



IDAHO BUREAU OF HOMELAND SECURITY

PUBLIC-PRIVATE PARTNERSHIPS



Why do we care?



- Why should the private sector want to be involved in emergency management?
- Why should the government involve the private sector in emergency management?





Emergencies involve everyone....preparing for them should too

- It is very important to work together and get to know people, capabilities and contacts before emergencies occur.



- When the need for assistance arises, response will be quicker and the need understood.



Teamwork



“There's no way government can solve the challenges of a disaster with a government-centric approach. It takes the whole team, and the private sector provides the bulk of the services every day in the community.”

Craig Fugate, FEMA Administrator





Who is the “Private Sector”



- Under the National Response Framework, the private sector is business and industry, trade organizations, voluntary, academia, nonprofit, faith-based, and other non-governmental organizations.



Why include the “Private Sector”?



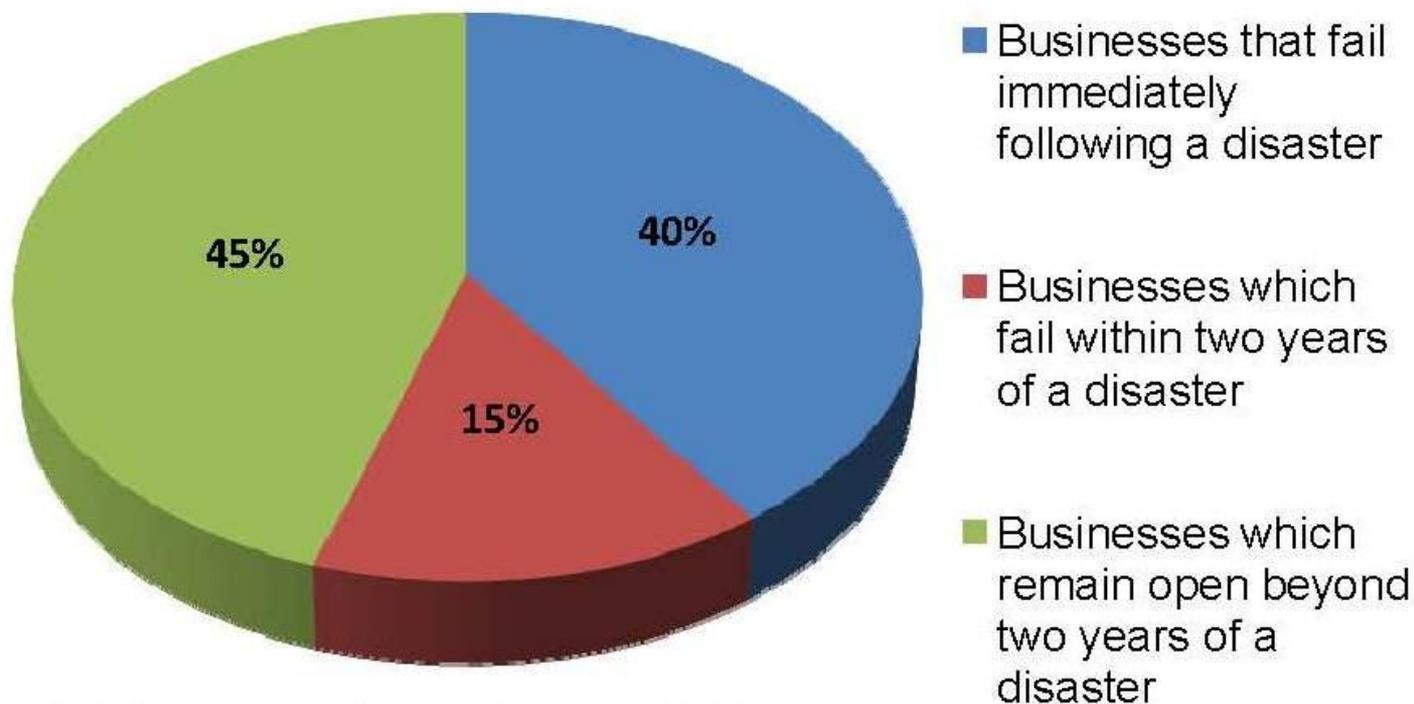
- For many years there has been cooperation without a central point of contact.
- Whole Community
- Need for a partnership has been highlighted many times after disasters have occurred.



Why would a business want to get involved?



55% of companies will close within two years of a disaster*



*Statistics based on post-disaster estimates provided by the US Small Business Administration



What goes wrong?



- Loss of inventory and facilities
- Loss of key records
- Employees don't come to work
- Customers stop coming
- Suppliers cannot get there
- Suppliers have damage of their own
- Local economy damages



What can the private sector do?



- Make a business continuity plan
- Store file back-ups off site
- Prepare to shelter-in-place
- Encourage employee family disaster plans
- Plan, train and exercise with their Emergency Management partners



What can the public sector do?



- Coordinate with the private sector to begin working together as a team.
- Create protocols for assistance to and from our private sector partners
- Integrate the private sector into existing and prospective Emergency Operations Plans.
- Include the private sector in training and exercises.



What will the Idaho Bureau of Homeland Security do?



- Provide a single point of contact (POC) dedicated to this program.
- Coordinate with our private sector partners to guide them in achieving disaster resilience.
- Integrate the private sector into state Emergency Operations Plans and EOC protocols.
- Coordinate with local, tribal, and state jurisdictions to assist them in achieving a “Whole Community” approach.



Mutual Benefit...



- Preparation allows for quicker response and recovery, reducing impact to our communities.
- Businesses will be better prepared which can help save lives, company assets and the business itself.





Where to find information



- www.bhs.idaho.gov
- www.ready.gov
- www.fema.gov
- www.redcross.org



State of Idaho Public-Private Partnerships



For additional Information please contact:

Mary Marsh

Idaho Bureau of Homeland Security

mmarsh@bhs.idaho.gov

208-422-5723 Office

208-850-0656 Cell