



ENTREPRENEURS
FOUNDATION
CORPORATE COMMUNITY CONNECTIONS

Public-Private Partnerships for Efficient Disaster Response and Recovery

Session Description:

Business and government both benefit from coordination of resources and delivery systems during disasters. This collaborative session will discuss partnerships that have worked, and ways that corporate recovery plans can align with the broader community infrastructure.

Speaker:

Peter Ohtaki, Executive Director, California Resiliency Alliance (CRA)
POhtaki@CAresiliency.org www.CAresiliency.org

Peter Ohtaki serves as Executive Director of the California Resiliency Alliance (CRA), formerly the San Francisco Bay Area partnership for Business Executives for National Security (BENS). The CRA's mission is to improve disaster response and homeland security statewide through effective collaboration between the public and private sectors.

Governor Arnold Schwarzenegger recognized the partnership's role in coordinating private sector response during the 2007 Southern California wildfires. The California Emergency Services Association recognized the partnership for "for exceptional efforts in support of emergency management and preparedness" in the Bay Area.

Since 2007, Mr. Ohtaki serves as a Board member of the Menlo Park Fire Protection District, which oversees the California Task Force 3 Urban Search & Rescue Team. He previously served on the Board of the Mid-Peninsula Water District.

Prior to joining BENS in 2005, Mr. Ohtaki was the Chief Financial Officer and co-founder of a technology company that served the education and interactive media markets. Peter worked in investment banking at Morgan Stanley, Merrill Lynch, and C.E. Unterberg Towbin, where he financed technology companies. At Morgan Stanley, Mr. Ohtaki helped take Cisco Systems public in 1990.

A Bay Area native, Mr. Ohtaki graduated with a B.A. in Economics, *magna cum laude*, from Harvard University and an M.B.A. from Stanford University's Graduate School of Business. Mr. Ohtaki, his wife and three children live in Menlo Park, California.

2010 Corporate Citizenship Conference
PHILANTHROPY 3.0: The New Reality for Corporate Practitioners
March 5, 2010, Oracle Conference Center, Redwood Shores, CA



CALIFORNIA
RESILIENCY ALLIANCE

CARESILIENCY.ORG

CRA Overview

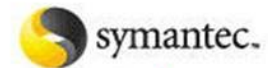
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Bank of America



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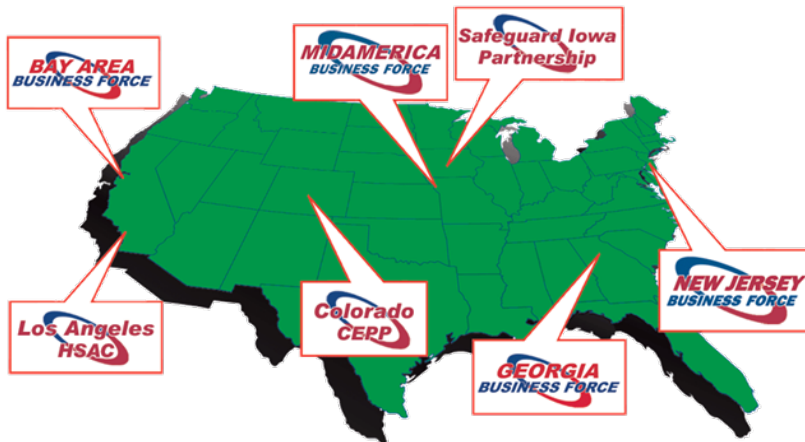


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- Business Executives for National Security (BENS) created 7 regional public-private partnerships to improve homeland security and natural disaster response (“All hazards”)



- 20 states want partnerships

- CRA is New 501(c)3 Non-Profit
 - Formerly BENS Bay Area Partnership
 - www.CAresiliency.org
- Need: Difficulty in Implementing and Maintaining All-Hazards Partnerships
- Facilitate Local Partnerships
 - Share best practices and lessons
 - Link into mutual aid network
- State Government and Associations
 - CalEMA, CDPH, CalVolunteers, SCSA, BTH, Seismic Commission/CEA
 - Engage industry associations
- Elevate Visibility to Business Leaders Statewide

Public-Private Partnership Role



Commerce

Businesses sell products and services to government



Continuity Planning

Businesses secure and prepare their employees and assets



Partnerships

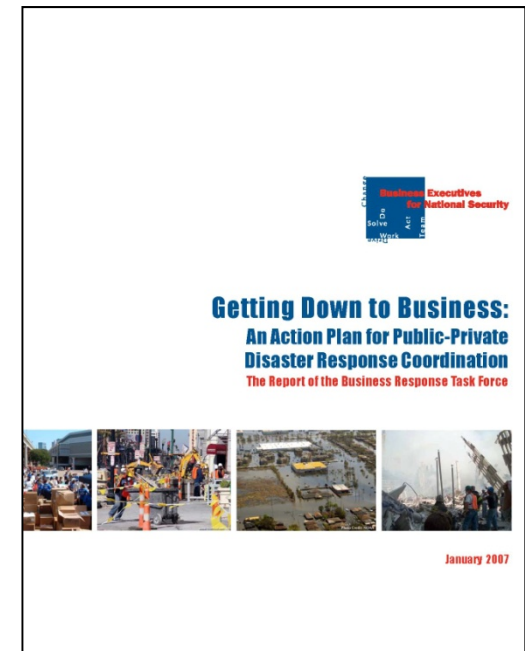
Businesses and government partner to fill important gaps



BENS-CRA focus

- Corporate Citizenship and “Continuity of Community”
 - Protect your most important asset – your workforce
 - Facilitate economic resiliency
- Business Link to Government EOCs
 - Improved situational awareness enables better decisions
 - Facilitate movement of resources to where they're needed
- “Bridge the Silos”: Collaboration Leads to Trust
 - Working relationships build trust between public and private sectors
 - Collective voice and access to key agencies
- Pooling Private Sector Resources
 - Organizing ahead of time saves time and facilitates recovery
- Joint Exercises
 - Improve your business continuity plans

- Nearly 100 Companies Interviewed
 - Private sector must be systematically integrated into the nation's response to disasters. Government cannot respond alone.
 - Government and business know intuitively that they need to work together during crisis, but how to do so does not come without effort on both sides.
- Key Recommendations
 - Institutionalize private sector EOC collaboration in states, urban areas, FEMA
 - Modernize logistics processes and improve government emergency-purchasing protocols



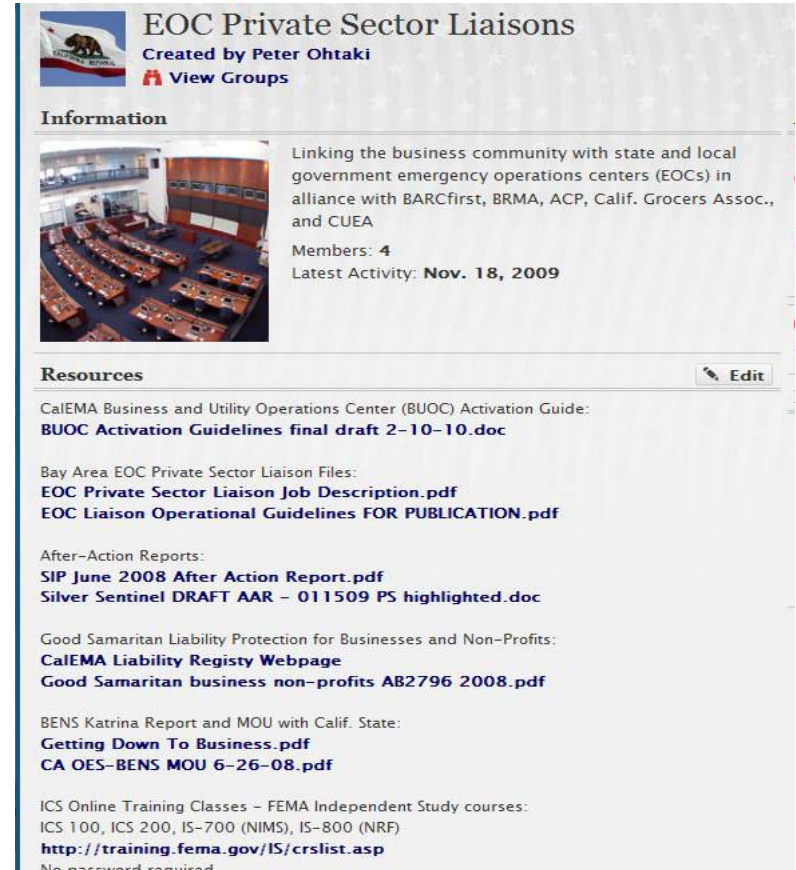
- What Resources Can Your Business Provide?
 - Highest public sector priority: Must be two-way relationship
 - Need to educate EOCs/agencies on what each industry sector can offer
 - Critical infrastructure continuity
 - Need access to affected areas
 - “Tell us what you need and where to deliver it”
 - Most companies willing to provide:
 - Parking lots/warehouses for staging areas
 - Transportation, distribution, or supply chain capabilities
 - Communications equipment
 - Skilled volunteers



- How Does the Private Sector “Plug In”?
 - Business continuity executives from 30 companies at 7 EOCs
 - Private sector liaison in EOC
 - Communicate information to/from private sector
 - ✓ Situational Awareness: Need for Accurate and Timely Infrastructure Information for Employee Safety and Business Continuity
 - Access and coordinate private sector resources
 - ✓ Food/water, supplies, facilities, trucks, technology, etc.
 - Need for liaisons at multiple EOCs
 - Operational Areas (county): information and resource provision/permission
 - Coastal Region EOC (REOC): infrastructure info and resource deployment
 - State Operations Center (SOC): resource procurement

- Post Documents and Links
 - CalEMA BUOC guidelines
 - Liaison description
 - County liaison guidelines
 - After-action reports (Silver Sentinel, Iowa floods)
 - Good Samaritan law AB2796
 - Online ICS 100, 200

- Discussion Forum
 - Situation reports
 - Collaborate on improvements
 - EOC training schedules

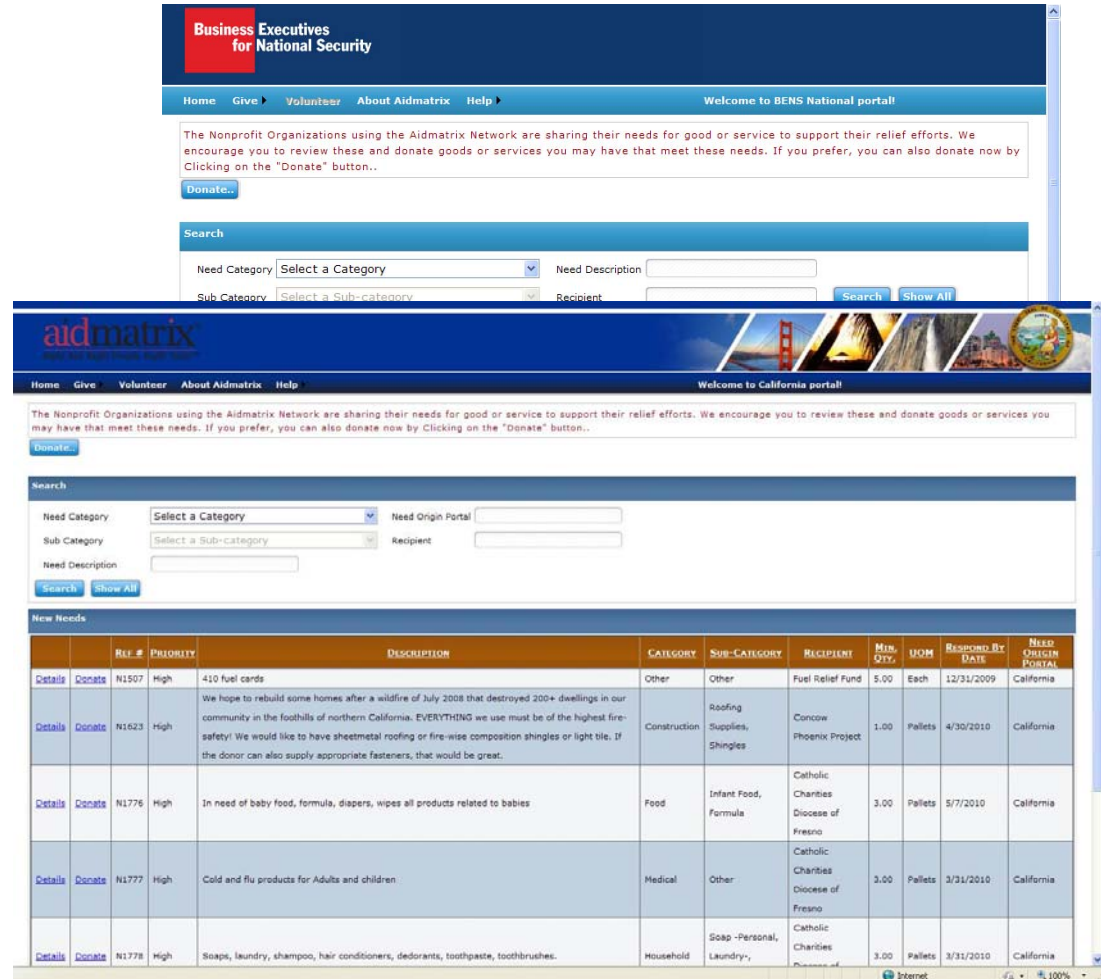


The screenshot shows the Facebook page for the "EOC Private Sector Liaisons" group. The page header includes the group name, the creator's name "Peter Ohtaki", and a "View Groups" button. Below the header is an "Information" section with a photo of a meeting room and text describing the group's purpose: "Linking the business community with state and local government emergency operations centers (EOCs) in alliance with BARCfirst, BRMA, ACP, Calif. Grocers Assoc., and CUEA". It also lists "Members: 4" and "Latest Activity: Nov. 18, 2009". The "Resources" section contains several links to documents and reports, including "CalEMA Business and Utility Operations Center (BUOC) Activation Guide: BUOC Activation Guidelines final draft 2-10-10.doc", "EOC Private Sector Liaison Job Description.pdf", "EOC Liaison Operational Guidelines FOR PUBLICATION.pdf", "SIP June 2008 After Action Report.pdf", "Silver Sentinel DRAFT AAR - 011509 PS highlighted.doc", "CalEMA Liability Registry Webpage", "Good Samaritan business non-profits AB2796 2008.pdf", "Getting Down To Business.pdf", and "CA OES-BENS MOU 6-26-08.pdf". It also lists "ICS Online Training Classes - FEMA Independent Study courses: ICS 100, ICS 200, IS-700 (NIMS), IS-800 (NRF)" with a URL "http://training.fema.gov/IS/crslif.asp" and a note "No password required".

www.CAresiliency.org/group/eocliaisons

Sample Resources Tool: Aidmatrix

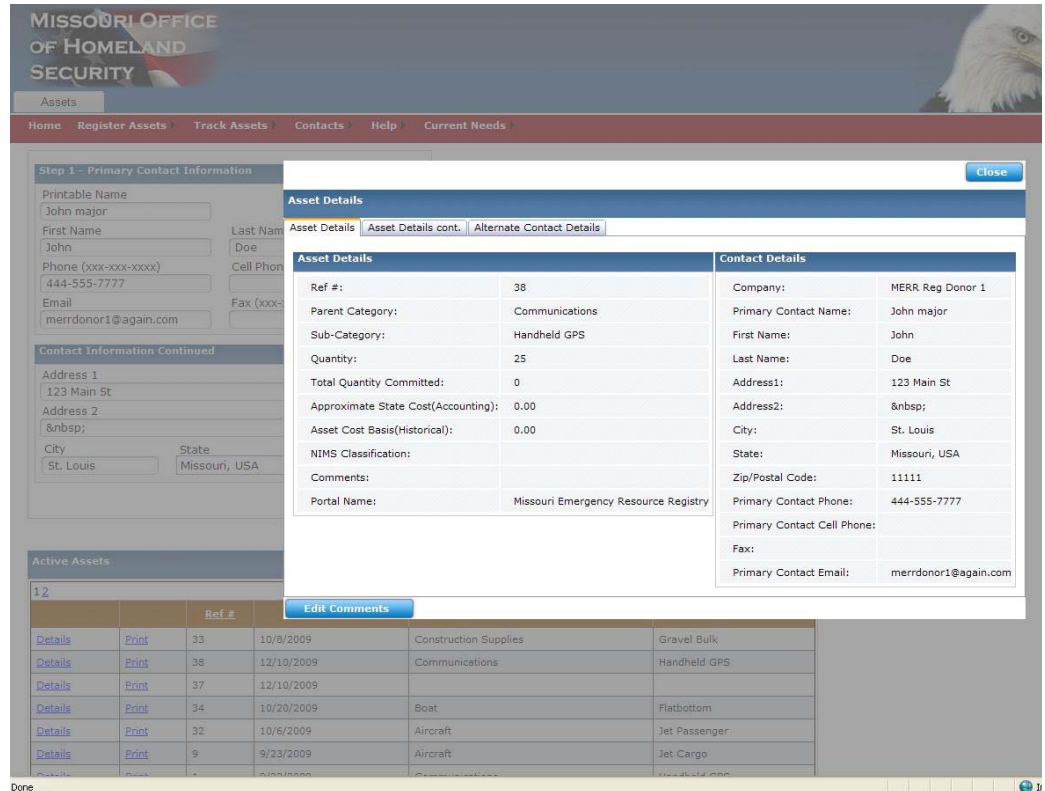
- Supplements EOC info tool
- Easy-to-use Web database for donations management
- NGOs and state enter resource requests, then donors click on requests
- 37 states, including California
- FEMA National Donations Management Network
- Aidmatrix Foundation (www.aidmatrix.org)



The screenshot displays two versions of the Aidmatrix website. The top version is for the Business Executives for National Security (BENS) National portal, and the bottom version is for the California portal. Both portals feature a search form with fields for Need Category, Sub Category, Need Description, and Recipient. The California portal also includes a 'New Needs' table with the following data:

	REL #	PRIORITY	DESCRIPTION	CATEGORY	SUB-CATEGORY	RECIPIENT	MIN QTY.	UOM	RESPOND BY DATE	NEED ORIGIN PORTAL	
Details	Donate	N1507	High	410 fuel cards	Other	Other	Fuel Relief Fund	5.00	Each	12/31/2009	California
Details	Donate	N1623	High	We hope to rebuild some homes after a wildfire of July 2008 that destroyed 200+ dwellings in our community in the foothills of northern California. EVERYTHING we use must be of the highest fire-safety! We would like to have sheetmetal roofing or fire-wise composition shingles or light tile. If the donor can also supply appropriate fasteners, that would be great.	Construction	Roofing Supplies, Shingles	Concow Phoenix Project	1.00	Pallets	4/30/2010	California
Details	Donate	N1776	High	In need of baby food, formula, diapers, wipes all products related to babies	Food	Infant Food, Formula	Catholic Charities Diocese of Fresno	3.00	Pallets	5/7/2010	California
Details	Donate	N1777	High	Cold and flu products for Adults and children.	Medical	Other	Catholic Charities Diocese of Fresno	3.00	Pallets	3/31/2010	California
Details	Donate	N1778	High	Soaps, laundry, shampoo, hair conditioners, deodorants, toothpaste, toothbrushes.	Household	Soap -Personal, Laundry,	Catholic Charities Diocese of	3.00	Pallets	3/31/2010	California

- Secure Web database of pre-identified resources that businesses can make available to emergency management officials, on a voluntary basis
- Resources include:
 - Equipment (trucks, vans, telecom, laptops, etc.)
 - Facilities (warehouse, cafeteria, etc.)
- Liability protection via AB2796 registration with CalEMA



MISSOURI OFFICE OF HOMELAND SECURITY

Assets

Home Register Assets Track Assets Contacts Help Current Needs

Step 1 - Primary Contact Information

Printable Name: John major

First Name: John Last Name: Doe

Phone (xxx-xxx-xxxx): 444-555-7777 Cell Phone:

Email: merrdonor1@again.com Fax (xxx-xxx-xxxx):

Contact Information Continued

Address 1: 123 Main St

Address 2:

City: St. Louis State: Missouri, USA

Active Assets

Ref #	Date	Category	Asset
33	10/9/2009	Construction Supplies	Gravel Bulk
38	12/10/2009	Communications	Handheld GPS
37	12/10/2009		
34	10/20/2009	Boat	Flatbottom
32	10/6/2009	Aircraft	Jet Passenger
9	9/23/2009	Aircraft	Jet Cargo

Asset Details

Asset Details Asset Details cont. Alternate Contact Details

Asset Details		Contact Details	
Ref #:	38	Company:	MERR Reg Donor 1
Parent Category:	Communications	Primary Contact Name:	John major
Sub-Category:	Handheld GPS	First Name:	John
Quantity:	25	Last Name:	Doe
Total Quantity Committed:	0	Address1:	123 Main St
Approximate State Cost(Accounting):	0.00	Address2:	
Asset Cost Basis(Historical):	0.00	City:	St. Louis
NIMS Classification:		State:	Missouri, USA
Comments:		Zip/Postal Code:	11111
Portal Name:	Missouri Emergency Resource Registry	Primary Contact Phone:	444-555-7777
		Primary Contact Cell Phone:	
		Fax:	
		Primary Contact Email:	merrdonor1@again.com

Edit Comments

- Leverages Aidmatrix work on the Missouri Emergency Resource Registry (MERR)

Examples of Partnership Initiatives

Region	Activations & Exercises	Other Initiatives
New Jersey Business Force	Nat'l Level Exercises (NLE) TOPOFF3 2005	Business Emergency Operations Center (BEOC) Information Sharing NJIT
Georgia Business Force	Katrina, Hurricanes, Tornados SNS Exercises 2005, 2007	Business Operations Center (BOC) Georgia Public Health, CDC
California Resiliency Alliance (formerly Bay Area)	Wildfires 2007, H1N1 2009 Golden Guardian 2006, 2008, 2010	Business and Utility Operations Center (BUOC) and County EOCs Cross-Sector Pandemic Summits
HSAC Los Angeles	Wildfires 2007, 2008 Golden Guardian 2006, 2008	L.A. County EOC Liaison Business Resource Network
Safeguard Iowa Partnership	Floods 2008, Tornados	State Operations Center Liaison Aidmatrix resource database
Missouri	Snowstorms, Tornados, New Madrid Fault exercise	Missouri Emergency Resource Registry
Colorado Emergency Preparedness Partnership	Democratic National Convention 2008	CEPP Alert/virtual BEOC CONNECTColorado registry

Why the Partnership Works

➤ Broad Engagement

- “All Hazards”
- Leading companies across industry silos
 - Technology, finance, retail, biotech, energy, etc.
- Inclusive of other organizations and initiatives
 - Minimize duplication of effort

➤ Institutionalize Relationships

- Prioritize initiatives
- Set achievable milestones
- Joint exercises to test
- Build trust

➤ Company Participation

- Implementation teams



What is the California Resiliency Alliance?

The CRA is a not-for-profit corporation, dedicated to facilitating and linking community-based public-private partnerships throughout the state to strengthen California’s resiliency. These partnerships strengthen state and local capacity to prevent, protect, respond and recover from natural and human-caused disasters, through effective public-private collaboration. These partnerships can mobilize private sector support in four general categories:

- **Organized Collaboration:** Businesses link to state and local government emergency operations centers and information “fusion centers” to improve communication before, during and after a crisis. This collaboration helps identify threats and improves coordination to get the right resources to the right places faster;
- **Mass Vaccination/Treatment:** Companies assist state and local public health departments in the distribution and dispensing of vaccines and medical supplies in the event of a pandemic or biological attack;
- **Surge Capacity/Supply Chain Management:** Businesses pledge resources (warehouse or office space, trucks, equipment, skilled personnel, etc.) through regional, web-based registries that can be quickly tapped by first responders;
- **Leadership and Strategic Support:** The regional partnerships offer best business practices and civic leadership from some of the nation's top companies to help government improve prevention, response and recovery.

Why do we need it?

Businesses responded admirably in the aftermath of 9/11 and Hurricane Katrina, but business-government collaboration has often been chaotic – with little or no advanced planning or practice. Regional partnerships mobilize and organize the resources and expertise of the business community in advance to improve disaster response capability at the state or local level, where it is most needed. Business and government need such partnerships to better prepare for natural disasters, flu pandemic or terrorism.

Where and how is it working?

The CRA was formerly the BENS Bay Area partnership. Business Executives for National Security (BENS) launched the first partnership in New Jersey in early 2003, followed with partnerships in Georgia and Kansas City during 2004. In California, BENS formed the San Francisco Bay Area partnership in 2005, and managed the Homeland Security Advisory Council (HSAC) in Los Angeles and Orange counties. The Safeguard Iowa Partnership (SIP) and Colorado Emergency Preparedness Partnership (CEPP) launched in 2006 and 2007, respectively. In 2009, these partnerships became independent locally-managed non-profit organizations.

Each partnership is unique, reflecting the needs and priorities of its region. Businesses and government work together to build new disaster response capabilities using a multi-hazard approach, and then validate these operational capabilities through joint exercises. Over 230 businesses nationwide participate in these seven BENS-facilitated regional partnerships.

Governor Schwarzenegger recognized BENS’ efforts during the 2007 Southern California wildfires and our Memorandum of Understanding with the State of California (see <http://www.bens.org/Securing-California.pdf>). After interviewing nearly 100 companies that responded to Hurricane Katrina, BENS’ made recommendations to systematically integrate business into national disaster response (see http://www.bens.org/mis_support/Getting-Down-To-Business.pdf).

