



State and Territory (Guided or Supported) Public-Private Partnerships

A Business Case Proposition

“Show, Don’t Tell”

The Private Sector Provides Value

The Private Sector



The Pentagon – 9/11

Food for weeks...



Hurricane Katrina - 2005

And Water too...



American Samoa- 2009

And help with Clean-up...



Haiti - 2010

And Communications...



Japan / California - 2011

And Warnings...



Severe Weather - 2011

And so much more...



FOR DISASTER ASSISTANCE
800-621-FEMA
Español: Oprima 2 TTY 1-800-462-7585
www.DisasterAssistance.gov



Let's Build Something Together™



Private Sector – Cost vs Benefit

Total cost to Federal Government.....\$0.00



Private Sector – Cost vs Benefit

Total cost to Federal Government.....\$0.00

Total cost to State/Local Governments.....\$0.00

Private Sector – Cost vs Benefit

Total cost to Federal Government.....\$0.00

Total cost to State/Local Governments.....\$0.00

Benefit of Private Sector contributions to Survivors....

Priceless!



There are some things money can't buy

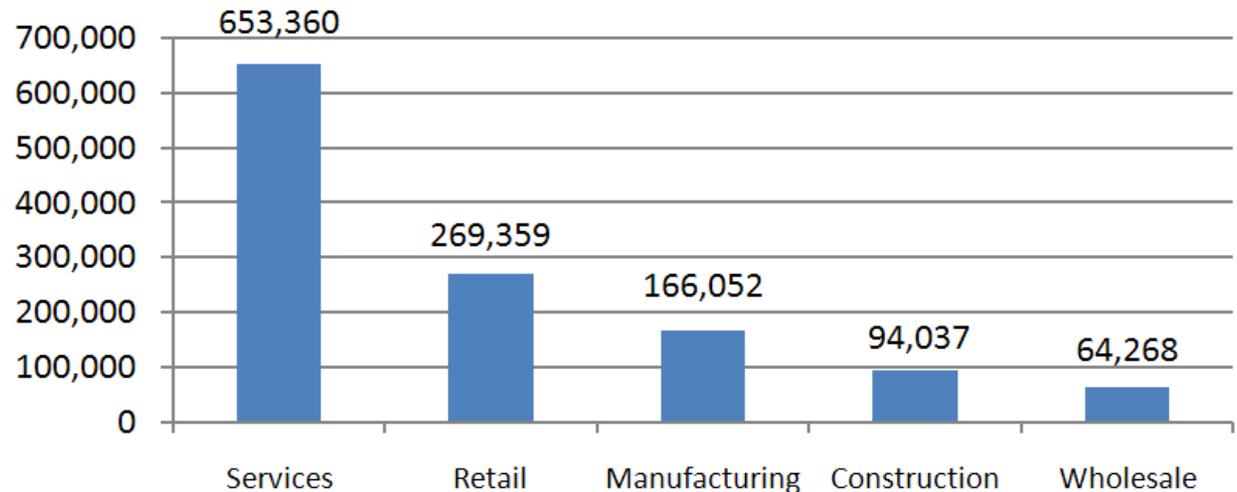
Business Impact (Tell)

The recent Southeast severe weather impact has the potential to impact **323,860 businesses** throughout AL, GA, MS, and TN, affecting **1,547,652 employees** and **\$168 billion in sales volume**



Decide with Confidence

Potential Job Impact by Industry



Business Impact (Show)



Lowes Store - Sanford, NC, April 16, 2011

Formal Value Proposition

Value = Benefits - Cost (cost includes risk)



Value Proposition – Benefits (Tell)

- Innovation
- Experience
- Commodities
- Broader Reach
- Force Multiplier
- Social Responsibility
- Part of the Community
- Supply Chain Management
- Speed and Quality of Service



Value Proposition: Benefits (Show)



Survivor assistance messages

- More than **155 digital billboards**
- In **six states**
- April 30 and May 12 2011
(sample window)
- Valued at more than **\$350,000.**

Value Proposition: Cost

USA Today, March, 2010: State government employees average salary was **\$47,231** in 2008.

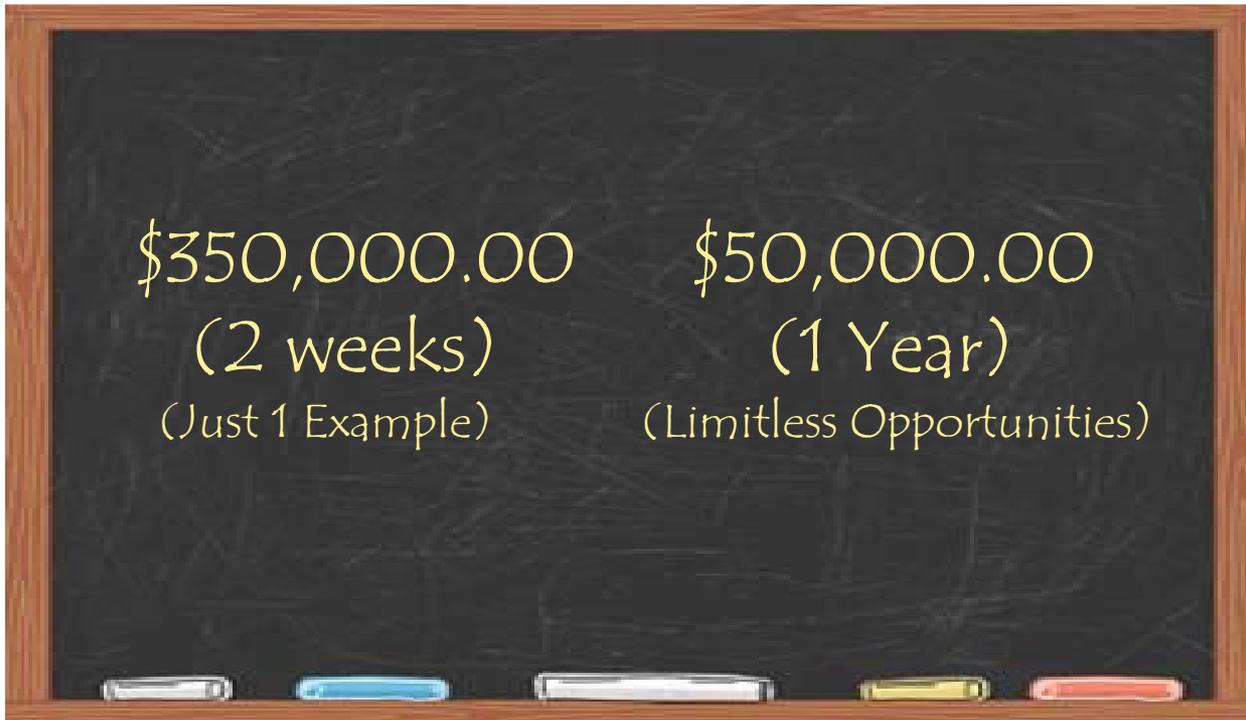


eHow Money, Jan, 2011: State government employees average salary was **\$49,240** in 2010.



Formal Value Proposition

Value = Benefits - Cost (cost includes risk)



What is the Key to Success?

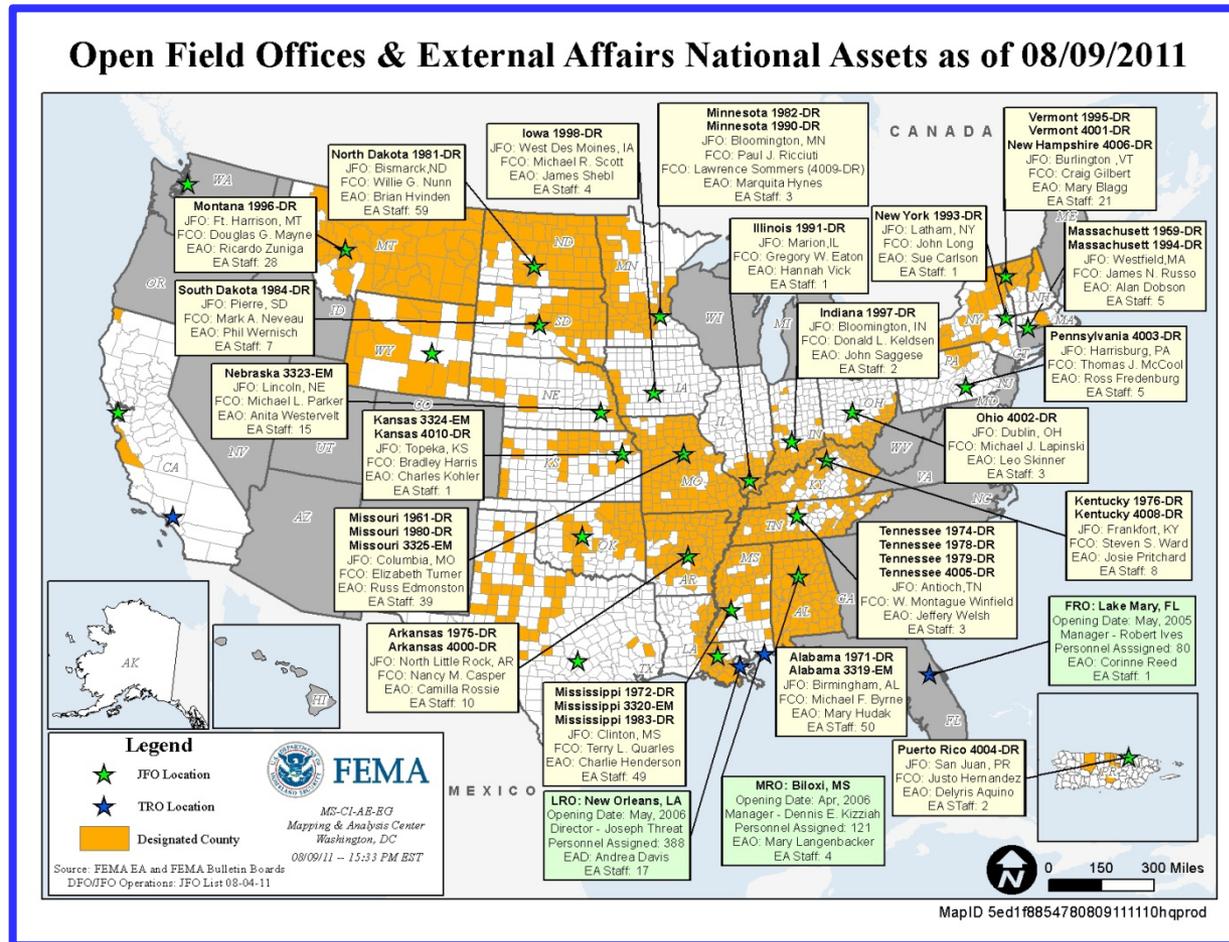
Someone to connect the dots...



...at the Region

What is the Key to Success?

Someone to connect the dots...



...locally at the Joint Field Office.

What is the Key to Success?

Someone to connect the dots...



Wendy Freitag



Ramesh Kolluru



Jami Haberl

...in the States.

What is the Key to Success?

Foundational Core Attributes...

Publicly
Accessible,
Dedicated,
Resourced,
Engaged,
Sustainable



What is the Key to Success?

Funding...

Grants Supplemental: Support for Public-Private Collaboration

Background

A Priority for the Federal Emergency Management Agency

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.

In 2010, FEMA invested more resources in private sector engagement around the nation, with a particular emphasis on public-private collaboration through partnerships at the state and other levels of government. Of note, FEMA authorized the addition of the first staff ever to focus on private sector outreach in each of the FEMA's 10 regions. With the addition of staff in the regions, FEMA will be able to conduct more direct and widespread collaboration with the private sector, in close coordination with states and other levels of government.

What is the Key to Success?

Coordination...



Building Resilience through Public-Private Partnerships

2011 Public-Private Sector National Conference

Washington, DC
August 3-4, 2011

Sponsored by FEMA in collaboration with the Department of Homeland Security Office of the Private Sector, US Northern Command, and co-hosted by the US Chamber of Commerce, and the American Red Cross.



FEMA



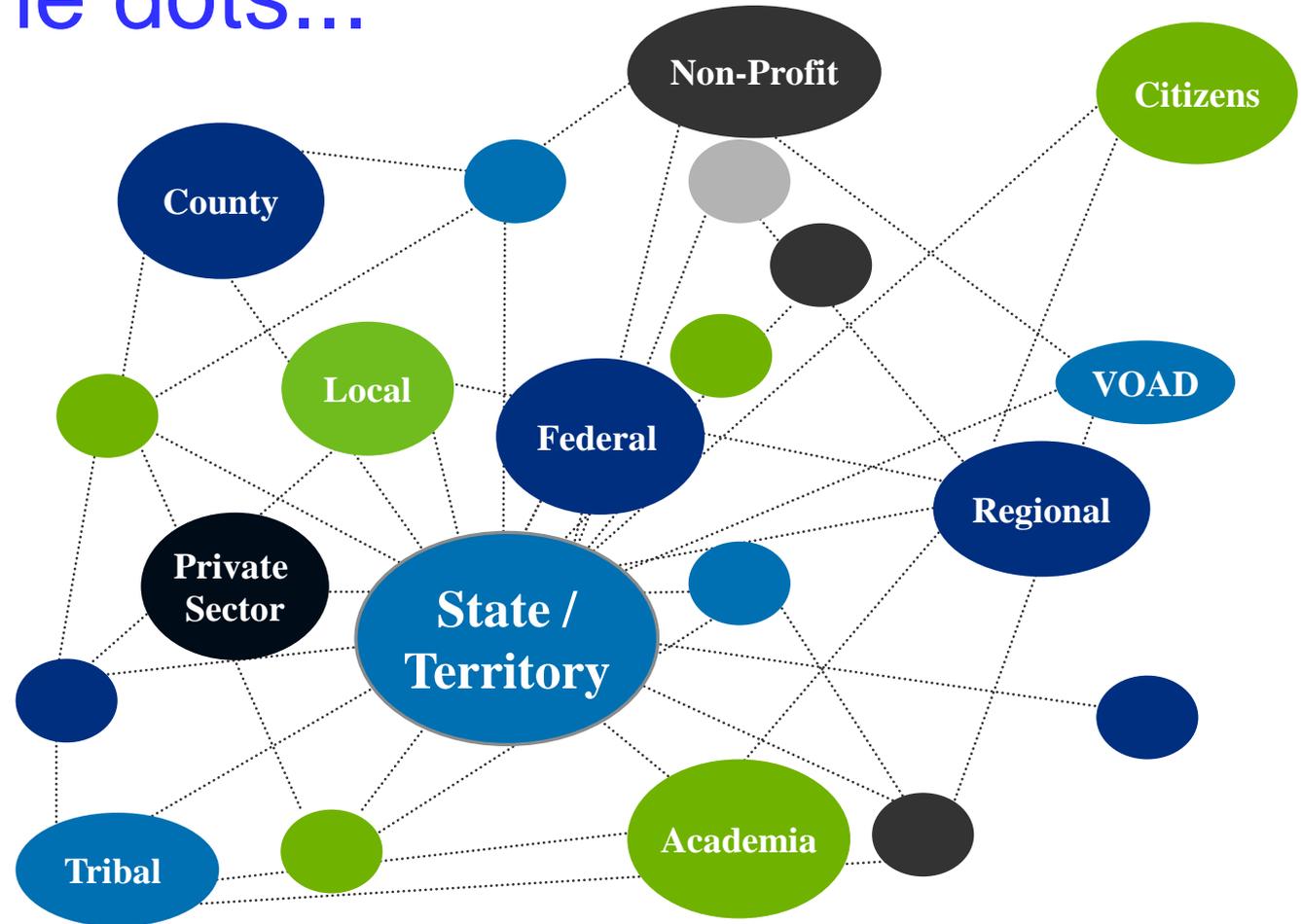
We need to do more ...



...than just plant a seed.

We need to...

...connect the dots...



And we need to...

...provide the glue.





DISCUSSION



BACK-UP SLIDES



State Private Sector Liaisons

- There is a compelling argument and ample evidence that every state and territory would benefit from public-private collaboration.
- Those who have meaningful programs benefit the state, the private sector, communities and survivors.
- Not every state or territory has a formal program.



Caveats

- One size does not fit all
- We think certain principles can and should apply to all
- We have developed a list of those states and territories we *think* meet five basic principles, but only the states and territories themselves can really make that call.



Vision

Every state has a Publicly Accessible, Dedicated, Resourced, Engaged and Sustainable program focused on resilience.

How do we get there?

State Public Private Partnerships

