



Creating Successful Partnerships with the Private Sector

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Proactive Resilience

- Resilience can be both a selling point for corporate relocation as well as retention.
- Disasters / disruptions can be an opportunity to “bounce forward” not just “bounce back.”
- Resilience to major catastrophes has value to lesser crises as well.
- The threat of and/or aftermath of disaster can be an opportunity to outreach & engage.



FEMA Hazard Mitigation Grant

Purpose is to reduce the loss of life and property due to natural disasters and to enable mitigation measures to be implemented during the immediate recovery from a disaster.

Eligible Applicants and/or Subapplicants: State, Local governments, Indian tribes or other tribal organizations, Private non-profit organizations

More info: <http://www.fema.gov/hazard-mitigation-grant-program>



Recovery Support Functions

- **Community Planning and Capacity Building Recovery Support Function**
FEMA (Federal Emergency Management Agency)
- **Economic Recovery Support Function**
U.S. Department of Commerce
- **Health and Social Services Recovery Support Function** U.S.
Department of Health and Human Services
- **Housing Recovery Support Function**
U.S. Department of Housing and Urban Development
- **Infrastructure Systems Recovery Support Function**
U.S. Army Corps of Engineers
- **Natural and Cultural Resources Recovery Support Function**
U.S. Department of Interior

More info: <http://www.fema.gov/recovery-support-functions>



Approaches to Developing Successful Partnerships with the Private Sector



Alliances / Partnerships

Key Attributes

- Common or Complementary Needs
- Mutual Benefits
- Leadership Involvement
- Defined Purpose
- Articulated Goals
- Measurable Outcomes
- Appropriate Membership
- Robust Communication
- Trusted Environment
- Clear Governance
- Flexibility
- Sustainability

Public-Private Partnership Archetypes

2014 Quadrennial
Homeland
Security Review

Information Sharing



- Increased situational awareness
- Common operating picture
- Enhanced knowledge management

Coordination



- Build consensus
- Minimize unintended duplication
- Organize contingency resources

Operational Linkages



- Develop and harmonize policies
- Supply Chain efficiencies
- Shared taxonomy, doctrine

Co-Funding



- Cost Sharing/Savings
- Acquire new resources
- Revenue generation and increased profits

Co-Production



- Technology Development
- New products or processes
- Research and development
- Training and education

Co-Ownership



- Targets new services or improves old services
- Forms a new entity to provide services

THE GLOBAL RISK NETWORK

An example of a public-private partnership community around shared risks.



Disaster Recovery

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Disaster Preparedness & Economic Recovery Series

August 21, 2014



NEW ORLEANS
BUSINESS ALLIANCE

Prior to Katrina, New Orleans' economy was on the decline.

In the 8 years since Katrina, New Orleans is nationally acknowledged for economic growth.

#1 Fastest Growing Economy since the Economic Recession – Forbes

- Population growth
- Low unemployment rate

#1 Logistics Leader / #3 IT Employment Leader — Business Facilities Magazine

- Logistics assets
- Emerging Creative Digital Media cluster

#1 Brain Magnet - Forbes

- Young people participate in New Orleans' revitalization



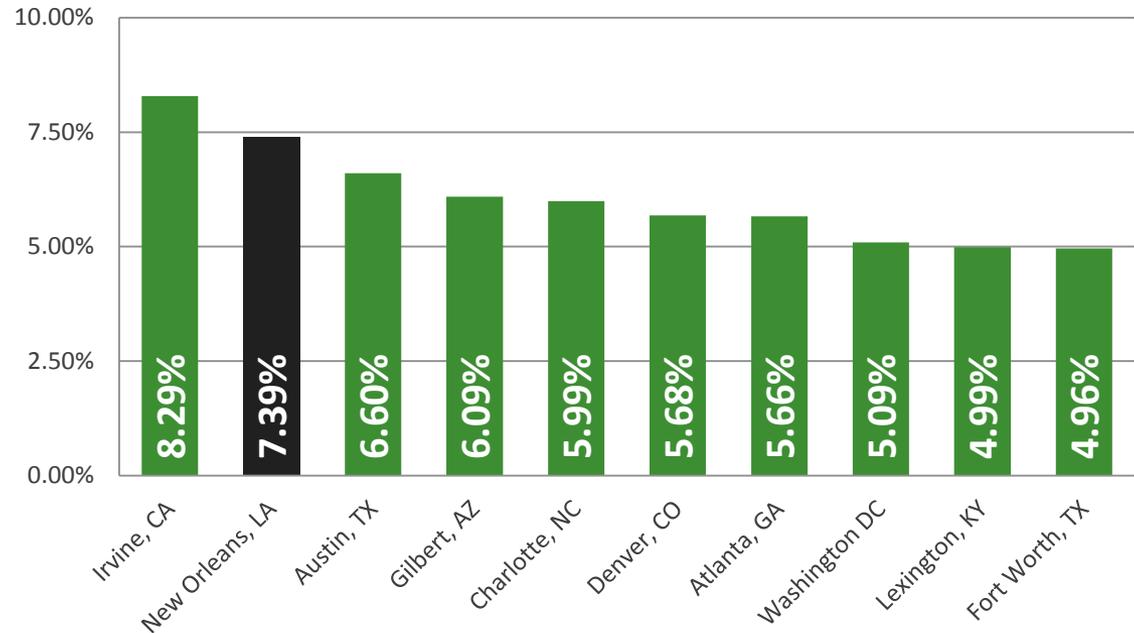
Leading economic development for the City of New Orleans



Our Mission: Uniting a diverse community of stakeholders to catalyze **job growth**, create **wealth**, and build an **equitable** and **sustainable** economic future for **the *new* New Orleans**.

- New Orleans reached its population peak in 1960 with 627,525 residents
- Over the next 45 years, the city's population shrank by nearly a third
- New Orleans has now regained 80% of its 2004 population
- New Orleans was second amongst largest MSAs in population growth rate
- The city has averaged a yearly growth rate of 4.5% since 2009

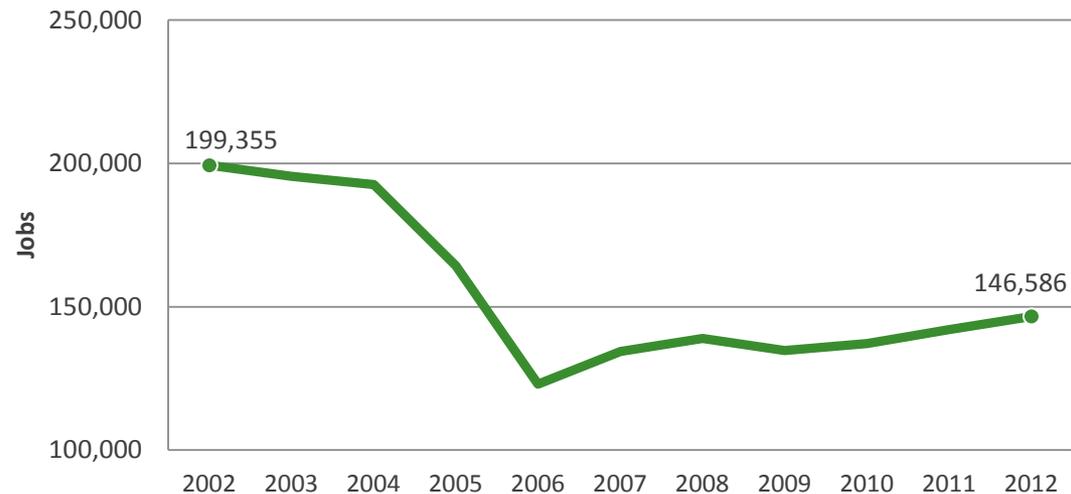
Highest Population Growth Among 100 Most Populous MSAs, 2010-2012



Source: US Census Bureau

- As of 2012, New Orleans has regained 76% of the 192,624 jobs recorded in 2004
- Since 2008, the New Orleans rate of job growth has averaged 1.8%. Nationally, the average is 1.1%

New Orleans Private-Sector Employment, 2002-2012



Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages

- From 2009 to 2012, the GMP of the New Orleans MSA grew by 28.6%
- **The New Orleans MSA ranks 1st in GMP growth** from 2009-2012 among the 100 most populous MSAs
- The average GMP growth among metropolitan areas over this time was only 13.1%

Top Private Industry GDP Growth Among Most Populous 100 Metros, 2009-2012



Source: Bureau of Economic Analysis

- Pre-Katrina, New Orleans experienced 45 years of long-term decline in population and employment
- A major infusion of capital occurred post-Katrina as well as immediate gains in population and employment as residents and employers returned to New Orleans
- **Goal: Capitalize on initial burst of activity to secure long-term economic growth for New Orleans**

Four Stages of a Disaster



- Business Continuity Plans
 - Staffing plan and contacts necessary to resume work remotely following a disaster
- Business Re-Entry
- Small Business Resources
- Immediate Infrastructure Needs
 - Utilities
 - Schools
 - Debris Removal
- Relies Heavily on Public & Philanthropic Involvement

- Investment in Economic Development Activities
 - Create Economic Development Institutions if Necessary
 - Diversify Employment Base
 - Attract Additional (New) Resources
 - Forge New Partnerships
- ProsperityNOLA is New Orleans' long-term economic development recovery plan
 - Coordinate/Collaborate with Existing and New Partners
 - Focus on Five Strategic Employment Clusters
 - Importance on Training Existing Population
 - Premium on Equity as a Growth Strategy

- **Capitalize on initial burst of activity to secure long-term economic growth for New Orleans**
 - Identify and engage burgeoning post-Katrina employment clusters to ensure further expansion and development
 - Identify and secure funding for activities which fulfill priorities laid out in ProsperityNOLA
 - Provide existing population with the necessary training and/or opportunities needed in order to link them to new employment opportunities

- Help Businesses Facilitate an Immediate Response to Disasters
 - Business Continuity Planning
- Develop a Communications Plan between the Public Sector, Utility Companies, and Large Employers
- Provide input and feedback on other major planning, regulation, and preparedness efforts

- Long-term Projects and Plans to Help Reduce Future Risk
 - 2012 Louisiana Coastal Master Plan: Projects listed in the master plan are located across the Louisiana Gulf Coast and have a total price tag of \$50 billion
 - Flood Protection: US Army Corps of Engineers have implemented \$14.5 billion of improvements in the network of levees, floodwalls, and pumps protecting metro New Orleans
 - Greater New Orleans Urban Water Plan: Seven demonstration projects will cost \$6.2 billion each showcasing a different approach to water management

- Educating Businesses on importance of business continuity plans
- Determining impact of future disasters & downturns on businesses and sectors
- Convening partners to discuss pertinent issues related to disaster planning and economic viability
- Helping businesses secure re-entry credentials from the City

- As a result of Hurricane Katrina, New Orleans firms gained valuable expertise in disaster recovery
- New Orleans firms are now able to export this expertise around the world as other cities recover from similar types of disasters
- Hurricane Sandy
- New Orleans is now investing in this industry with the creation of the International Resilience Center which includes
 - Regional Disaster Management Center
 - Business Incubator for private & non-profit companies

- Federal funds to municipalities following a disaster are finite
- Municipalities must invest this limited capital wisely
- There must be engagement with the private and philanthropic sectors to achieve the greatest impact
- Long-term mitigation planning is key to safeguard against future disasters
- Investment must also be made in diversifying the local economy and in the existing workforce so that residents as well as businesses are able to rebound from disaster

Thank You.

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