



FEMA

Public-Private Partnerships Toolkit

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Introduction

This toolkit contains links to additional information for those interested in learning more about public-private partnerships and emergency management. For specific information on public-private partnerships, the FEMA Private Sector Division Web site includes models of successful partnerships, as well as templates and tools for partnerships: <http://www.fema.gov/privatesector>

General Resources

FEMA Private Sector Division

www.fema.gov/privatesector/

The FEMA Private Sector Division aims to improve information sharing and coordination between FEMA and the private sector during disaster planning, response, and recovery efforts. This Division cultivates public-private collaboration and networking in support of the various roles the private sector plays in emergency management. FEMA's Private Sector Division has numerous resources and guides for public sector organizations looking to work with the private sector.

Additionally, the FEMA Private Sector Division has specific information on the following:

- **Clear grant guidance supporting public private partnerships:** In FY 11, FEMA inserted new grant guidance on private sector engagement into the Homeland Security, Emergency Management, and Tribal grant programs. A correlating grant supplemental specifically identifies ways that states may spend funding from these grants in support of private sector collaboration, based on actual needs communicated by States and localities already working proactively with the private sector. The FY12 grant supplemental (http://www.fema.gov/pdf/government/grant/2012/fy12_hsgp_public.pdf) expands on the resources available to support State, local, tribal, and territorial efforts to partner with the private sector in emergency management and homeland security initiatives.
- **An introductory course on public private partnerships.** In December, FEMA launched the first Web-based course on building public-private partnerships in emergency management: "FEMA IS-660: Introduction to Public-Private Partnerships" found at <http://training.fema.gov/EMIWeb/IS/is660.asp>. The training is offered through the Emergency Management Institute's (EMI) Independent Study Program (ISP). The course was designed in collaboration with *both* the public *and* private sector. It is available to anyone, but particularly recommended for emergency management and community planners, senior-level personnel from response agencies, representatives from private-sector organizations, and Federal, State, local, and tribal government agencies that may participate in collaborative continuity planning efforts.
- **Sample state and local public-private partnership models.** For those seeking ideas on starting a partnership, or interested in sharing their own good practices, FEMA has collected approximately 40 models of public-private partnerships to date. These are available at <https://www.fema.gov/public-private-partnership-models>
- **Downloadable, self-facilitated tabletop exercises.** Over the past year, FEMA developed several tabletop exercises, complete with video injects and facilitator notes. These exercises can be used as an activity at the community, organization, or partnership level. In 2012, the Division plans to add at least two new scenarios. <https://www.fema.gov/emergency-planning-exercises>

DHS Private Sector Office

www.dhs.gov/privatesector

The DHS Private Sector Office engages individual businesses, trade associations and other non-governmental organizations to foster dialogue with the Office, and promotes public-private partnerships and best practices to improve the Nation's homeland security. The Private Sector Office has information on preparedness accreditation and certification, as well as other resources for the private sector.

DHS Office of Infrastructure Protection (IP)

www.dhs.gov/criticalinfrastructure

The Office of Infrastructure Protection leads the coordinated national program to reduce risks to the nation's critical infrastructure posed by acts of terrorism, and to strengthen national preparedness, timely response, and rapid recovery in the event of an attack, natural disaster, or other emergency. This office actively seeks to support public-private partnerships and private sector preparedness

Planning, Information Sharing, and Emergency Communications Resources

Comprehensive Preparedness Guide (CPG) 101: Developing and Maintaining Emergency Operations Plans

http://www.fema.gov/pdf/about/divisions/npd/CPG_101_V2.pdf

The CPG 101 is prepared by FEMA to provide guidance for developing emergency operations plans. The goal of CPG 101 is to assist in making the planning process routine across all phases of emergency management and for all homeland security mission areas. This guide helps planners at all levels of government, as well as members of the private sector, in their efforts to develop and maintain viable, all-hazards, all-threats emergency plans.

Federal Advisory Committee Act (FACA)

www.gsa.gov/portal/content/104514

The Federal Advisory Committee Act enables some public-private partnerships to share critical information without any requirement for public disclosure.

Citizen Corps

<http://www.citizencorps.gov>

Citizen Corps is an organization created to help coordinate volunteer activities in response to emergencies. The Citizen Corps Web site includes information about educational programs and training on business, family, and individual preparedness.

National Response and Recovery Policy

National Response Framework (NRF)

<https://www.fema.gov/national-response-framework>

The NRF presents guiding principles that enable response partners to prepare for and provide a unified response to emergencies.

National Infrastructure Protection Plan (NIPP)

www.dhs.gov/nipp

The NIPP is a national policy for Federal departments and agencies to identify and prioritize critical infrastructure and key resources.

National Incident Management System (NIMS)

<https://www.fema.gov/national-incident-management-system>

NIMS clarifies roles and provides a proactive approach to guide agencies and the private sector to work together during emergencies.

Private Sector Resources

Voluntary Private Sector Preparedness Accreditation and Certification Program (PS-Prep)

www.fema.gov/privatesector/preparedness

The Voluntary Private sector Preparedness Accreditation and Certification Program (PS-Prep) is mandated by Title IX of the Implementing Recommendations of the 9/11 Commission Act of 2007. Congress directed the DHS to develop and implement a voluntary program of accreditation and certification of private entities using standards that promote private sector preparedness, including disaster management, emergency management and business continuity programs. The purpose of the PS-Prep Program is to enhance nationwide resilience in an all-hazards environment by encouraging private sector preparedness.

PS-Prep accepts three standards:

- American Society for Industrial Security (ASIS), http://www.ndsu.edu/fileadmin/emgt/ASIS_SPC.1-2009_Item_No.1842.pdf
- British Standards Institution (BSI), <http://www.bsiamerica.com/en-us/Assessment-and-Certification-services/Management-systems/Standards-and-schemes/BS-25999/>
- National Fire Protection Association (NFPA), <http://www.nfpa.org/assets/files/pdf/nfpa1600.pdf>—the only standard accepted by PS-Prep that explicitly references public-private partnerships

The ANSI-ASQ National Accreditation Board (ANAB) has a program to oversee the PS-Prep certification process, manage accreditation, and accredit third parties to certify private sector entities for disaster preparedness and business continuity. For more information on [ANAB Accreditation](http://anab.org/programs/isoiec-17021/ms-accreditation-programs/preparedness/), visit <http://anab.org/programs/isoiec-17021/ms-accreditation-programs/preparedness/>.

U.S. Small Business Administration (SBA)

www.sba.gov/content/fact-sheet-businesses-all-sizes

The U.S. Small Business Administration provides financial assistance to businesses and nonprofit organizations in the private sector if it has suffered physical damage or economic injury after a disaster.

Prepare My Business

www.preparemybusiness.org

Prepare My Business is a partnership between the Small Business Administration and Agility Recovery Solutions. This Web site includes information for small businesses on creating a recovery plan, recovery solutions and business continuity services.

Ready Business

www.ready.gov/business

Produced by DHS and FEMA, Ready Business is designed to provide businesses with practical steps to prepare for disasters. Ready Business encourages businesses to take three steps to prepare for emergencies: 1) plan to stay in business; 2) talk to employees; and 3) protect investments.

Stop. Think. Connect.

<http://stopthinkconnect.org>

Stop. Think. Connect. is a public awareness campaign designed to help individuals and businesses increase their cyber security.

Insurance Institute for Business and Home Safety (IBHS)

www.disastersafety.org/business_protection

The Insurance Institute for Business and Home Safety aims to help strengthen businesses and communities against natural disasters. IBHS includes information on business continuity planning.

American Red Cross Ready Rating Program

www.readyrating.org

The Ready Rating program is a free, self-guided program designed to help businesses, organizations, and schools become better prepared for emergencies.