

Open the Door with P4: Innovations in Private Sector Engagement for Community Resilience

*Snohomish County Department of
Emergency Management*



Background



- Snohomish County project funded by the Seattle UASI to write a communications plan for the Grocery Supply Chain
- Expansion of scope to include:
 - Develop the first local public-private partnerships platform (P4)
 - Virtual BEOC (Business Emergency Operations Center); blue-sky information sharing
 - Business registration / demographics capture
 - Business incident reporting and mapping (ESRI)
 - Incorporation of all food sector businesses
 - Resource Exchange
 - Surveying of private sector to inform EMAs

The Challenge



Information Sharing

Key information is siloed and often not accessible to those that need it.



Partnerships

Collaboration with Partners is hindered by gaps in governance and tech



System Integration

Lack of cohesive interoperability complicates access to actionable data



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The Information Sharing and Partnership Imperative

“I cannot stress enough the value of information sharing and partnerships”

- FEMA Administrator Deanne Criswell

Building Partnerships



BUILD

- Sustainable-
- Reli
- Bi-directional-

Relationships

LEVERAGE

- Scalable-
- Family-
- Inclu

Tools

Outreach to Business Communities



Expanded Outreach Targets

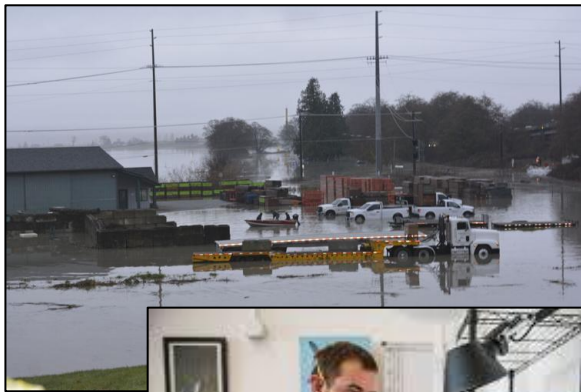
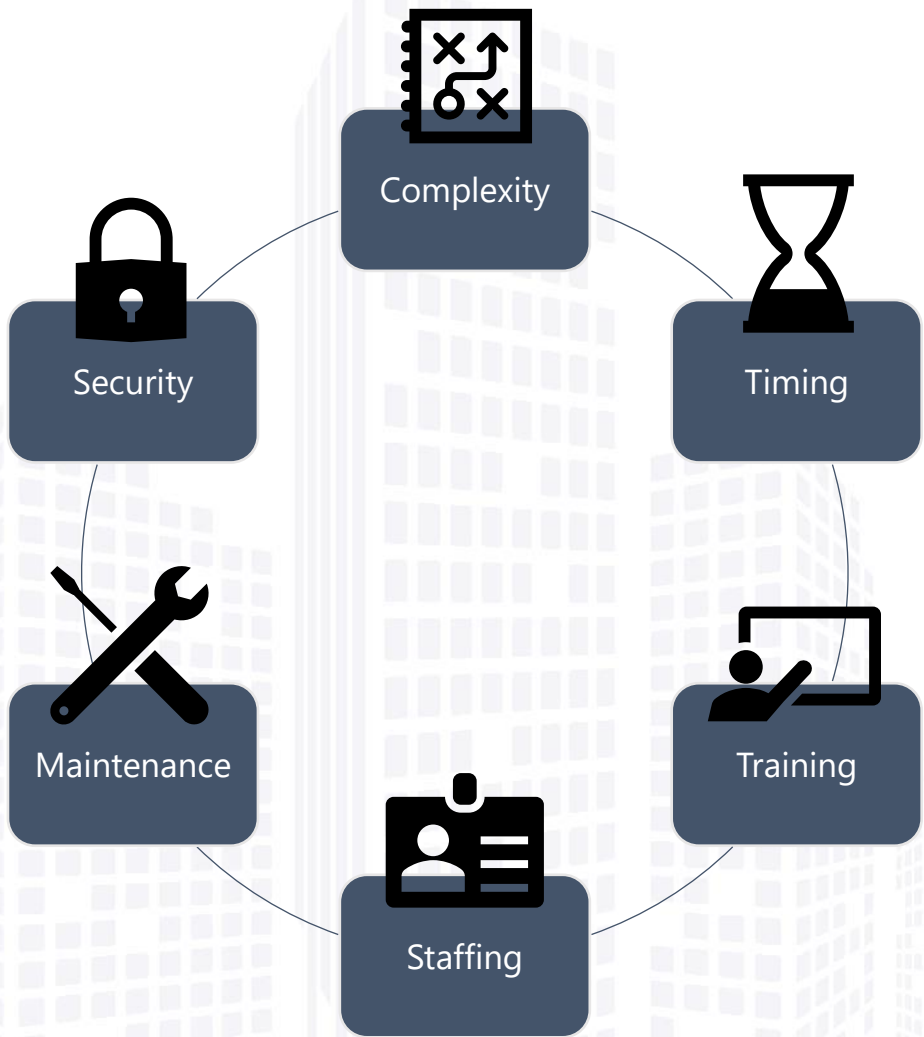
- Chambers of Commerce
- Economic Alliance of Snohomish County
- Snohomish County's Economic Development Team
- Existing Programs (i.e., Main Street Communities, Marysville Business Ready)
- Regional and national businesses



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No 'One Size Fits All' / Finding “Right”





P4 For Resilient Communities

What is P4?

P4 is a **collaborative information sharing workspace** to improve how government and their partners operate.



Why P4 for Public Private Partnership?

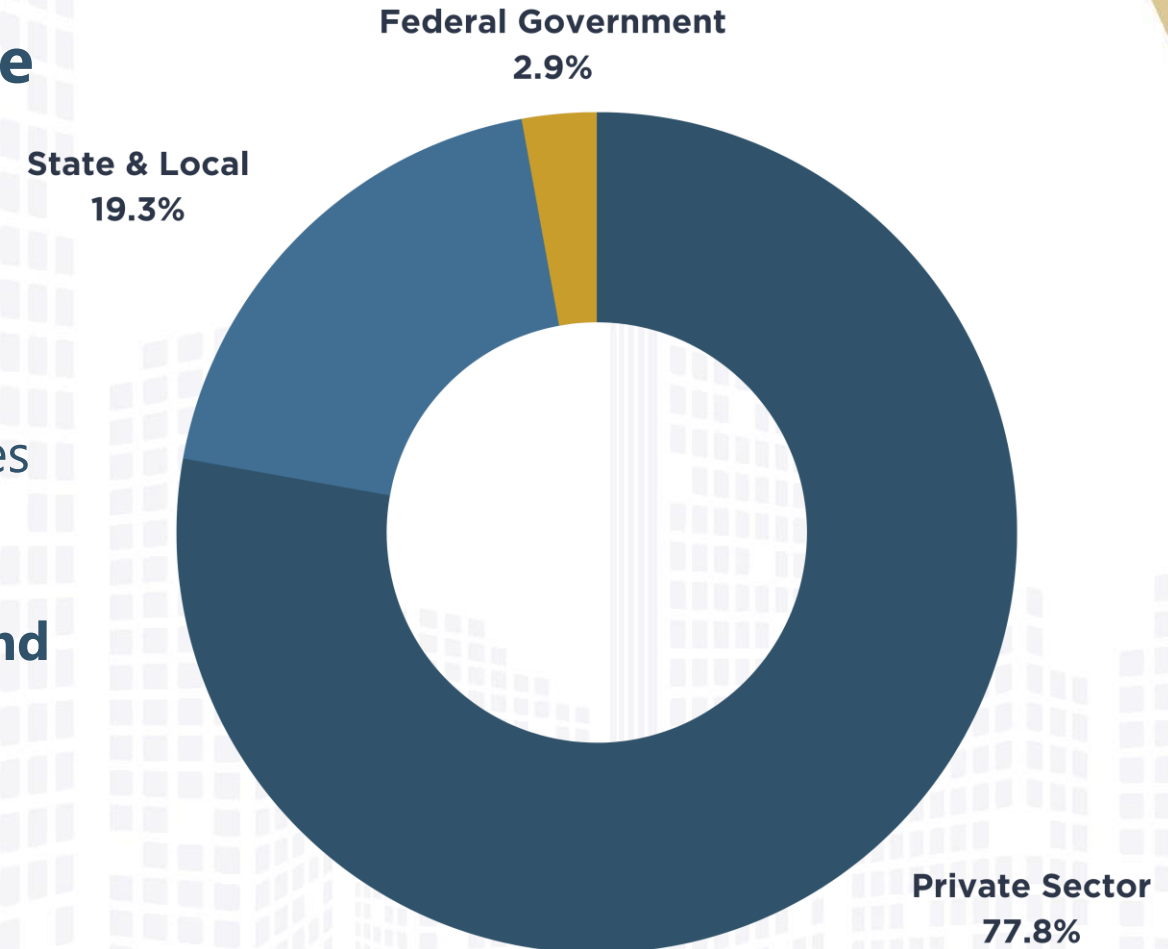


77% of National Critical Infrastructure is owned by the private sector

Private sector plays a *critical role* in disaster responses and recovery.

Government must work with Private Sector entities to *protect these assets*.

P4 addresses a need to **improve coordination and information sharing** in public and private partnerships



P4 Value for Private Sector



Enhance resiliency

Join a network of public and private organizations collaborating to build a more resilient community

Expedite recovery

Resume operations faster by receiving resources your business needs in critical moments



Communicate directly with local leaders

Open channels of communication with local leaders during events that are impacting your business

Continue Generating Value

Use the resource exchange platform to achieve insight into the needs of emergency response agencies your business can meet



P4 Value for Emergency Managers



Shared Situational Awareness

Increase situational awareness through P4s reporting features and Common Operating Picture dashboard.

Advanced Communication

Unlock the power of the private sector through secure cross-sector communication. Leverage real-time communication between your EOC, ESF, and Community Partners.



Incident Management

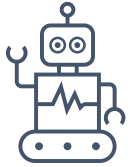
Manage incidents from activation to demobilization. P4 creates incident based teams, tracks objectives, and responds to your reporting periods.

More Resilient Communities

Empower your community by facilitating resource sharing between organizations. P4 Resource Exchange matches resources in need to available resources.



Solution Capabilities



Incident Team Creation



User Onboarding & Management



Partner Directory



Situation Reporting



Real-time Dashboards

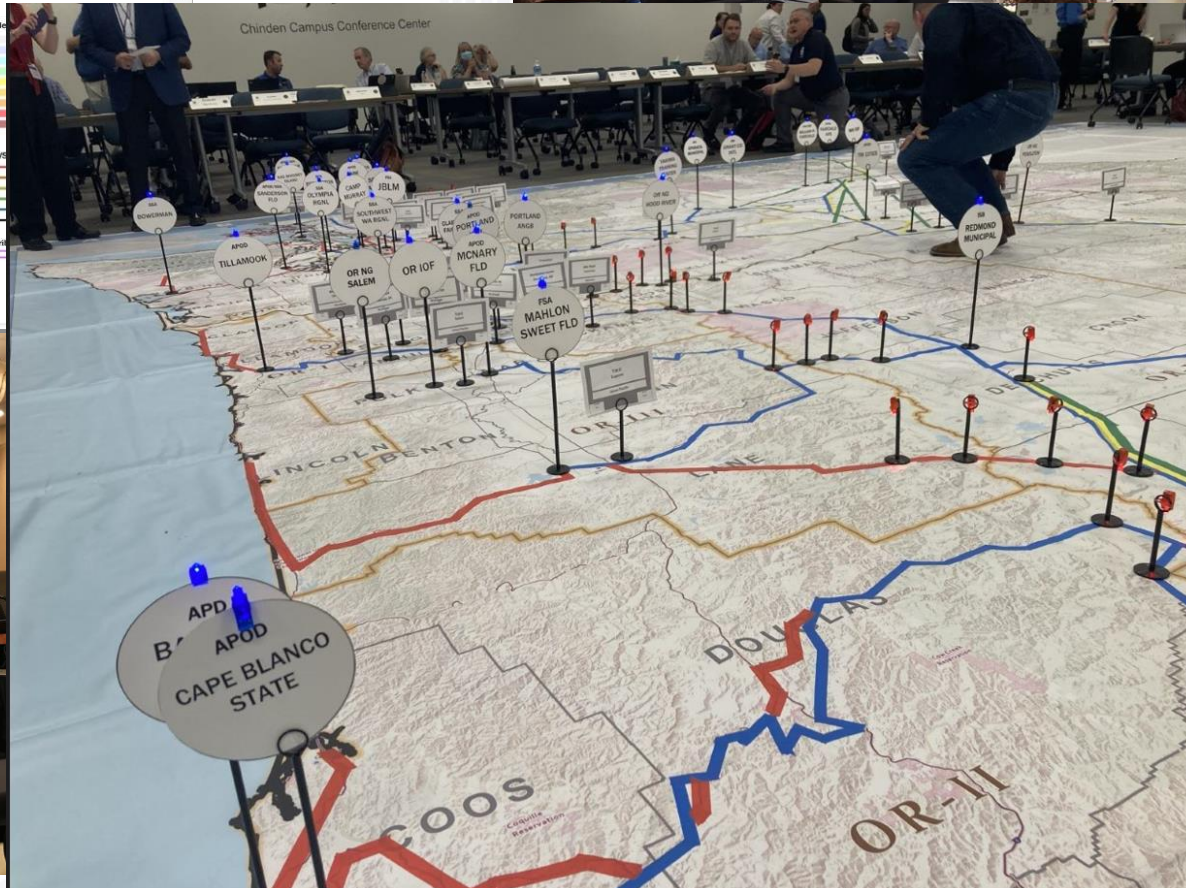
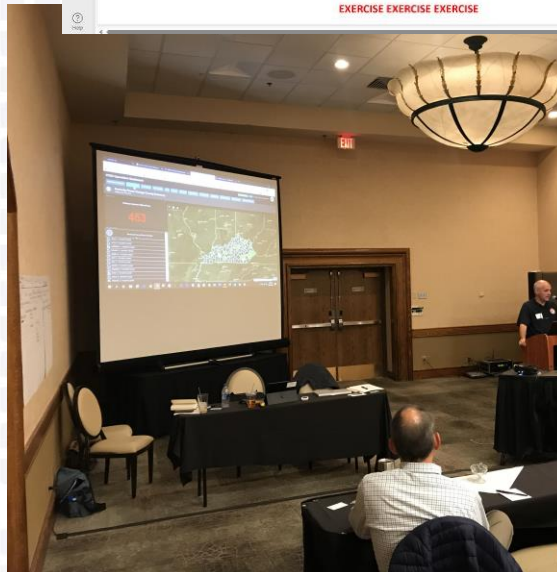
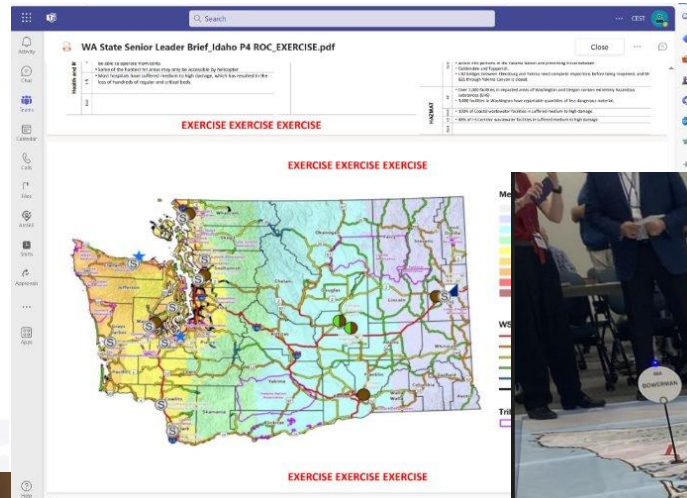


Resource Exchange



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P4 In the Field



Technical Architecture – Not Reinventing the Wheel



Partner Hub

Microsoft 365

Microsoft Teams

- Common Operating Picture
- Incident Teams and Channels
- Messaging & Calls
- Notifications
- Integration with other systems

SharePoint

- Document and data repository
- Structure for Incident Teams
- Lists
- Archives

Power Platform (Power Automate, PowerBI)

- Send Notifications
- Populate Incident Team with content
- Automated Org Chart
- Automated Reports
- Document Approvals
- Integrate with 3rd Party Systems
- Dashboards

Survey123

- Information Collection (ERG Activity Updates)
- Edit activities

Experience Builder

- Query, Filter & View Incident Data
- Landing Pages
- Dashboards

Feature Services

- Data Storage
- Location Intelligence
- Web Mapping

ArcGIS Online

Local/SQL Server

- SQL DB (On Premise)
- Staff Roles
 - Schedules

Other Platforms

- Service Now
- Salesforce
- WebEOC



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Partner Hub Snohomish County Edition



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Simple Registration Process

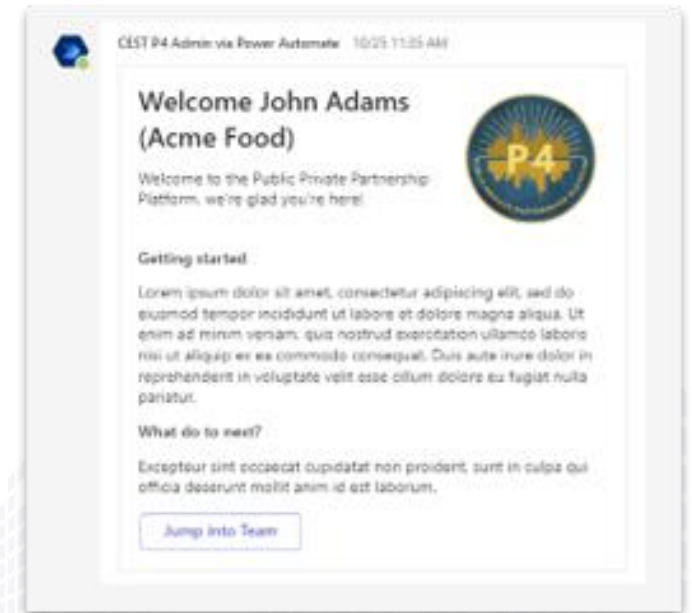
- Register any time, even during an event
- Secure access, with admin approval



1 Register

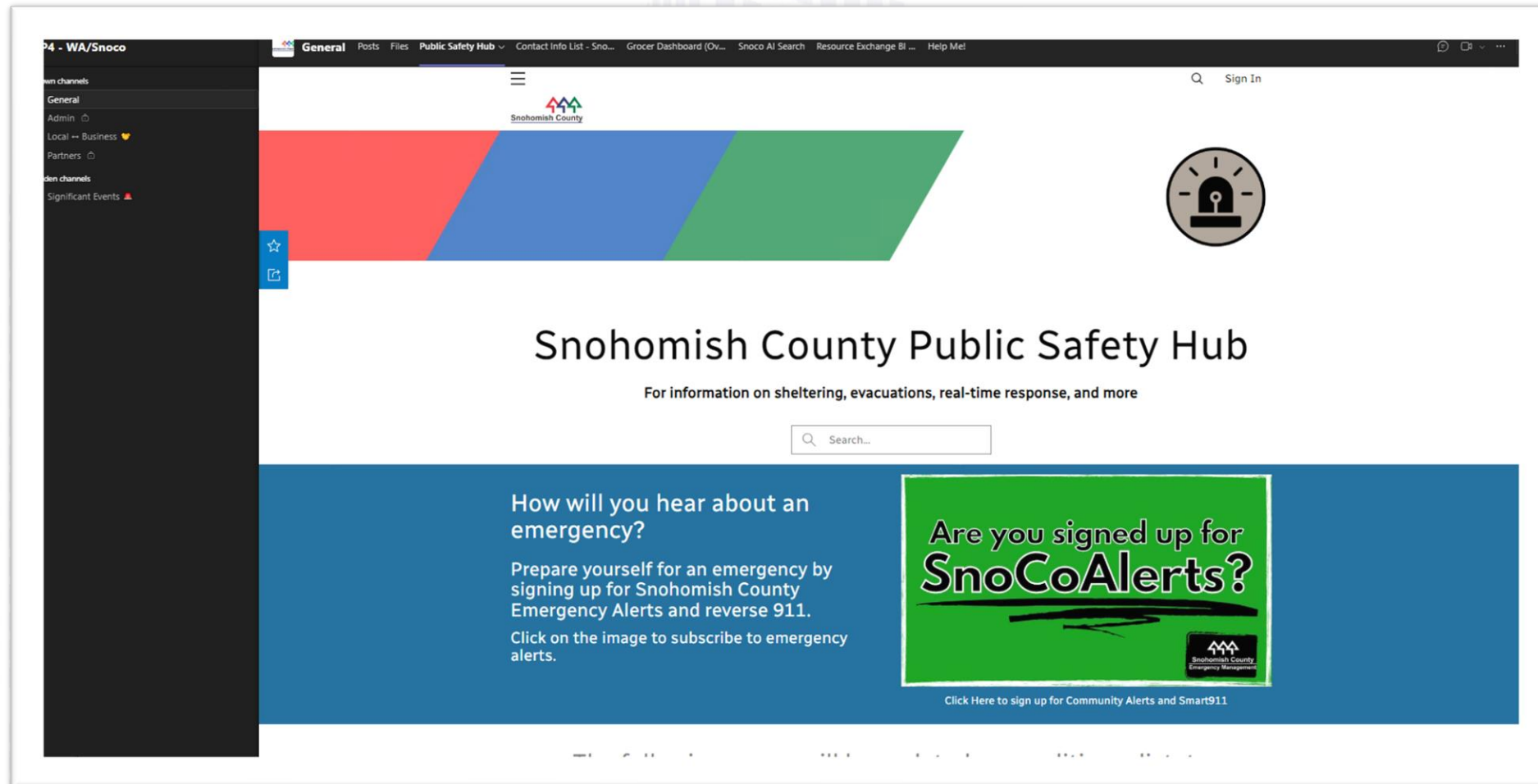
Approval Process

2 Vetting Process



3 User Registered

One-Stop Shop for Emergency Management Communications



Significant Events

- Quickly alert all members of the P4 Environment on Significant Updates
- Users can quickly view and get notifications on significant updates sent by P4 Administrators



Significant Update

Distribution

Select which channels in the team to distribute the message to. Selecting 'Send All' will post to all channels in the team.

☒ Send All

☐ General

☐ Significant Events

☐ Partners

Send Email to Teams Users

If you choose Yes, an email will be sent to all users registered in the current team.

☒ Yes

☐ No

Title of report

This Significant Update is a Test

Details

The details of this significant event are contained within. The contents of this details box allow users to perform more collaborative and community resilient actions helping all to achieve a greater sense of purpose and reducing economic hardships that may results from a natural or man-made disaster. The details of this significant event are contained within. The contents of this details box allow users to perform more collaborative and community resilient actions helping all to achieve a greater sense of purpose and reducing economic hardships that may results from a natural or man-made disaster. The contents of this details box allow users to perform more collaborative and community resilient actions helping all to achieve a greater sense of purpose and reducing economic hardships that may results from a natural or man-made disaster.

92

Image



CEST P4 Admin 8:59 AM

New

Major Storm Damage is Impacting Significant Transportation Corridor

SPOT REPORT

Reported on 2024-08-29

Due to the most recent storm transportation stores in the area have been significantly impacted. The EOC is activating, any additional information you can provide on status of essential work status is critical



PG Reply



Contact List

- Quickly identify and reach key stakeholders within your community
- Multiple physical locations can consolidate into a single POC, or have store specific contact option

General Posts Files Public Safety Hub **Contact Info List - Sn...** Grocer Dashboard (Ov... Snoco AI Search Resource Exchange BI ... +1

+ New Share Export Integrate Open in SharePoint

Org Type Grouping

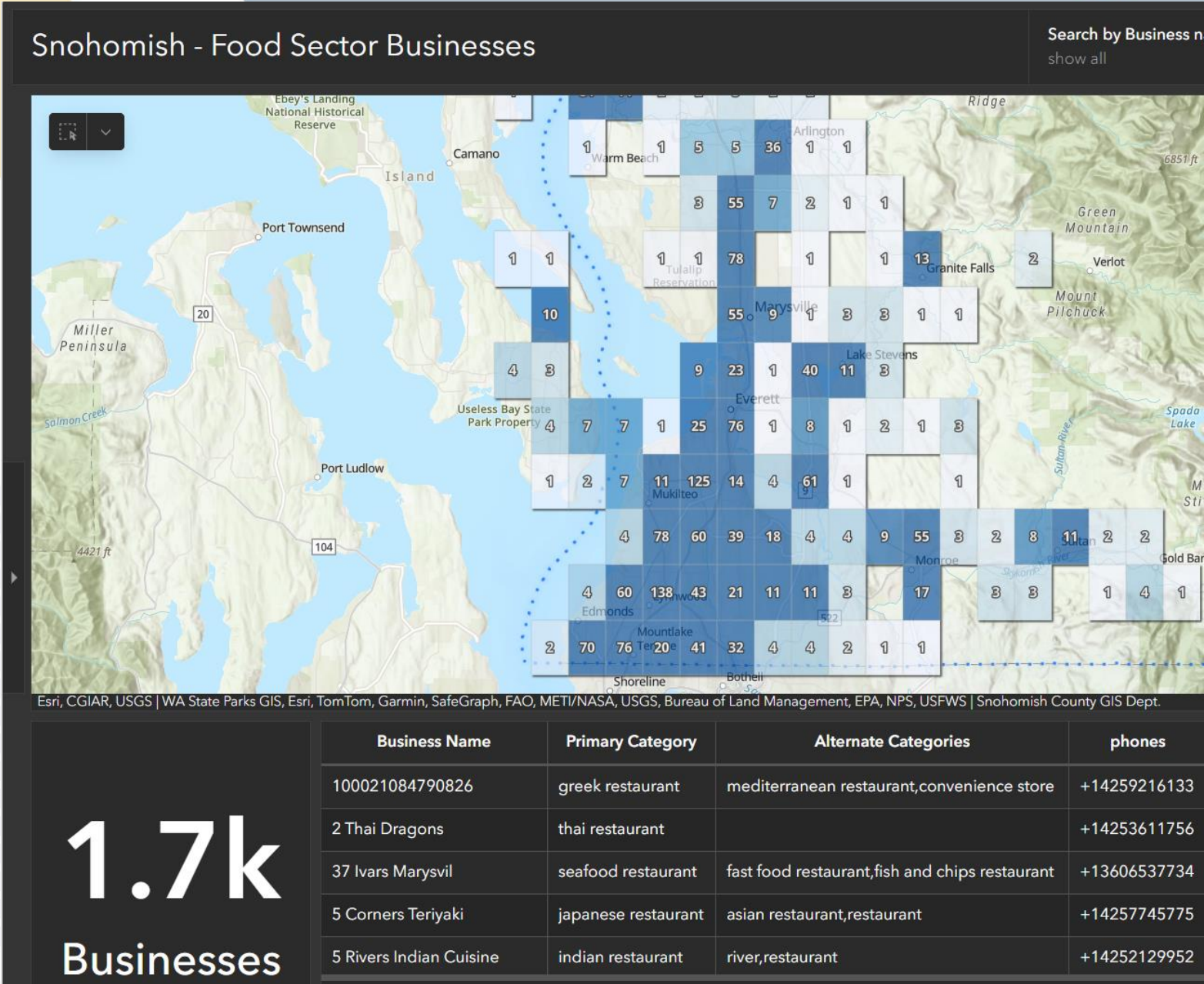
Contact Info List - Snohomish County ☆

Archive: (Empty) × Clear filters ×

Organization Name	POC Name	POC Email	Phone_Cell	Sector	States	Organ
Organization Type : Distributor - Grocery (1)						
Walmart	Sam Walton	stephenjhawk@gmail.com	(555)555-5555	Distributor - Grocery		Distribu
Organization Type : Retail - Supermarket (2)						
Safeway	Bobby Miller	shawk@devgh.onmicrosoft.com	(828)555-5555	Retail - Supermarket		Retail -
Whole Foods	Jason Buechel	shawk@devgh.onmicrosoft.com	(828)388-0382	Retail - Supermarket		Retail -
Organization Type : Services - Gas (1)						
International House of Pancakes	John Peyton	shawk@devgh.onmicrosoft.com	(828)555-5555	Services - Gas		Services

Geospatial Intelligence

- Administrators can geolocate registered grocer sector participants
 - Target specific messaging, communication to members of specific communities
- Easily search, sort, and filter to find the locations of businesses registered within the P4 environment.



Submit a Business Report

- Business Confidential Reports
- Provide updates relating to
 - Damage
 - Impact
 - Offers of Support
 - Ask a question
- Attach supporting documents & photos
- Add location & business information
- Time to complete: 5 - 10 minutes

Snohomish County - P4 Business Reporting Form

Report Type*

☐ I'm reporting **damage** to my business

☒ I'm reporting an issue that's **impacting** my business operations

☐ I'm reporting a **offer** to provide donations / goods / services

☐ Question

Report Details

Include details on the impact here (for example, the who, what, when, where, why, how; or what, so what, now what)

255

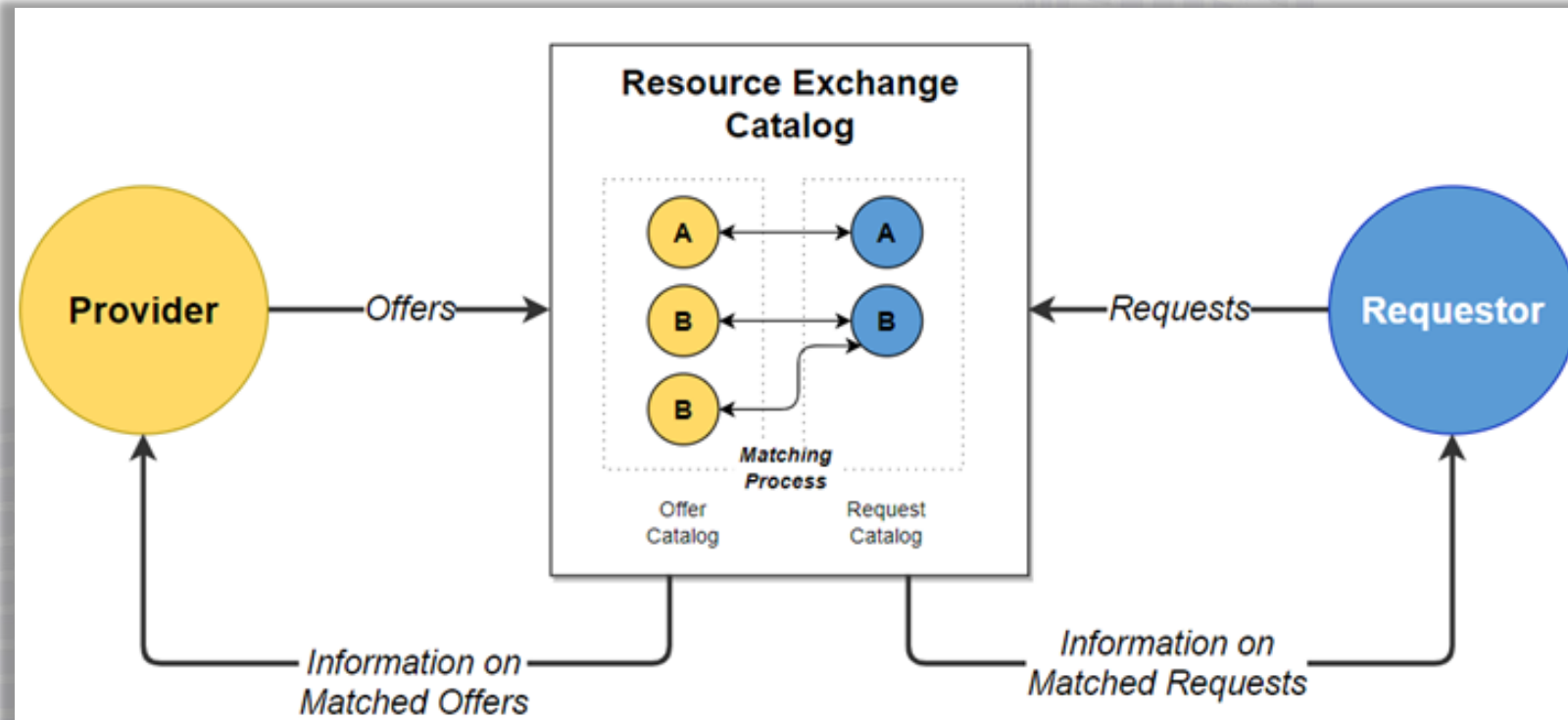
Report of Issue Impacting my Business

What is the impact to your business operations?

- Visualize Damage reports, Impacting incidents, Offers, and Questions
- View supporting documents and photos
- Review, assign and follow-up on reports from the dashboard

[illegible]

Matching Resource Needs and Offers for Assistance



Resource Exchange - fuzzyMatchDemo-Dat...

Home | Requests | Offers | Erik Endrulat

Requests are listed in the table below. Use the search feature, or click the column headers to search the

Location	Request Summary	Status
Lebanon, NH	Require food deliver services for approximately 400 people.	Active
San Bernardino		Active

Do you have a request for a commodity, equipment or service?

Click the 'Create Request' button to post a new request. Requests can either be made individually, or bulk. If you are making a bulk request, use the format specified [in this template](#).

Can you support an existing request?

Click the 'down arrow' icon on the right side of the request item and select 'Edit Request'. Select 'Yes' for the Commit Resources question and provide any comments you want to share with the resource requestor.

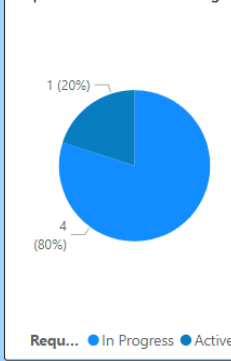


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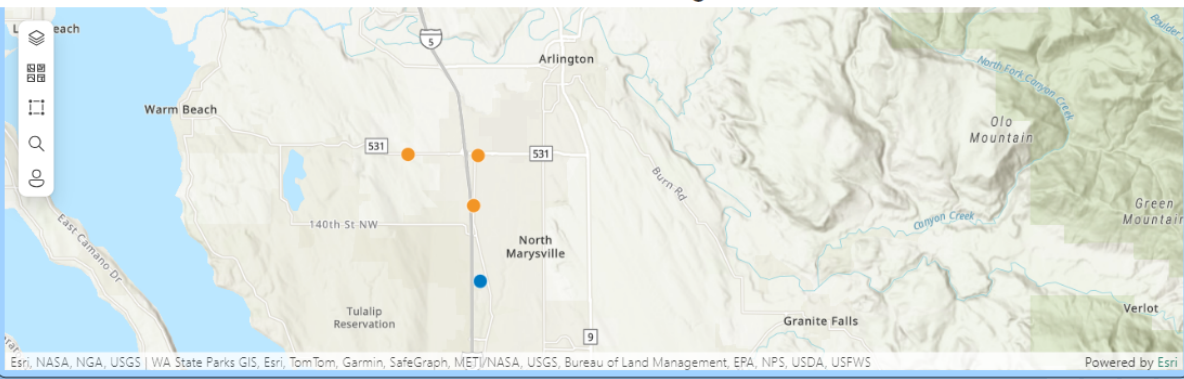
Match Active Requests & Offers



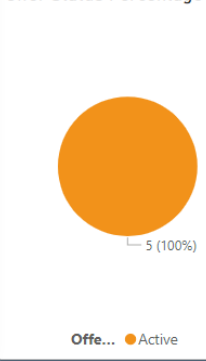
Request Status Percentage



Resource Exchange



Offer Status Percentage



*Fuzzy Matching is utilized to help match keywords in the offers and the requests

Search Requests

Search Requests

Name

Search

Select all

food

generators

glass

water

Requests

Name	Request Summary	Organization Name
food	need meals	King County Housing Auth Central Applications Center
generators		MultiCare Indigo Urgent Care
glass	free windows for all!	Tru ViewGlass & Windows
water	need lots of water	sea salt superstore

Active requests

Request	Request Summary	Organization Name	Location	Request Status	Created By	Created	Modified By	POC Email	POC Phone Number	CommitResource	Commit details
☐ Request											
☐ I need car...	I need cardboard ...	GH Internationa	At our local stor...	In Progress	PE # Portals-S...	3/22/2024 ...	PE # Portals-Sn...	pgriffin@g...		Yes (Partial)	I can provide 5...
☐ Large Tarps	Need apx 20 large...	St Michaels	St Michaels Chur...	Active	PE # Portals-S...	3/20/2024 ...	PE # Portals-Sn...	Reverend ...	999-999-9999	No	
☐ Peter Griffin	I'd like gatorade	GH International		Active	PG # Peter Gri...	3/20/2024 ...	PG # Peter Griffin	pgriffin@g...	17032038978	No	
☐ generators		MultiCare Indigo U...		In Progress	EE Erik Endrulat	2/28/2024 ...	PE # Portals-Sn...			Yes (Full)	Can provide ab...
☐ food	need meals	King County Housi...		Active	EE Erik Endrulat	2/28/2024 ...	PE # Portals-Sn...			Yes (Partial)	I have capacity...
☐ water	so thirst!	Safeway		In Progress	EE Erik Endrulat	2/28/2024 ...	PE # Portals-Sn...			Yes (Full)	Have lots of w...
☐ water	need lots of water	sea salt superstore		In Progress	EE Erik Endrulat	2/21/2024 ...	PE # Portals-Sn...	cest@cestp...	555-555-5555	Yes (Partial)	We have all of ...
☐ glass	free windows for ...	Tru ViewGlass & Wi...		In Progress	EE Erik Endrulat	2/21/2024 ...	PE # Portals-Sn...	cest@cestp...		Yes (Partial)	we'll meetup

Search Offers

Search Offers

Name

Search

Select all

extra glass

food

generators

I have a space heater

Peter

water

Offers

Name	Restrictions To Distribution	Offer Summary
Peter	only folks that provide housing	100 Gatorades
extra glass		have extra glass repairs
food		cheetos
generators		free generators for donation
I have a space heater	Nolan Small is contractually prohibited from receiving these heaters	I can supply space heaters to folks who need housing
water		20 gallons of water



Community Data in Risk Assessments

Opening a Different Door

Resilience Maturity Model



"A Problem Defined is a Problem Half-Solved"

-Albert Einstein (maybe)

Shared Partnerships in Assessing Community Risk

Simplify tools for stakeholders.

Analyze and visualize data.

Share results with partners.

Regularly update and refine the survey.



Seattle UASI THIRA/SPR

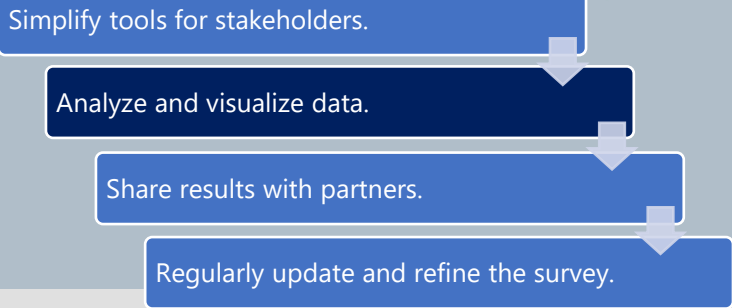
Threat & Hazard Identification and Risk Assessment / Stakeholder Preparedness Review

Historically this required process has little local value, **BUT** the SPR is already becoming so much more...

- The main motivation for partners to engage in this process was to qualify for grant funds.
- Outcomes now include data that may be provided by any data point captured in partner demographics.
- The Seattle UASI SPR Survey & Dashboard projects considered alternate approaches to data collection and operationalization.



Analyze and Visualize Data



2024 THIRA Results
2023 THIRA Results
AAR Results

Seattle UASI THIRA and AAR Experience Builder

2024 Seattle UASI THIRA/SPR Dashboard

Select Jurisdiction
No Selection

Select Community
No Selection

Select Core Capability
No Selection

Select Capability Target
No Selection

≡

Additional Survey Information:

Contact Information:
andym@sumnerwa.gov | 253-299-5644

Agency: Pierce County Law Enforcement

Title: Sumner Police Department

How many personnel would you assign to this role: 1

How many are currently assigned: 0

Capability Target Problem(s), Solution(s), and POETE Area

Problem: additional growth in capabilities in this area is needed

Solution: additional training and equipment is needed to expand capabilities

POETE Area: Equipment

Name	Jurisdiction	Community	Core Capability	Capability Tar...
(Mr.) Amitava Michael Kundu	Snohomish	Lynnwood	Infrastructure Systems	Water
(Mr.) Amitava Michael Kundu	Snohomish	Lynnwood	Infrastructure Systems	Sanitation
Andy McCurdy	Pierce	Sumner	Access Control ID Verification	Credential Acc...
Andy McCurdy	Pierce	Sumner	Access Control ID Verification	Credential Acc...
Andy McCurdy	Pierce	Sumner	Cybersecurity	Cyber Plan Up...
Andy McCurdy	Pierce	Sumner	Forensics and Attribution	Short Term Evi...
Andy McCurdy	Pierce	Sumner	Forensics and Attribution	Long Term Evi...
Andy McCurdy	Pierce	Sumner	Interdiction and Disruption	Interdiction Di...
Andy McCurdy	Pierce	Sumner	Intelligence and Information Sharing	Two Year Intelli...
Andy McCurdy	Pierce	Sumner	Intelligence and Information Sharing	Two Hour Intel...
Andy McCurdy	Pierce	Sumner	On Scene Security Protection and Law Enforcement	Community Pr...

Sumner's Interdiction Disruption Activities Target Goal

Andy McCurdy's Interdiction Disruption Activities Target Value

Gap Value

Gap Value Percentage

THIRA/SPR Responses

Survey Submissions

58

Survey Responses

Core Capability	Total Responses
On-Scene Security, Protection, and Law Enforcement	8
Fire Management and Suppression	6
Public Health, Healthcare, and EMS	6
Interdiction and Disruption	5

Core Capability Responses

POETE Area

Bar chart showing values for Planning, Organization, Training, Equipment, null, and Exercises.

Share Results -Year 1 Outcomes

Simplify tools for stakeholders.

Analyze and visualize data.

Share results with partners.

Regularly update and refine the survey.

Surveys Collected



- 317 individual surveys were submitted by 39 different agencies across the UASI
- 854 gaps were free texted into the survey by subject matter experts within these agencies
- **280% improvement in agency engagement**
- **281% improvement in capture of individual, unique gaps**

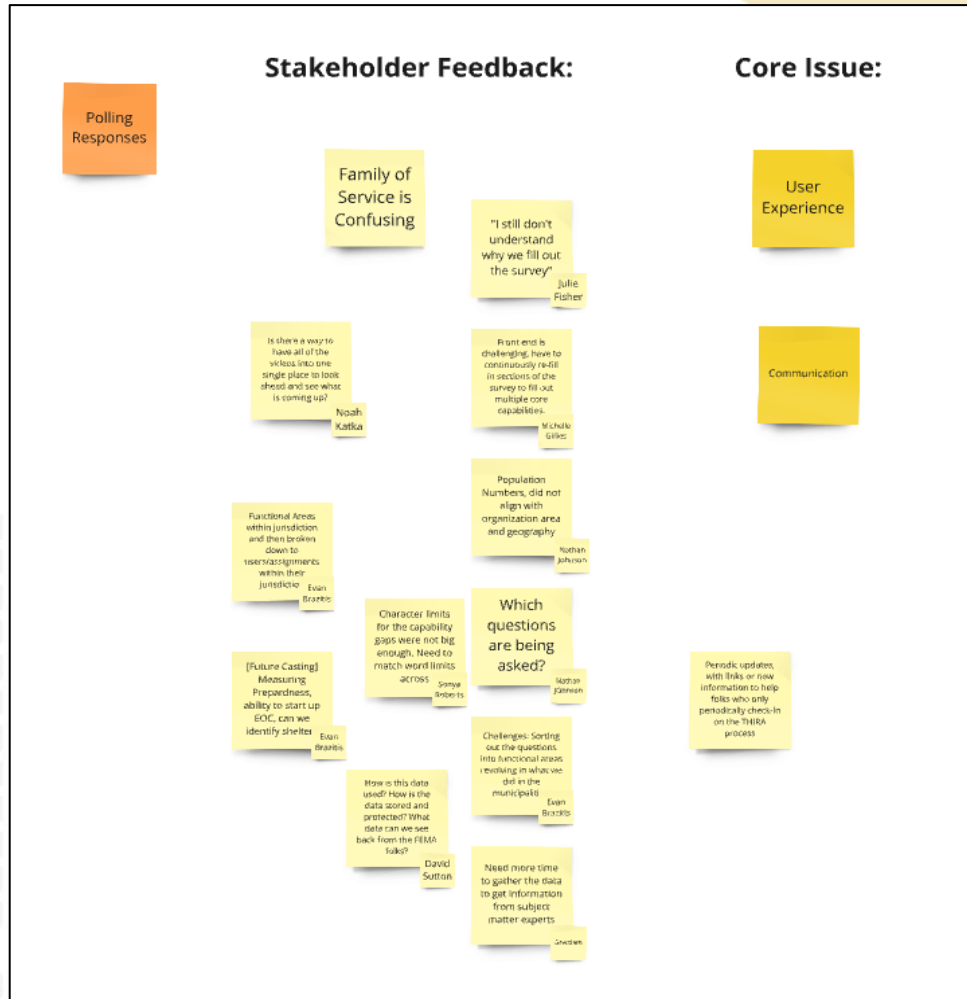
Refine the Process / Make Updates

Simplify tools for stakeholders.

Analyze and visualize data.

Share results with partners.

Regularly update and refine the survey.



- End User stakeholders who had participated in previous year survey process.
- Listening Sessions focused on Grant Writers, and Survey outcomes
- Virtual Office Hours Once a week



Outcomes

- Private sector assets and capabilities are effectively incorporated into Emergency Management planning
 - Communication channels are established
 - Increased collaboration with the Private Sector
 - Prioritization of privately-held infrastructure
 - Informed decision-making
- Data for grant applications and funding requests



What's Next?

Simplify the Path Forward



- Listen well
- Be flexible
- Work together
- Utilize technology
- Be thoughtful
- Foster community and promote dialog

The Problem with Data Solutions



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What People Think the Solution is:



What we're building



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Stay Involved by joining our Virtual Exercise on **September 25th**!



Snohomish County Department of Emergency Management is running a virtual tabletop exercise later this month

Register Today!



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Questions