



OREGON DEPARTMENT OF **EMERGENCY MANAGEMENT**

Public/Private Partnership Program Platform (P4): Improving Private Sector Engagement Before, During and After a Disaster

September 23, 2022



Public/Private Partnership (P3) Program

- **Promote** and engage the private sector in emergency planning, response, and recovery efforts
- **Conduit** between private sector and state Emergency Support Functions (ESF), local and Tribal partners
- **Key collaborator** with Business and Industry (ESF14) partners
- **Supporting technology:** Public/Private Partnership Platform (P4)



Critical Infrastructure

Energy / Water
Communications



Health Care

Hospitals
EMS



Suppliers

Grocers,
Shippers Manufacturers



Contractors

Engineers
Debris Removal



Large Employers

Intel
Nike



Non Profit

VOADs
Red Cross / Faith Based



Private Businesses

Restaurants / Retail
Hospitality



Media Partners

Broadcast Infrastructure
Print / Radio



Successful Partnering in Practice

COVID-19

- Grocer partner coordination calls
- Regional/national medical supply and distribution coordination calls
- Launch P4

2020 Labor Day Fires

- Business and Industry coordination calls
- Briefings to local, Tribal, regional, state, and national private sector groups

2021 February Ice Storm

- Coordinated with state and local partners and the Oregon Restaurant and Lodging Association to provide housing for repair line personnel from out of state

2021 Chlorine Shortage

- Connected with chlorine manufacturers and distributors nationally to gather situational awareness and exchange operational information



Public/Private Partnership Platform (P4)





P4:

- Regional collaboration and information sharing capability
- Designed to improve Public/Private Partnerships operations across the region
- Administered by the Consortium for Emergency Services Technology (CEST)

Welcome back

[Jump to P4 Teams environment](#)

Situational Awareness from State Emergency Management

 <p>Oregon Emergency Management</p> <p>OEM ArcGIS Hub</p> <p>Wildfire Response App</p>	 <p>Idaho Office of Emergency Management</p> <p>View Website</p>	 <p>Washington Emergency Management Division</p> <p>View Website</p>	 <p>Alaska Emergency Management Division</p> <p>View Website</p>
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Current Activations

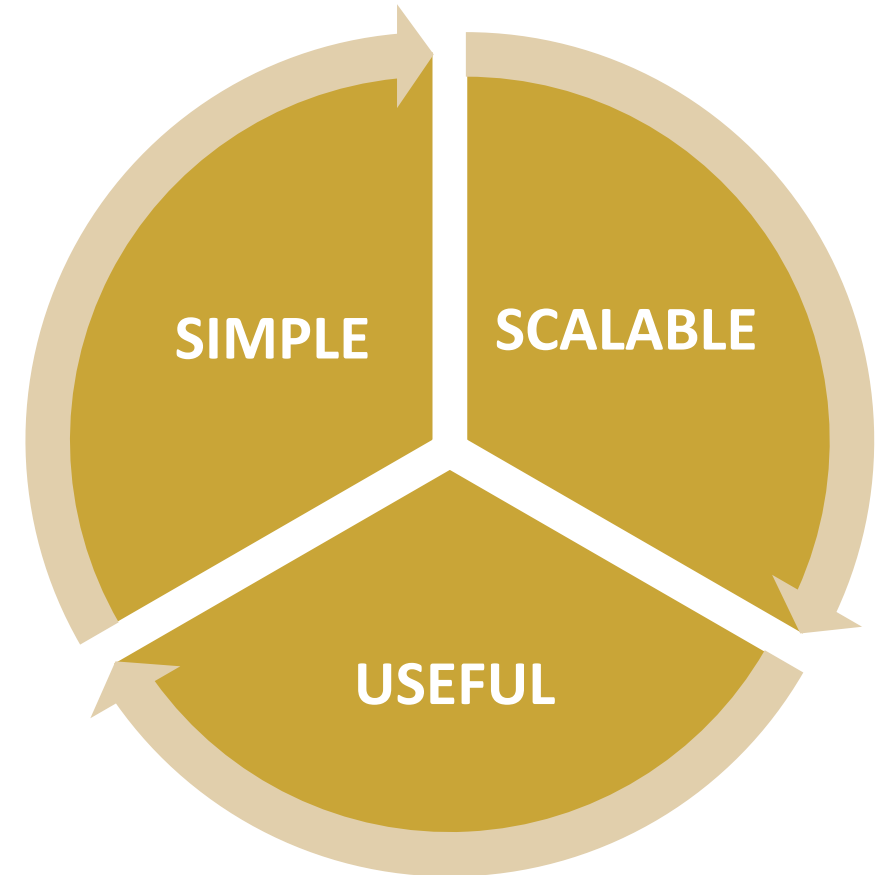
2022-09-08: The Idaho State Emergency Response Team (SERT) has activated to Level 3 and has a state declaration for the Ross Fork Fire in Blaine County. A WebEOC incident has been created to share information, ID-03-2022 Ross Fork Fire. A Fire Management Assistance Grant (FMAG) to support structure fire protection activities is approved. SERT Section Chiefs will notify personnel if they need to support the SERT and/or report to the IRC. No reservists are activated at this time. ESFs 4, 5, 7, 14, 15 are activated.

2022-09-01: The State of Oregon has activated their Emergency Coordination Center in support of operations for the Rum Creek Fire in Josephine County.



Public/Private Partnership Platform (P4) Benefits

- Situational awareness
- Two-way communications between the public and private sectors
- Information sharing
- Collect damage reports
- Collect list of local businesses for use in response and recovery operations
- Host workshops briefings





Public/Private Partnership Platform (P4) Exercise

Exercise Outcomes

- P4 improved coordination, collaboration and information sharing for Public/Private Partnerships.
- Participants found private sector-to-private sector interaction useful.
- Participants viewed P4 as a one-stop- shop in creating a useful common operating picture.
- Private sector reports provided actionable information for government.
- Participants valued shared access to information on critical lifelines, situation reports and requests for assistance through P4.



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Thank you, questions?

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