

# Public-Private Partnerships in Emergency Management

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# Public-Private Partnerships (P3s)

- The International Association of Emergency Managers recognizes that both the public and private sectors can benefit by pooling their financial resources and expertise to improve the delivery of basic goods and services to all citizens in an emergency or disaster.
- The Federal Emergency Management Agency is very active in P3 formation at the state and local levels.

# P3s Enhance Emergency Management, Response & Recovery

- Limits of public sector resources to mitigate and respond to catastrophic events opens the necessity for private sector involvement. Private sector mutual aid agreements could be extended to public sector responses.
- P3s allow for the movement of private assets during public sector responses
- Effective P3s can enhance response & recovery by maximizing available resources and ensuring integrated communications

# What are the Principles for P3 Success?

## PADRES

- PA – publically accessible
- D – dedicated
- R – resourced
- E – engaged
- S – sustainable

# Publically Accessible – Transparency

In P3 terms, publically accessible implies that contacts, leadership, skills, and capabilities of the partnership are known, available, and accessible by the general public. This ensures public trust in the partnership that it can provide meaningful service in support of protecting life and property.

# Dedicated

Dedicated full time liaisons and/or staff manage the public-private partnership, and implement the partnership's strategic plan.

# Resourced

Resourced partnerships have funding, facilities, tools, and staffing available to support P3 efforts.

# Engaged

Engaged and active public and private sector leadership and members are a necessity for a successful partnership. The partnership trains, exercises, prepares, responds, recovers and mitigates actively.



# Sustainable

Sustainable partnerships are those that have the necessary strategic planning, funding, and resourcing for long-term viability. Partnership activity should take place around the year, and throughout the emergency management cycle.

# How to Establish a P3

1. Identify potential stakeholders – utilities (electrical/water supply assessment), transportation firms (evacuation, supply lines), civil engineering firms (road/bridge/building assessment), telecommunication firms, construction firms, waste management companies (debris removal), grocery/hardware retailers, health care facilities, temporary staffing companies, private security firms, warehousing companies , etc.

# How to Establish a P3

2. Develop and discuss the Win-Win Scenarios – Potential private partners must know how the partnership will benefit the community as a whole and their particular private interests. P3s provide an opportunity for communication and support which can build disaster resilience, accelerate recovery and facilitate return to normal operations for all sectors.

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3. Establish a strategic plan – A well structured P3 is a collaborative relationship built on the needs and resources of each participant for mutually beneficial outcomes for all members.

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4. Establish communication platforms – The ability to communicate among public and private sectors is the biggest challenge, but is also most important attribute of an effective P3. Currently, a national interoperable informational platform is being developed to enhance P3 situational awareness and information/resource sharing communications.

# LEPCs and P3s

While a little light on the R or Resourced attribute, LEPCs are otherwise PADRES organizations. LEPCs are transparent/emergency management focused committees, have broad public/private membership, and operate under established By-Laws. Today, LEPCs are focused on all-hazards planning (not just chemical hazards). Because of their broad emergency management planning focus, LEPCs could be a natural catalyst for the establishment of P3s. Establishing P3s could in turn benefit LEPCs by securing private sector commitment for funding and other necessary emergency management planning resources that would otherwise not be available.