Private Sector/ Public Sector Information Sharing and General Outcomes

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Research Professor
Who are “WE”

- NJIT
- NJ Business Force
- ARDEC Picatinny Arsenal

All 3 above are integrated into the Business Emergency Operations Center (BEOC) construct

PLUS students Undergraduate, Graduate, Ph.D. are integrated into the BEOC activities
Existing Partners and Affiliates

- **Main Partners**
  - NJIT, NJ Business Force, ARDEC

- **Affiliates (sample)**
  - Northcom
  - DHS Private Sector Office
  - Walmart
  - Southeast Emergency Response Network (SEERN)
  - Association of American Railroads
  - Georgia Business Force
  - Safeguard Iowa
  - Colorado Emergency Preparedness Partnership (CEPP)
  - Society of American Military Engineers
  - Boeing, L3 Communications
  - Bank of America
BEOC Relation to Incident Command

Incident Management
Support
Communication
Collaboration
Anticipation

Private Sector
BEOC Technologies

BEOC Implementation Strategy
The “Fire, Ready, Aim” Deployment Model

Performance Efficiency & Effectiveness

Time

Exercise 1  Exercise 2  Exercise N

Experiment & Exercise
Implement Deploy
Adjust Upgrade
Key Events Since “We” Started

- Developed BEOC Capabilities (Matrix w/ Research Thrust Areas)
- Oct. 2007 Topoff 4 (Tier 1) - RDD
- Dec. 2007 Hurricane Response (Tier 3) – Cat 3 NJ and NYC
- May 2008 NLE 2-08 (Tier 1) - IEDs coupled with a Cat 3 Capitol Region
- Aug. 2008 Democratic National Convention Support
- March 2009 Princeton Univ. (Woodrow Wilson School) Regional Preparedness
- July 2009 NLE 09 (Tier 1) – Prevention/mitigation
- Private Sector Summit
  Exercise Planning (current)
- NLE 2010, NLE 2011, Prudential (Chem. spill)
Frustration!!! Frustration!!! Frustration!!!
Private Sector Summit

• Response to NLE 09 AAR process
• Organized around two focus groups address 2 thematic areas each
• Group 1 “Private Sector Integration” and “National Level Exercise Private Sector Requirements”
• Group 2 “Private Sector Roles and Expectations”
Private Sector Integration

• Are existing partnerships (sector specific agencies or SSAs), sector specific coordinating councils (SSCs) the right coordination vehicles?
• Too much focus on CIKR…not enough on supply/value chain resilience
• Existing Models? Structured…organic…cross model integration
• Varies across Federal agencies…varies across States and Local governments.
• Established “systems” for integration (FEMA RISC meetings, NPS executive leadership forums, other)
• “We are looking for a “partner” not a “payer” for our COOPs, need to foster corporate responsibility NOT welfare.”
National Level Exercise Private Sector Requirements

• Identify “things” the private sector wants to test (information sharing, credentialing, waivers, evacuation plans, disaster kits, VPN...)
• “1st 72 hours is on you” Craig Fugate
• Regional resiliency …private sector being able to “back up” other regions and drilling down to county levels...
• Need to invite private sector early…make them a true participant (industry driven)
• Need to test information flow via “live” operations to include different back ups of emergency management communication
Private Sector Roles and Expectations

• Role of the private sector in a disaster (self and other, have effective COOPs, support CIKR, restore existing operations and functions quickly)

• Overcoming hurdles to cooperation
  – Government “listening” to Private Sector
  – Inclusive private sector linkage to Federal, State, Local governments during all dimensions of emergency

• Private sector expectations (cross sector expectations) have not been clearly understood

• Critical information needs to be identified and then mechanisms developed to share this information during all dimensions of emergency management
Private Sector Roles and Expectations (cont)

- Recurring thru all exercise and communications with private sector are 3 areas:
  - Information sharing
  - Credentialing
  - Debris removal
Private Sector Information Needs

Notifications/ Alerts

- Security Environment Assessment
  - Security and threat briefs
- Suspicious Activity reports
- HLS Alert system (triggers to COOPs??)
- MARSEC levels (triggers to COOPs)
- Health Alerts (more than WHO…triggers??)
- Employees absenteeism (triggers??)
- Debris clearance priority and status
- CIKR restoration status
- Building lock downs
Private Sector Information Needs (cont.)

Planning Information/ Logistics
- Credentialing
- SNS activation (location public sector PODs)
- Pvt. Sector PODS
- Permits /Waivers (transportation)
- Operating radio frequencies
- Available Internet connections
- Location of recharging stations (batteries/cell phones/laptops)
- Gasoline/diesel shipments and allocations
- Sheltering locations
Some Specific Take Away Text

Read some stuff....
Questions
2009 National Level Exercise

Portal Information

National Level Exercise 2009 (NLE 09) is scheduled for July 27 through July 31, 2009. NLE 09 will be the first major exercise conducted by the United States government that will focus exclusively on terrorism prevention and protection, as opposed to incident response and recovery.

NLE 09 is designated as a Tier 1 National Level Exercise. Tier 1 exercises (formerly known as the Top Officials exercise series or TOPOFF) are conducted annually in accordance with the National Exercise Program (NEP), which serves as the nation’s overarching exercise program for planning, organizing, conducting and evaluating national level exercises.

Alert Tool - instantly alert other portal users with quick notification of issues/events.

*NOTE: Only Community and Site administrators of the portal can send alerts. All regular users can subscribe to them.

CoreTool Quick Reference - This secure portal offers a variety of tools for collaboration and communication during NLE 09.

Click here to create or update the community notes.
Why Partner?

• 9/11 showed that emergency management (preparedness, prevention/mitigation, response and recovery) requires interaction and information sharing cross sector

• CIKR partnerships (Federal, State, UASI, Local)
  – 18 CIKR sectors
  – (“DHS” Acronym alphabetic soup) SCC, CIPAC, SLTTGCC, RCCC see
    http://www.dhs.gov/files/partnerships/editorial_0206.shtm

• What about Private Sector non CIKR owners and operators???
The BEOC

What?
• Private Sector organized, managed and staffed emergency coordination and communications “initiative” focused on all-hazards disaster preparation, prevention, response, and recovery.

Why?
• Build collaborative relationships and community resilience through information sharing as well as to effectively provide resource support when requested by response agencies during disasters and emergencies.

Value?
• Supply/Value Chain “resilience”
• Common Operating Picture (COP), situational awareness, shared situational awareness
• Anticipation, Anticipation, Anticipation………
The BEOC

The BEOC is being jointly developed through a collaborative effort between academia, led by the NJ Institute of Technology (NJIT), as an academic project to research collaborations and the enabling effect of technology “mash ups” and…

Business, as represented by the NJ Business Force and…
the US Army Picatinny Arsenal’s Testbed EOC (ARDEC). and…

Affiliates and Consortiums
The BEOC

How does the BEOC fit in?

- *National Strategy for Information Sharing*  
  (President Bush October 2007)  
  [www.whitehouse.gov/nsc/infosharing/sectionV.html](http://www.whitehouse.gov/nsc/infosharing/sectionV.html)

- *National Response Framework.*  
  (January 2008)  
**BEOC Roles & Functions**

1. **Business-to-Business collaboration and communications** (96 hour imperative)
2. **Interface with Public Sector Emergency Operations Centers (EOC’s)** (anticipation)
3. **Business to Non-Government Organization (NGO) collaboration.**
4. **Asset and Volunteer mobilization.**

[www.businessresponsenetwork.org](http://www.businessresponsenetwork.org)
BEOC Roles & Functions

What’s in it for the Public Sector (value)?

- **Improved Information Flow (omni-directional)**
- **Private Sector intel sources (robust competitive intelligence)**
- **Informed decision making in both sectors to include Northcom**
- **Enhanced collaboration capabilities (mashups)**
- **Incident management support with resources (assets/people)...works both ways**

Improved disaster preparation, prevention/ mitigation, response, and recovery.
BEOC Roles & Functions

A Shifting Relationship Paradigm

- Incident Management

- Incident Management Support
  - Anticipatory Processes
BEOC Technologies

✓ The BEOC is a physical space.
✓ It is a virtual space.
✓ It is a continuing or longitudinal “Research project”.

The NJIT Technology Project
BEOC Technologies and Technology
“Mashups”
An innovative approach
✓ Use what’s existing to deliver operational capability. (partnership triad)
✓ Incrementally improve the “system mashups” through drills and exercises
✓ In the meantime – leave it operational!
BEOC Technologies

BEOC Implementation Strategy
The “Fire, Ready, Aim” Deployment Model

- Experiment & Exercise
- Implement Deploy
- Adjust Upgrade
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<th>Existing</th>
<th>Future</th>
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<td>Notifications/ Alerts</td>
<td>NC4, NJN</td>
<td>NC4+, NJN (datacast)</td>
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<td>Intelligence</td>
<td>??</td>
<td>Non classified repository – competitive intelligence</td>
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<tr>
<td>Collaboration</td>
<td>Marratech (Verizon)</td>
<td>Desktop IP based VC, VC</td>
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<td>Communication</td>
<td>Internet, Internet 2</td>
<td>I and I2, radio RACES, MARS</td>
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<tr>
<td>Reach-back</td>
<td>??</td>
<td>VC + push to PDAs + other BEOCs</td>
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<tr>
<td>Incident mgmt, situational aware, shared sit awareness, common operating picture</td>
<td>??</td>
<td>Link to ROIC, PA NY/NJ, NC4, other BEOCs, ARDEC Test EOC</td>
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<tr>
<td>Incident mgmt support/ resource tracking</td>
<td>I-info BRN</td>
<td>Resource inventory control, Resource sharing</td>
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<tr>
<td>Visualization</td>
<td>??</td>
<td>GIS, GPS, satellite, cameras</td>
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<td>Integration and dashboards</td>
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<td>Secure integrative portal, ROIC, PA NY/NJ, other (sensorspedia)</td>
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