

# CIP Update

July 08, 2005

This newsletter is for cities, counties and communities involved in public-private partnerships for joint emergency preparedness, planning and prevention.

Michigan State University through a grant awarded by the Office for Domestic Preparedness, U.S. Department of Homeland Security produces the newsletter through their "CIP-Community Facilitation" Program. Please go to [www.cip.msu.edu](http://www.cip.msu.edu) for more information on the program.

## **Participating Communities**

Allentown, PA / Annapolis, MD / Brooklyn, OH / Carroll County, MD / Casa Grande, AZ / Clark County, NV / Evansville, IN / Marquette County, MI / Milwaukee, WI / Monroe County, MI / Northampton County, PA / Oakland County, MI / Redmond, WA / Richmond Area, VA / Rockville, MD / Sandy City, UT

Currently, we are working with 16 communities and are funded to work with another 28 cities, counties or communities over the next couple of years. Out of the 28 available CIP Programs we are talking with 10 communities. Is there a location in the nation that you think might be interested in building a public-private partnership for emergency preparedness? If so, please let us know or have them contact us. Thank you.

## **Starting a CIP Group**

A challenge that communities face in starting a public-private partnership is asking the why – the who – the how – the when – the where – and the what in creating an alliance. When first starting groups have a tendency to work on too many tasks, because of the diverse backgrounds and interests from within the public sector and business community. In communities that start a CIP group the level of emergency preparedness is usually at different levels, especially within the private sector. It can also vary in the public sector.

The why can be answered by the people from the public agencies, businesses and non-profit who get together. They realize that their greatest strength and resource as a group is that diversity! Traditionally, people associate with people of like interests and that human nature tendency is reflective in cities, counties and communities across the nation by the public and private sector. Therefore, let us take the power of that diversity to maximize the impact of problem solving.

The who is critical, which at the very least should be the decision-makers from the executive and management level. From the public side we usually see police, fire, ems, health and emergency management, in addition to the other agencies that have a stake. From the business community we start with high-profile, critical infrastructure and large employers then we move outward. From the non-profits look to those with a stake in emergency preparedness. Then to strengthen the partnership culture we have the leadership shared by the public and private sector.

The how requires your investment in time, not money, nor materials, not staffing and not unlimited resource – just time. The time to meet with others to discuss the challenges that you face in your organization. The time to tell others what resources you might be able to share during disasters. The time to eliminate or mitigate the impact of critical incidents. The how can be solved with the time you invest in the CIP group.

The when is negotiable. The first step is to decide how often the group should meet. You decide that and it should be based on the “long-term” objectives and not short-term interests, which can easily create too many tasks.

The where involves a place to hold the meetings, which should be rotated between the public and private sector.

I’ve left the what for last. This is the foundation for building your program. There are some “givens” that make up the CIP alliance for emergency preparedness. What the business community is interested in – is not what the public sector is interested in and vice versa. Yet, they work together because of the commonality in safety, security and economic well being. Also, as mentioned previously, the level of expertise, resources and desires are at different levels within the business community. Plus, not all large employers have the same expertise, resources and desires as all other large employers in emergency preparedness, while the public sector usually has the same language, expertise and desires. Therefore, it is important for CIP groups to embrace this difference when establishing goals, objectives and tasks.

Another “what” is that when groups first meet, please take the time for everyone to talk about their organization in what it does and the person’s role within the organization. Then have them share what challenges they face in delivering their product or service. For those of you in the public sector we believe you should be aware of these challenges. The private sector pays taxes, which are revenue for the public sector. Just as important is to have the public sector profile their organizations too.

Another “what” are the tasks the CIP groups decide to work on. It can be a centralized database of organizations listing their resources for critical incidents or hosting a seminar for businesses on emergency preparedness or ensuring that all businesses have evacuation plans or bringing in experts to share their information or much more.

To drive the “what” down to its basic level a CIP group should expect that many members are there because they need to solve or mitigate their problems and to share with others their expertise and/or resources for critical incidents, i.e. problem-solving and resource-sharing!

### **Public-Private Partnership Model**

We occasionally profile other organizations or models of public-private partnerships. Many of these are usually within a discipline or for those within the same profession.

In late 1997 the “Operation Cooperation” model was funded by the US Justice Department. It is for the law enforcement and private security professions to partner in networking and collaboration on joint crime prevention, public safety, community security and in specific projects. Across the nation Operation Cooperation has been used to create alliances between the public and private sector and over the last few years interest has been renewed in the program. This 15-page publication, along with a companion video can be ordered online through the American Society for Industrial Security (ASIS) at <http://www.asisonline.org/> or you can download the publication from the International Association of Chiefs of Police (IACP) website at <http://www.theiacp.org/>

### **Best Practices and Lessons Learned**

Recently the CIP staff attended a business continuity seminar hosted by DaimlerChrysler at their world headquarters. The seminar was opened by Frank Ewasyshyn, Executive Vice President of Manufacturing of Chrysler Group before the 200 attendees. Mr. Ewasyshyn shared what they had learned over the last 15 years on the value of tabletop exercising, networking with the public sector agencies, and enhancing emergency response. Some of his advice was that businesses should create a culture of commitment to

emergency preparedness! Also, to use tabletop exercising to test the processes, plans and procedures in place and use as many diverse scenarios as possible. Business should form alliances with public sector agencies to jointly work together in this arena.

Part of the seminar was a presentation by the Merrill Lynch Corporation on their experiences in the Sept. 11<sup>th</sup> attacks on the United States. Merrill Lynch had 9000 employees in a building across the street from the destroyed towers in New York. Unfortunately, they lost three people and others were injured but they also sustained significant damage to their building, financial network system and internal network systems. Some of the lessons they shared with us were:

- created a robust business continuity plan throughout the corporation with all BC costs rolled into operational expenses. Therefore, BC costs are not separated, which sends a message to all operational managers that BC is part of managing operations
- communicate, communicate, and communicate with the employees who are the mouthpiece of your business. Because they talk with their clients, family, friends, neighbors and communities
- increased employee awareness of emergency preparedness through orientation exercises, testing employee notification procedures, and training employees in business continuity practices
- enhanced the roles and responsibilities of their crisis management team

#### **Recent Postings to CIP Information Exchange Website**

To enter the “members-only” website, please go to <<https://angel.msu.edu>> and enter your user/ password - or - use our generic phrase’s of “ msu.msu@angel <<mailto:msu.msu@angel>>” in the User/NetID and “partnership” in the Password boxes (both without quotation marks) and log in. Then click on CIP and it will take you to the main menu.

In the “Bulletin Board - Information for all Communities” folder, you will see the below articles, among many others:

“IACP – Local Law Enforcement’s Response to Identity Theft”

“Grant Opportunity to Strengthened School Emergency Response & Crisis Management”

“A Business Continuity Perspective on Fire Drills”

“Broken Links in Supply Chain Cause Serious Damage”

Plus, on the website there are other resources. To find a specific topic, use the “search” function, which is located on the main menu page on the right-hand side in the green task bar.

#### **Starting a CIP Program and Using CIP Resources**

Feel free to make a referral to the MSU staff about possibly starting a CIP Program elsewhere in the United States. We can use your assistance! Also, if you would like to use the resources from the CIP program that we gave you to initiate a new public-private partnership for emergency preparedness - please feel free to do so - or give us a call and we will work with you.

#### **Closing**

If you have any topics and/or ideas for a future “CIP Update” newsletter, please contact Brit Weber at [weberbr@msu.edu](mailto:weberbr@msu.edu) <<mailto:weberbr@msu.edu>> or (517) 432-9236 or other MSU staff. About every three (3) weeks you will receive this newsletter via email. If you no longer want to be on this list, please reply to this email.

We thank you for your support.

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