

# IAEM Public-Private Partnership Committee Mid-Year Meeting

Friday, June 5, 2009

1:15 – 3:00 PM EST

Emergency Management Institute  
Building K, Room 317

## Meeting Minutes

*Attendees:* Shane Stovall, City of Plano, Texas (Co-Chair)  
Stephen Krill, Booz Allen Hamilton (Co-Chair)  
Mariah Armitage, City of Plano, Texas  
Robert Clark, Verizon  
Judson Freed, Ramsey County, Minnesota  
Joe Gordon, Previsstar  
Marvine Hamner, LeaTech  
Scott Hiipakka, Patriot Services Corporation  
JoAnna Larsen, Utah County Sheriff's Office  
Leslie Luke, San Diego County, California  
Gabe Marcus, Costco Wholesale Corporation  
Jeanie Moore, FEMA External Affairs  
Len Pagano, Safe America Foundation  
Deon Pfenning, City of Plano, Texas  
Tom O'Regan, Emergency Management Associates Inc.  
Dennis Schrader, DRS International LLC  
William Simpson, Honeywell  
Jackie Snelling, FEMA Community Preparedness Directorate  
Melissa Trumbull, IAEM  
Jeff Walker, Licking County, Ohio

*Next Meeting:* TBD

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### I. Roll Call

### II. FEMA Private Sector Division / Office of External Affairs Update (Jeanie Moore)

- A. FEMA Administrator Craig Fugate has already been very proactive in his term in reaching out to private sector partners.
- B. FEMA Private Sector Division has been hiring and training disaster reservists to deploy under ESF-15 *External Affairs*.
  - a. Pilot training was conducted in January.

- b. Follow-up training will occur June 13-15 at EMI.
- C. The question was asked: “How can private sector partners get more involved at the local or state level?” Some answers included:
  - a. Contact IAEM who will connect them with the appropriate local contact.
    - i. May also be an opportunity for further involvement of this committee
  - b. County emergency management agencies can help at the local level.
  - c. State emergency management associations may also be a valuable resource.
- D. During the 2009 hurricane season, the FEMA Private Sector Division will continue to explore new opportunities to reach out to the private sector.

### **III. Safe America Foundation “9/11 Drill Down for Safety” (Len Pagano)**

Mr. Pagano provided an overview of Safe America’s “9/11 Drill Down for Safety” program. The program’s vision is to engage individuals in personal preparedness, encourage businesses to develop and regularly practice emergency plans, and for all to participate in an annual national drill, beginning on September 11, 2009.

- A. Safe America has partnered with FEMA and IAEM to help develop and support the program. Numerous corporate partners include: UPS, Motorola, Booz Allen Hamilton, USA Today, and Southwest Airlines.
- B. One objective of the program is to engage each FEMA Region to participate in “9/11 Drill Down for Safety”. Two regions are already working on test drills, with three more regions coming on-board shortly.
- C. Goals of “9/11 Drill Down for Safety” include:
  - a. Engaging businesses and youth in championing readiness while developing life-long preparedness skills.
  - b. Businesses are encouraged to develop and regularly practice emergency plans and measure for improvement.
  - c. Retail partners will be invited to promote readiness concepts and products fulfilling preparation product guidelines.
  - d. Understanding ‘what works’ in motivating individuals and families to prepare will be determined through research.
- D. Social media tools (Facebook, Twitter, Flickr, Podcast, and YouTube) and a national campaign will help publicize the event.
- E. Training and education for the drill will be provided through FEMA and Ready.gov.
- F. Additional outreach for the event will be achieved through celebrity endorsement, partnership with major sports leagues, and outreach through the US Chamber of Commerce and the National PTA.

- G. The program hopes to encourage 100,000 individuals to “Pledge to Drill on 9/11”
- H. On September 11, 2009 (possibly around mid-day), the drill will engage individuals and businesses to practice their emergency plans and increase focus on preparedness.
- I. After the drill, research will show what worked, what didn't work, and discover what causes people to prepare.
- J. The “9/11 Drill Down for Safety” will kick-off on **June 19, 2009 at 12:30 pm EST** before the Washington Press Club at the US Chamber of Commerce in Washington, DC.
  - a. All Committee members are invited to attend this event.
- K. Additional information on the program can be found at [www.SafeAmerica.org](http://www.SafeAmerica.org)
  - a. Drill instructions, materials, templates, and resources will be added soon.
- L. In accordance with IAEM's partnership with Safe America for the “9/11 Drill Down for Safety”, the PPP Committee agreed to endorse the drill and will offer any expertise, as needed.

#### **IV. IAEM PPP Planning Tool (Joe Gordon)**

Mr. Gordon provided an overview of CEMPlanner, an online collaboration portal donated by Previstar for the PPP Committee's use. The program's capabilities include:

- A secure, web-based system to keep everyone on the committee connected
- Centralized repository for committee documentation (meeting minutes, best practices, etc.)
- Web links
- A tool for maintaining ongoing momentum between meetings
- Discussion board to share and discuss ideas
- Task management capabilities
- Live chat
- Contacts management

Some concerns were discussed about IAEM and the Committee using a third-party program. These issues will be researched by IAEM and will be addressed at a future meeting.

A webinar will be set up for the next PPP meeting/conference call to demonstrate the capabilities of CEMPlanner. The Committee will be allowed to explore the tool and decide if we want to use it for Committee purposes.

## **V. FEMA Private Sector Roundtable (Shane Stovall / Stephen Krill / Jeanie Moore)**

On June, 3 2009, FEMA Private Sector hosted a roundtable discussion between FEMA Administrator Craig Fugate and representatives from twenty-four private sector organizations. This was the first roundtable discussion of this type.

The discussion began with Administrator Fugate expressing his support of public-private partnerships and emphasizing how important it is to have a standard definition of public-private partnerships.

Additional discussion included:

- If businesses can reconstitute themselves in a post-disaster event, then 1) public sector resources can be redirected to assist elsewhere; and 2) businesses can then help support the public sector's efforts.
  - Administrator Fugate envisions long-term recovery as creating a tax base that is equal to or greater than the tax base that existed pre-disaster.
- A. It was suggested that another roundtable discussion of this nature may be possible in the fall during the IAEM annual conference in Orlando.
- B. Detailed notes of the June 3rd meeting will be available soon.

## **VI. Other Reports**

- A. Stephen Krill discussed the International Standards Organization (ISO) Technical Committee meeting on societal security. Some parts of their objectives are to develop individual standards for public-private partnerships based on standards from EMAP, NFPA 1600, and from other countries' standards.
- a. Mr. Krill was selected to serve on the working group for this committee. The group would like input from IAEM and the Public-Private Partnerships Committee.

## **VII. Administrative (Shane Stovall)**

In accordance with Committee policy developed at the November 2008 meeting, Mr. Stovall will email Committee members that have been absent from three consecutive meetings / conference calls to inquire as to their involvement on the Committee. From those responses, the Committee membership roster will be modified to reflect active members.

## **VIII. Additional Discussion of Objectives and Development of Draft Strategies (Shane Stovall)**

- A. The Committee needs active members to participate in accomplishing strategies:
  - a. Best practices e-journal
    - i. Customer(s): public and private sectors
  - b. PPP best practices toolkit / guide for local emergency managers
    - i. Customer(s): primarily the public sector
  - c. A disaster database / tool that indicates the severity of disaster impact on jurisdictions so private sector organizations can proactively plan relief and logistics.
    - ii. Customer(s): primarily the private sector
  - d. The following Committee members volunteered to begin work on the strategies:
    - i. Marvine Hamner – may have some students that might be able to do some work on a disaster database
    - ii. Joe Gordon & Jeff Walker – will begin to compile sources for the best practices toolkit / guide
    - iii. Scott Hiipakka & Len Pagano – will contact Brit Weber at MSU for research on PPP
    - iv. Jackie Snelling – will contact the DHS Private Sector offices for information on best practices
    - v. Shane Stovall – will begin work on a draft format for the e-journal
      - 1. Any Committee members that come across best practices information for the e-journal should forward that data on to Shane.
- B. 2009 IAEM Annual Conference
  - a. So far, the Conference Committee has received approximately 300 abstracts;
  - b. Of those 300, only 30 can be chosen for the conference;
  - c. Of those 300, only 8 are related to public-private partnerships
  - d. PPP Committee members can contact members of the Conference Committee to voice their support of the PPP abstracts.

## **IX. Adjournment**

*End of Minutes*

Deon Pfenning, Secretary