



FEMA's Stakeholder Engagement Strategy:

Private Industries are
Welcomed Participants in
both Preparedness
Activities and Exercises

ETEBA Members Want To
Know More!

Michael J. Gresalfi, Ph.D.
Independent Consultant
February, 28, 2019



Revising the National Response Framework

- The May 2013 (2nd Edition) is currently being revised, with the 3rd edition to be published in late 2019.
- This new edition will present a significantly modified Emergency Support Function (ESF) #14 “*Long-Term Community Recovery*” **highlighting a much more Private Industry focused mission imperative – in support of long-term recovery planning for highly impacted communities.**
- The new NRF revision also incorporates the mission of the newly defined “Cybersecurity & Infrastructure Security Agency” (CISA) **focused on defending our Critical Infrastructure from both physical and cyber threats.**

FEMA's Strategic Goals Through 2022

“The most important lesson from the challenging disasters of 2017 is that success is best delivered through a system that is **Federally Supported, State Managed, and Locally Executed.**” *Brock Long*

Goal 1: Build A Culture Of Preparedness

Goal 2: Ready The Nation For Catastrophic Disasters

Goal 3: Reduce The Complexity of FEMA

Reference: FEMA's Strategic Plan 2018-2022



Ready The Nation For Catastrophic Disasters

Natural Disasters-Terrorist Events-Nation State Attack

- Requires a Scalable and Capable National Incident Workforce that can Adapt and Deploy to a Changing Risk Landscape. **This includes a scalable surge staffing capability and sustainable long-term logistics operations.**
- **Requires greater integration with our partners at all level of government and civil society, including private industry.**
- Requires an improved ability to communicate and coordinate across the whole community, particularly with response and recovery partners.

FEMA's National Exercise Program

- The National Exercise Program (NEP) is a two-year cycle of exercises across the nation, and is managed by FEMA's National Exercise Division
- The NEP is guided by Principals' Objectives and further informed by exercise results, lessons learned from real-world incidents, and from assessments conducted by whole community partners.
- Principal Objectives for 2019-2020 include: Operational Coordination & Communications; **Cybersecurity**; Stabilization of Critical Lifelines; **National Security Emergencies**; Public Health Emergencies; and, Community Recovery & Resilience
- **Local, state, tribal and Federal government agencies, as well as private sector organizations, non-profit organizations, and other community partners can nominate exercises to the NEP.**
- See www.fema.gov/nep or Email nep@fema.dhs.gov

FYI- Chad Gorman is currently the Director of the National Exercise Division at FEMA Headquarters.

National Level Exercise (NLE) 2020

- Notional preparedness activities will be **focused on a series of “nation-state threats” and our ability to effectively Respond to this National Security Emergency**
- **Focus on both Cyber-Security and Critical Infrastructure**
- Ten (10) Cyber-Security Workshops – designed as NLE 2020 preparedness events- will be conducted across all FEMA Regions during CY 2019
- **The Private Sector is Encouraged to Nominate NLE 2020 Build-Up Exercises to FEMA’s National Exercise Program**
- Your FEMA Region IV Exercise POC is Elise Pierce
elise.pierce@fema.dhs.gov

NLE 2020 Community Email: nle@fema.dhs.gov



National Level Exercise (NLE) 2022

- **Focus will be Recovering from a regional natural disaster**
- Presently, FEMA Region X is encouraging the selected disaster to be the Cascadia Subduction Zone (CSZ), a convergent tectonic plate boundary off the Pacific Coast that stretches from Vancouver Island in Canada to Northern California.
- Previous CSZ earthquakes occurred every 300-500 years over the past 18,000 years, and have registered at 9.0 or greater. **The last CSZ earthquake occurred 300 years ago.**
- Significant Tsunamis are possible across the entire Pacific Northwest Coast, including Portland and Seattle.

National Business Emergency Operations Center

- The NBEOC is FEMA's clearing house for two-way information sharing between public and private sector stakeholders in preparing for, responding to, or recovering from disasters.
- Participation in the NBEOC is completely voluntary and open to all members of the private sector, including large and small businesses, chambers of commerce, trade associations, universities, think-tanks, and non-profits.
- During response activities, NBEOC members are linked into FEMA's National Response Coordination Center (NRCC), activated Regional Response Coordination Centers (RRCCs), and the broader network of emergency management operations to include our state and federal partners.
- To Join the NBEOC Email FEMA-Private-Sector@fema.dhs.gov



FEMA's Industry Liaison Program

- The Industry Liaison Program (ILP) establishes strategic relationships with suppliers and stakeholders; serves as an information provider for suppliers seeking to do business with FEMA; and connects suppliers with program offices.
- **If you are seeking to do business with FEMA in support of a disaster recovery effort, FEMA's goal is to seek local companies within the disaster area for goods and services related to a specific disaster when practical and feasible.**
- The ILP created a four step process that provides guidance for Vendors seeking FEMA contracting opportunities to meet FEMA's missions and goals.
- Email: FEMA-Industry@fema.dhs.gov Or call 202-646-1895



FEMA's Small Business Program

- FEMA's Small Business Program (SBP) is one of eight programs under the DHS Office of Small and Disadvantaged Business Utilization (OSDBU). The SBP office actively engages with FEMA's procurement personnel to ensure that small businesses have the maximum practicable opportunity to participate in contracts.
- FEMA's SBP's mission is to assist small businesses in their pursuit of federal procurements and continuous learning of small business programs to include policies and procedures that affect small business federal contracting.
- **Robert Keegan, Small Business Specialist**
robert.keegan@fema.dhs.gov
202-288-4657



See Fact Sheet: Doing Business After A Disaster

- FEMA's goal is to seek local companies within the disaster area for goods and services related to a specific disaster when practical and feasible.
- For contractors interested in doing business with FEMA or other federal agencies: Register with the System for Award Management (SAM) at www.sam.gov for federal contracts and other procurement opportunities.
- Indicate you want to participate in the "Disaster Response Registry." Then, contracting officers will be able to locate your company.
- ETEBA members should consider reaching out to the Association of Procurement Technical Assistant Centers.



See Fact Sheet: The Emergency Services Sector

- The ESS is a system of response and recovery elements that form the Nation's first line of defense, prevention, and reduction of consequences from terrorist attacks.
- The ESS consists of trained and tested personnel, agreements, and pacts that provide life safety and security services across the Nation via the first responder community, which is comprised of Federal, State, local, tribal, territorial, and private sector partners.
- The ESS is representative of the following first-responder disciplines: emergency management, emergency medical services, fire, hazardous material, law enforcement, bomb squads, tactical operations/special weapons assault teams, and search and rescue.
- ETEBA members might consider utilizing the Emergency Management & Response Information Sharing & Analysis Center.

Process for Prospective FEMA Vendors

- The [Industry Liaison Program](#) has created a process to ensure that information about your company's products or services is routed to the appropriate FEMA contracting and acquisition professionals as supplemental market research.
- Please follow the steps below to insure your company's information is captured.
- **Register with the [System for Award Management \(SAM\)](#).** SAM is considered the primary market research tool for Contracting Officers. If you are not registered with SAM, please visit www.sam.gov. Should you have any questions about the SAM registration process, please contact the Federal Service Desk at 866-606-8220.
- **Request a FEMA Vendor Profile from the Industry Liaison Support Center (ILSC) at FEMA-Industry@fema.dhs.gov.**

DHS Wide Contract Vehicles

For Example:

DHS established a multiple award Indefinite Delivery/ Indefinite Quantity (IDIQ) contract vehicle to allow all DHS Components to procure Personal Radiation Detectors (PRD) and associated services and accessories.

- Period of Performance (POP): One-year base, plus four one-year options (9/29/2017 to 9/28/2022)
- Number of Awardees: Two (one small business and one large business)

<https://www.dhs.gov/departments-wide-contract-vehicles>

In-Process: DHS-Wide Contract Vehicles

- **DHS is planning to establish a number of Strategic Sourcing contract vehicles for Department-wide use.** This information is published for informational purposes only and is not an invitation for bids, or a commitment by DHS to purchase products or services. **A Few Examples From A Long List Follows:**
- Scope: Establishment of a contract vehicle for personal radiation detectors (maritime variant) and related services used for the detection of radioactive and nuclear materials.
- Scope: Establishment of a contract vehicle for portable explosives trace detectors and related services that detect various types of explosives and illicit drugs.
- Strategic Sourcing Contract Info
Email SSPOInquiry@hq.dhs.gov.



Thanks For Inviting Me Tonight!

ANY QUESTIONS?

Michael J. Gresalfi, Ph.D.

Independent Consultant

202-302-5179

mjgresalfi@gmail.com