



FEMA

Grant Programs Directorate Information Bulletin
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TO: All State Administrative Agency Heads
All State Administrative Agency Points of Contact
All State Homeland Security Directors
All State Emergency Management Agency Directors
All Urban Areas Security Initiative Points of Contact
All Tribal Nation Points of Contact
All Public and Private Sector Port Security Partners
All Private Sector Transportation Security Partners

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SUBJECT: Supplemental Resource: Support for Public-Private Collaboration and Public Private Representative

This purpose of this Information Bulletin (IB) is to emphasize the release of the *Supplemental Resource: Support for Public-Private Collaboration* that was released on May 19, 2011 as part of the Homeland Security Grant Program: http://www.fema.gov/pdf/government/grant/2011/fy11_hsgp_public.pdf and announce the Private Sector Representative position.

The Supplemental Resource

The supplemental resource was written to serve as additional information for the public-private community in understanding the importance of public-private partnerships. When public and private sector representatives bring their combined knowledge and resources to the table as part of the same team we are better able to serve our neighbors, fellow citizens, and our nation's disaster survivors in particular. There is ample evidence that any community can benefit from public-private collaboration in emergency management. While the term "public-private partnership" is open to interpretation, key considerations for the Federal Emergency Management Agency's (FEMA) purposes include organizations that are:

Publically accessible: The Partnership includes the private sector. As appropriate to the geographic area, this means business and industry, trade and professional organizations, academic institutions, voluntary, non-profit, and other non-governmental organizations.

Dedicated: A liaison has been identified to staff and manage the public-private partnership, and implement the Partnership's strategic plan.

Resourced: Funding, facilities, tools, and staffing are available to support Partnership Efforts.

Engaged: There is active support, participation, and two-way communication by the public and private sector members, as well as their leadership.

Sustainable: The Partnership is supported by strategic plans, funds, and resources necessary for long-term viability. Activity takes place around the year, and throughout the emergency management cycle.

Private Sector Representative

We are also taking another step forward in our efforts to include the private sector in federal response and recovery efforts. We have created a 90 day rotational private sector seat in the National Response Coordination Center (NRCC).

The NRCC, when activated, monitors potential or developing incidents, supports the efforts of regional and field components of the agency, provides overall emergency management coordination of the Federal incident response, maintains situational awareness, conducts operational planning, deploys national-level teams and assets, and collects and disseminates incident information as it builds and maintains a common operating picture. Through the NRCC, FEMA and other Federal agencies coordinate closely with and support state and local emergency management partners that have primary responsibility for coordinating local response efforts.

The NRCC private sector seat will be one of coordination, communication, and collaboration with industry and retailers to fulfill the following objectives:

1. Leverage private sector coordination and collaboration capabilities to contribute to the overall response and recovery during an event;
2. Maintain visibility over the status of private sector facilities in impacted areas in terms of inventory levels and facility damage reports, etc.; and
3. Maintain visibility over private sector requirements, e.g. emergency power, security, access (road clearance) in terms of what it will take to get them up and running.

When not activated for disaster response, representatives will work as part of the FEMA Private Sector Division, Office of External Affairs, to seek and share information with the private sector on planning, training, exercising, and mitigation activities.

For more information please contact Ashley Small: Ashley.Small@fema.gov 202-646-2853, Private Sector Liaison or LaNile Dalcour: FEMA-PSR@fema.gov, 202-373-2509, Current Private Sector Representative (Brookfield Management).

If you should have any questions or comments please email FEMA-Private-Sector@dhs.gov.