Emergency Partnership Advisory Workgroup



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Memorandums of Understanding

- ✓ Communication
- ✓ Coordination of Resources

Wal Mart
Target Stores
California Utilities Emergency Assoc.
Direct Relief USA
CA Resiliency Alliance
Time Warner Cable

Home Depot, Inc.
California Grocers Assoc.
Lowe's
S.F. Helicopters, LLC
Bank of America
Grainger, Inc.

<http://www.calema.ca.gov/InfrastructureProtection/Documents/MOU%20template.pdf>

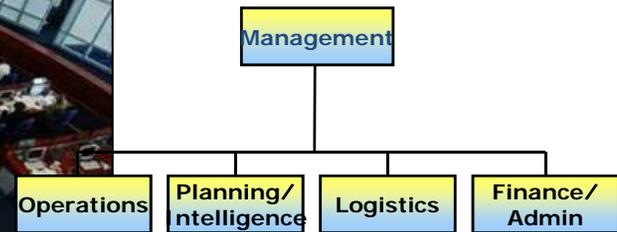


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Business Operations Center Utilities Operations Center

Located within the
State Operations
Center to coordinate
private sector
support and
information
sharing



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Liability Protection

- Cal EMA registry
- Limited protection from liability
- Private businesses and nonprofits that donate during declared emergencies:
 - services, goods, labor, equipment, dispensaries, or other facilities for emergencies and disasters in California.

<http://www.calema.ca.gov/InfrastructureProtection/Pages/Liability-Registry.aspx>



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Don Boland Executive Director



“Common Threads”

Integrating Public/Private Partnerships into the Emergency
Management System
Mutual Assistance Across Multiple Utility Lifelines



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The Role of CUEA

Achieve an integrated partnership between utilities and Government Agencies in preparing for, responding to and recovering from emergencies or other potentially serious events. Promote and champion emergency planning in order to improve disaster response. Improve communications and cooperation among the member utilities and Government Agencies.



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California Utilities Emergency Association

History

- Created in 1952 as the Utility Policy Committee
- Incorporated Private Non-Profit Status 1998

Purpose and Mission

- Voluntary organization
- Focus on mutual assistance, all hazard planning, coordination, communication in emergency planning and disaster response
- Includes representatives from each utility
 - ✓ Energy (Electric, Gas, Pipeline)
 - ✓ Telecommunications (Legacy and Cellular)
 - ✓ Water and Wastewater



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The Responsibilities of CUEA

CUEA serves as a point of contact for critical infrastructure utilities and Cal EMA and other Governmental Agencies before, during, and after an event to:

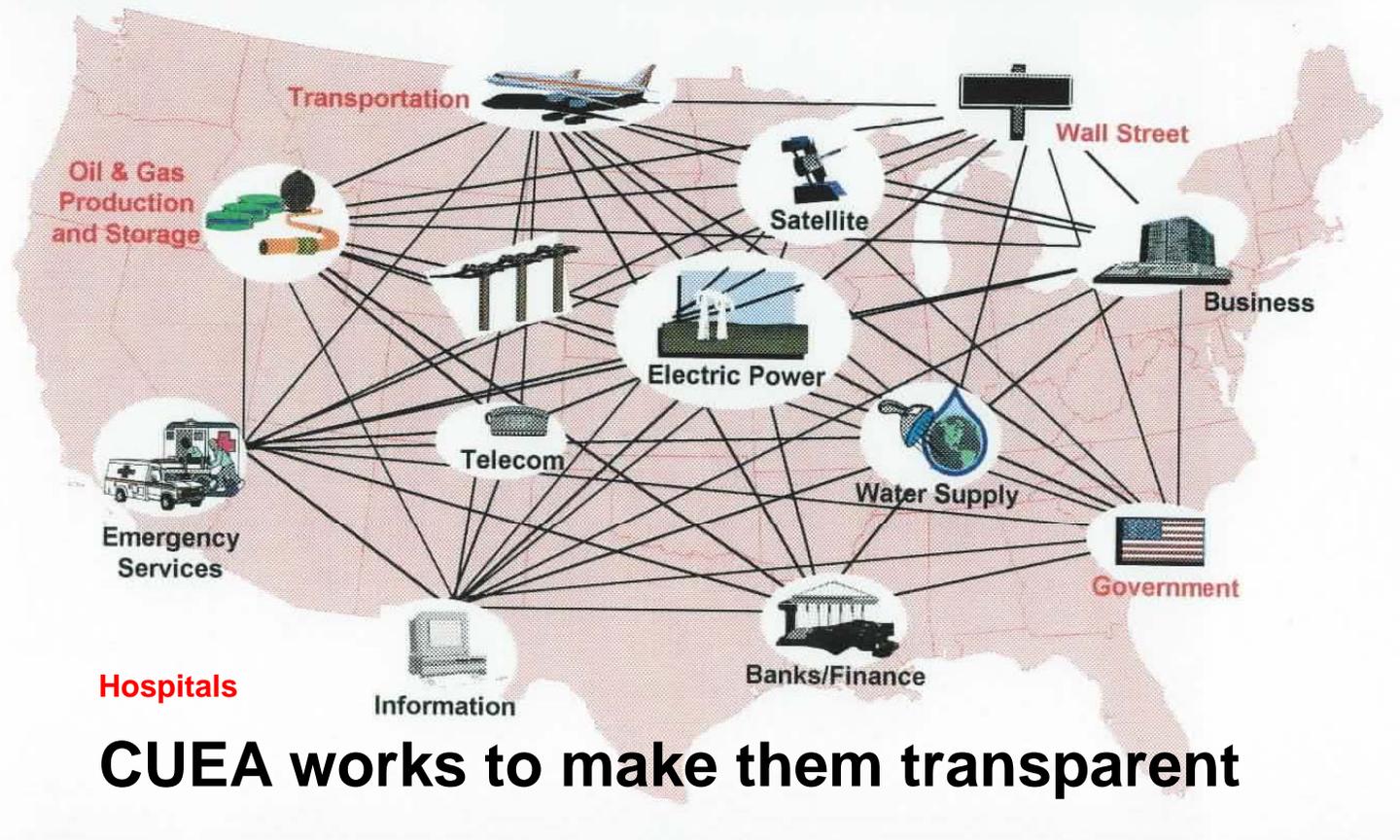
- **Facilitate** communications and cooperation between member utilities and public agencies; and with non-member utilities (where resources and priorities allow)
- **Provide** emergency response support wherever practical for electric, petroleum pipeline, telecommunications, gas, water, and wastewater utilities
- **Support** utility emergency planning, mitigation, training, exercises, and education.



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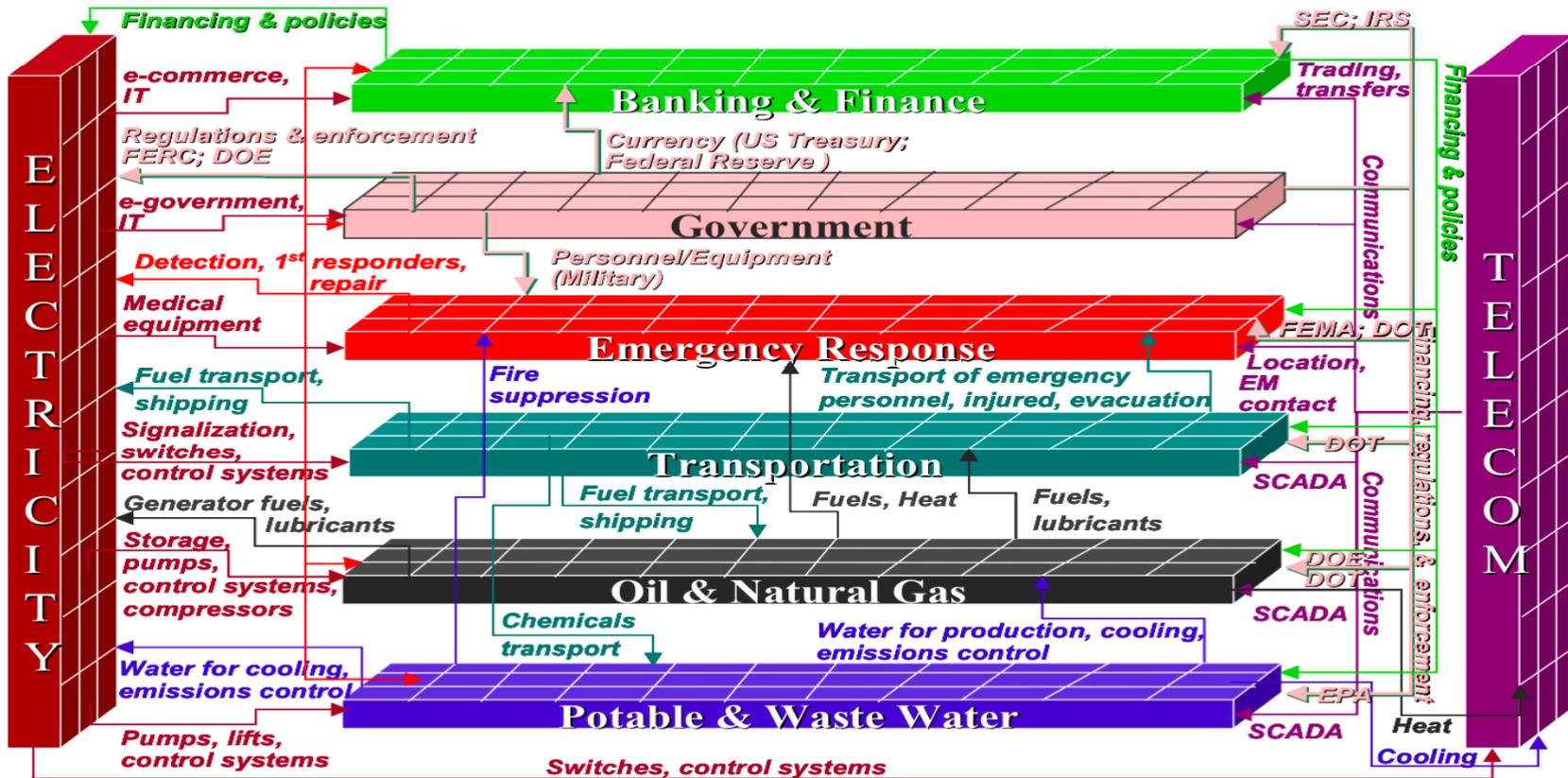
Our Critical National Infrastructures Are Mutually Dependent and Interconnected



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Interdependencies Between Critical Infrastructures



Understanding Interdependencies

- Importance to the operation of the infrastructures
 - Normal operations
 - Disruptions (including coincident events)
 - Repair and restoration
- How interdependencies change as a function of outage duration and other factors
- What linkages exist between critical infrastructures and community assets
- How backup or other mitigation mechanisms can reduce interdependence problems



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Peter Ohtaki

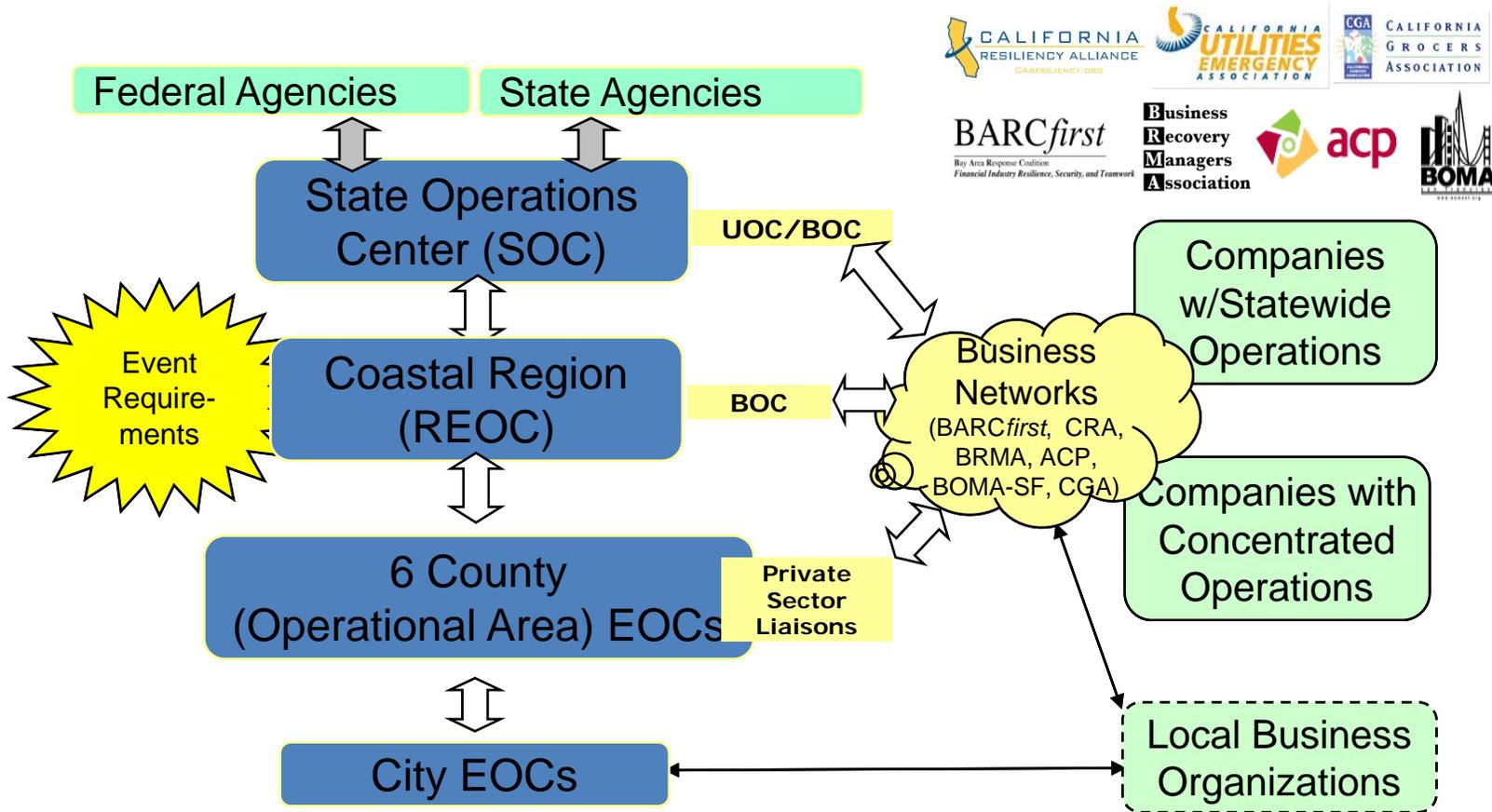
Executive Director



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Network of Networks



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Lessons: SoCal Wildfires 2007

- SOC/REOC Liaisons Coordinated Private Resources
 - Bottled water, food, clothing, cots
 - Primarily in-kind donations
- Operational Integration in EOCs
 - Define roles and procedures of liaisons
 - RIMS access
- Better Visibility on Resource Needs
 - Need liaison in affected county's EOC
 - Direct link with Red Cross and other organizations
 - Aidmatrix National Donations Management Network (NDMN)



“Your work ... provided a critical information link and ensured delivery of necessary resources to disaster victims in a timely manner. ”

- CA OES Director Henry Renteria



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Lessons: H1N1 Pandemic 2009

- Private Sector Liaisons Activated:
 - SF, Santa Clara
 - Assisted CalEMA on N95s
- Consolidated Situation Reports
 - SF, Santa Clara, CalEMA, CDPH, CDC, DHS private sector
 - Guidance for employers
- “Benchmarking”
 - Sharing of policies (travel, meetings, HR)
- Network of Networks Worked – ex. SFDPH Conference Call
- BACSPP Public Health Consortium
 - H1N1 Summit
 - Cross-Sector Webinars
- Resource Requests
 - N95 respirators, hand sanitizers
 - Warehouse for antivirals



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Lessons: Operation Verdict 2010

- Liaison in Coastal REOC
- Prior REOC Training Built Trust
 - REOC Orientation March 2010
 - Golden Guardian May 2010
- What Worked Well
 - Communication outreach to private sector: verdict timing and SitReps
 - Liaison discretion & filtering of SitReps
 - Bi-directional information sharing: grocery and opening status
 - NCRIC fusion center and HSIN portal

EOC Private Sector Liaison Preparations for Mehserle Trial Verdict

June 30, 2010

Dear Ray,

As you know, media is reporting that final arguments in the Mehserle trial are expected Thursday, and the jury may begin deliberations as early as late Thursday or Friday. Oakland, San Francisco, and the California Emergency Management Agency (CalEMA) are preparing their Emergency Operations Centers (EOCs) for potential activation in the event of civil disturbances around the verdict.

Information Sources

City of Oakland - on city's home page www.Oaklandnet.com lower left bottom of page you can sign up for Email Updates. See Oakland PD guidance to merchants below.

BART - variety of alert options at <http://www.bart.gov/news/articles/2010/news20100630.aspx>

The Northern California Regional Intelligence Center (NCRIC) has set up a secure information sharing portal within HSIN (Homeland Security Information Network), but you must already be an Infragard member and signed up with the NCRIC. Please contact me or Brandon Bond for further info.

EOC Private Sector/Business Liaisons

Liaisons have been requested by SF, Oakland and CalEMA. If activated, we plan to email Situation Reports (SitReps), street/BART station closure info, and resource requests to the business community using the CRA, BARCfirst, BRMA and ACP networks. If you need specific information, here's email contact info for the liaisons (we'll distribute cell phone numbers if activated):

NCRIC private sector liaison officer Brandon Bond will be in the City of Oakland EOC and is reachable at bbond@ncric.org.

CalEMA Regional EOC (REOC) will be co-located with Alameda County's EOC in Dublin. Ray Bonilla of Kaiser/ACP will be the initial REOC private sector liaison and he's reachable at Ray.Bonilla@kp.org through Saturday, then Peter Ohtaki of CRA at pohitaki@CAresiliency.org. Do not call the REOC's office in Oakland.

San Francisco has asked BOMA to staff the private sector liaison role. We expect to hear back from BOMA on their point of contact tomorrow.

Organizational Contacts

BARCfirst financial coalition and BRMA (Business Recovery Managers Assoc.) - Barry Cardoza at



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Business Case/Value Proposition

- Corporate Citizenship and “Continuity of Community”
 - Protect your most important asset – your workforce
 - Facilitate economic resiliency
- Leverage Your Outreach Efforts
 - Collective voice and access to key agencies
- Business Link to Government EOCs
 - Improved situational awareness enables better decisions
 - Facilitate movement of resources to where they’re needed
- “Bridge the Silos”: Collaboration Leads to Trust
 - Working relationships build trust between public and private sectors
- Pooling Private Sector Resources
 - Organizing ahead of time saves time and facilitates recovery
- Joint Exercises
 - Improves cross-sector coordination and also your business continuity plan



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