

***The Private Sector's Role in Disasters:  
Leveraging the Private Sector in Emergency  
Management - Preparedness, Response,  
Recovery, and Mitigation.***

WEBINAR PRESENTED BY:  
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# Overall Themes

- The intersection of the private sector with government, government agencies, and the public sectors, in all phases of emergency management.
- Challenges and Best Practices
- Theoretical Considerations
  - Accountability
  - Efficiency
  - Equity
  - Market Failure

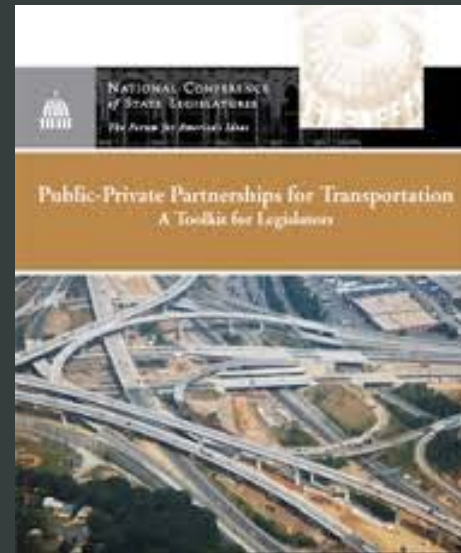


# Chapter Topics

1. Recent Trends in Emergency Management
2. The Privatization of Some Emergency Management Functions: Recent Disasters and Case Examples
3. A Primer on Federal and State Disaster Funds and Funding
4. Privatization of Disaster Preparedness
5. The Private Sector's Role in Emergency Response
6. Recovery and Rebuilding with the Private and Public Sectors
7. Hazard Mitigation
8. Prevention: The Private Sector and Homeland Security
9. Non-Profits, Academic Institutions, and Their Role
10. Continuity of Operations and Business Continuity

# Recent Trends in Emergency Management

- Professionalization
- Social Media
- Cybersecurity
- Mitigation
- Sustainability
- Privatization
- Non-Governmental Organizations
- Climate Change
- Terrorism



# The Privatization of Some Emergency Management Functions: Recent Disasters and Case Examples

- Debris removal after SuperStorm Sandy
- Emergency Notification with Commercial Billboards
- Privatization of Emergency Medical Services



# A Primer on Federal and State Disaster Funds and Funding

- Overview of federal and state disaster related funding
- Grants administration
- Private sector involvement

**CDBG Disaster Recovery Assistance Program  
Appropriations by year, 1993-2013**

Year	Amount Appropriated
1993	\$ 85,000,000.00
1994	\$ 830,000,000.00
1995	\$ 39,000,000.00
1996	\$ 50,000,000.00
1997	\$ 500,000,000.00
1998	\$ 130,000,000.00
1999	\$ 20,000,000.00
2000	\$ -
2001	\$ 7,000,000.00
2002	\$ 2,783,000,000.00
2003	\$ -
2004	\$ -
2005	\$ 150,000,000.00
2006	\$ 16,700,000,000.00
2007	\$ -
2008	\$ 9,400,000,000.00
2009	\$ -
2010	\$ 100,000,000.00
2011	\$ -
2012	\$ 400,000,000.00
2013	\$ 16,000,000,000.00

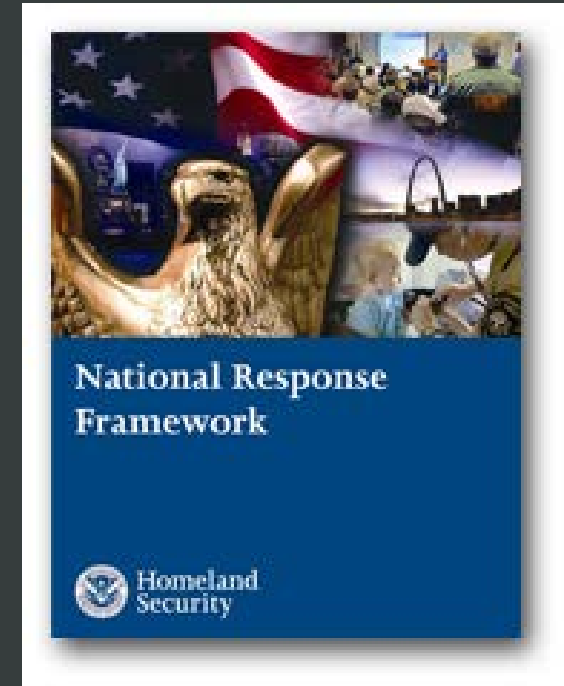
# Privatization of Disaster Preparedness

- Public Private Partnerships
- Changes in Federal Policy
- Accountability and Public Oversight



# The Private Sector's Role in Emergency Response

- Everyday events vs. disasters
- Geographic Scope and Scale
- Levels of Government
- Legislation
- Benefits and Limitations





# Recovery and Rebuilding with the Private and Public Sectors

- Debris removal
- Public Works and Infrastructure
- Hurricane Katrina and Superstorm Sandy
- 2007 Minnesota Bridge Collapse
- Joplin Tornado



“The private sector, from the Fortune 500 companies to your local grocery store, is an essential member of the team...Growing strong working relationships between emergency managers and the private sector is a good business decision for everyone – it helps us better serve survivor, rebuild our communities and boost local economies.”

- Craig Fugate, Federal Emergency Management Agency Administrator

# Hazard Mitigation

- Role in creation and implementation of federal programs
- Project Impact
- Contracting for services
- National Flood Insurance Program
- Market Failure



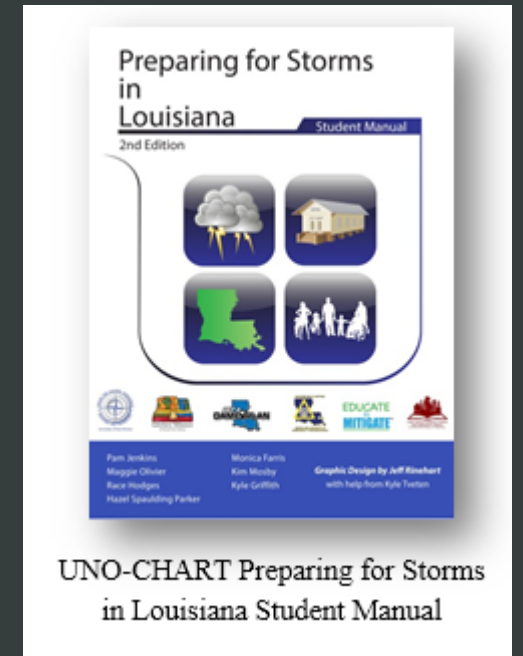
# Prevention: The Private Sector and Homeland Security

- Prevention in the 21<sup>st</sup> Century
- Public Private Partnerships
- Challenges
- Cyber-security
- Case Studies



# Non-Profits, Academic Institutions, and Their Role

- The University as a community
- Partnerships with communities
- Consulting role
- Collaborative models



# Continuity of Operations and Business Continuity

- Continuity of Government
- Business Continuity
- Case Studies



# Overall findings

- Collaborative Partnerships can be very effective
- Governments are resource constrained and can often benefit from partnerships
- Contract management is critical for accountability
- Governments must ensure that equity and fairness are taken into account
- The private sector is very complex and there is no one size fits all approach
- Small businesses gain a lot from community partnerships
- Government has unique functions which cannot be taken on by the private sector