

Summary

The Public/Private Initiatives Unit at the NYC Office of Emergency Management is dedicated to partnering with the private sector to increase the resilience of the city's business community and to ensure that private organizations have all the information they need before, during, and after an emergency.

Background

The NYC Office of Emergency Management was established in 1996 as a mayoral office and granted departmental status in the New York City Charter in November of 2001. The Public/Private Initiatives Unit at NYC OEM was launched in 2000 with the goal of strengthening private sector relationships and increasing corporate preparedness in the city. The relationships formed under Public/Private Initiatives have been beneficial during and following events such as September 11th, the 2007 steam pipe explosion in Midtown Manhattan, and the 2009 H1N1 pandemic. The unit has increased its presence in New York City since its launch and continues to respond to the needs of the business community.

Goals and Objectives

The objectives of the Public/Private Initiatives Unit are to:

- Support the resiliency of the City's private sector through information sharing, partnership building, training and education on preparedness principles and the City's preparedness plans.
- Facilitate the integration of private sector concerns, interests, and resources to support the City's emergency planning, preparedness, response and recovery activities.
- Coordinate with businesses of all types and sizes to create a culture of preparedness that extends beyond the workplace.

Description

OEM's Public/Private Initiatives Unit is dedicated specifically to managing and improving the agency's relationships with and programs for private sector organizations in New York City.

OEM maintains permanent seats in the City's Emergency Operations Center (EOC) for private sector organizations. To capture a wide array of interests, OEM partners with umbrella groups, including the Securities and Financial Markets Association (SIFMA), the Building Owners and Managers Association (BOMA), the Food Industry Alliance of New York State, and others, 18 in total. Representatives from these organizations sit with City, State, and Federal agencies in the EOC during major incidents, contributing as full partners to the City's response and recovery efforts. In addition to assisting with resource coordination, these EOC partners serve as conduits for information-sharing, both

in distributing messages from OEM through their networks of companies and employees, and in funneling the concerns of their constituents to City agencies in the EOC.

OEM also works with subject-matter experts from private sector organizations to improve the City's planning process. These experts help ensure that the City's plans incorporate the concerns and resources of the private sector.

OEM shares information with the private sector at all times, not just during major emergencies. CorpNet is a free email emergency notification system that provides business executives with current, accurate information about emergencies in New York City to aid in decision-making. (www.nyc.gov/corpnnet) Emergency information is also available to the public via text message through our NotifyNYC program.

OEM also encourages businesses to become more resilient and prepared through several educational efforts. OEM regularly hosts Continuity Conversations, a program of open-invitation conference calls with subject-matter experts addressing topics in business continuity. Additionally, the agency opens its Tabletop Exercise 101 course and other training courses to private sector organizations to encourage them to strengthen and practice their continuity plans.

One of OEM's most important educational efforts is directed at small businesses. The *Ready New York For Business* program, which consists of an informational guide and a presentation delivered by OEM staff, takes small business owners through the process of crafting a basic business continuity plan, emphasizing simple and inexpensive steps that any business owner can take to protect his or her investment. (www.nyc.gov/readynewyork)

To get this information to small businesses, OEM has worked with Business Improvement Districts, merchant associations, trade organizations, community groups, and business assistance centers across NYC. The program is complemented by a monthly e-newsletter called NYContinuity that offers advice and resources to assist small business owners in putting together their plans.

Lastly, to address one of the challenges of recovering after a disaster, OEM, with the New York City Police Department (NYPD), supports the Corporate Emergency Access System (CEAS) to provide pre-credentialed private sector employees with access to restricted areas following an emergency. When activated, CEAS allows essential staff to gain access to their buildings to shut down or sustain core business functions and retrieve valuable assets and records until normal entry is restored. (www.nyc.gov/ceas)

Requirements for Success

NYC OEM has been successful in partnering with the private sector by creating balanced relationships that are beneficial to both the agency and its partner organizations. In addition to coordinating the integration of private sector assets and resources into the City's response and recovery efforts, OEM provides a number of services to private

sector organizations. NYC OEM effectively partners with businesses by sharing information through CorpNet, an emergency notification system, and through various publications and training opportunities. All of these efforts are supported by staff members dedicated to Public/Private Initiatives who are committed to working closely with the agency's private sector partners and to communicating with businesses in the event of an emergency.

Resources

NYC OEM has the following resources available through its partnership- A seat in the Emergency Operations Centers; Resources to help prepare for, respond to, and recover from disasters; web resources; and tools and templates.

Training and Exercises

NYC OEM hosts and participates in joint training and exercises with the public and private sectors. NYC OEM has created a curriculum of courses for private sector organizations that introduce NYC operations, external coordination, exercise development, enhanced threat and risk assessment, and incident command. OEM also offers tabletop 101 courses, which train private sector staff on how to design and run an exercise.

Communication Tools

NYC OEM uses the following methods of communication—email alerts; text messaging; in-person meetings once to twice a week; conferences and other events; monthly newsletter; teleconferences; website; media outreach; and public service announcements. Samples may be attached separately. By attaching documents you certify that you own or otherwise control the rights necessary to submit this material and give permission to use, modify, copy, distribute, transmit, publicly display, reproduce, publish, and transfer.

Links

For Businesses page: <http://nyc.gov/html/oem/html/businesses/businesses.shtml>

CEAS: <http://nyc.gov/ceas>

CorpNet: <http://nyc.gov/corpnet>

PALMS: http://nyc.gov/html/oem/html/businesses/business_palms.shtml

Disaster Recovery Assistance:

<http://nyc.gov/html/oem/html/businesses/disaster09.shtml>

Emergency Planning: 5 Steps to Prepare your Business:

http://nyc.gov/html/oem/html/businesses/planning_launch.shtml

H1N1 Workplace Planning:

http://www.nyc.gov/html/oem/html/businesses/businesses_h1n1_intro.shtml

NYContinuity newsletter:

http://nyc.gov/html/oem/html/businesses/business_nycontinuity.shtml

Ready New York For business Guides:

http://nyc.gov/html/oem/html/ready/biz_guide.shtml

Continuity Conversations Conference Calls:

http://nyc.gov/html/oem/html/businesses/businesses_continuity_conversations.shtml

Local Hazards:

<http://nyc.gov/html/oem/html/hazards/hazards.shtm>

Contact Information

Ira Tannenbaum

NYC OEM Director of Public/Private Initiatives

ITannenbaum@oem.nyc.gov

718.422.8916

DISCLAIMER

FEMA's Private Sector Division of the Office of External Affairs facilitates information sharing and good practices for developing effective public-private partnerships. This Web site and its contents are provided for informational purposes only, without warranty or guarantee of any kind, and do not represent the official positions of the US Department of Homeland Security. For more information on the Private Sector Division, please email FEMA-private-sector@dhs.gov or visit www.FEMA.gov/privatesector