



Building Public-Private Partnerships

for

Your Community to Survive a Disaster



Today's Approach

1 What are P3's

3 How might we build P3's

2 How might we use P3's

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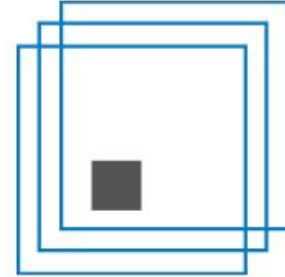




Two Lynchpin Road

A planning and preparedness firm providing human-centered solutions at the intersection of emergency management and resilience. We craft client-centered, evidence-based approaches, tools, and guidance that enhance organizational preparedness and resilience.

Two Lynchpin Road, LLC. is a woman-owned small business.



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A black and white photograph of a mountain range with a river winding through a valley. The mountains are rugged and covered in snow, with a prominent peak in the center. The river flows through a valley filled with dense forest. The sky is cloudy.


What are Public-Private Partnerships?

Partnerships are an exchange.

Like your lunch table in elementary school, you offer something and they offer something and you either trade or -- when you've got peanut butter and a chocolate bar -- **combine dishes to make something that's greater than the sum of its parts.**



If your...	...overlap with their...	...you can...	to...
Community Members	Clients	Create an integration or build a case study	Increase funding, reach & resilience
Prospective Gap in Community Connection	Clients	Ask for introductions	Learn and deliver more effectively



In Real Estate, a P3 involves leveraging the private sector, to partner with the public sector to provide the capital and expertise, to operate and maintain infrastructure and facilities within a publicly owned asset.

What's the translation to emergency response, resilience and recovery? How might P3 partnerships be leveraged to extend our reach and our capacity during a disaster?

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**How might we
use P3's?**

A word cloud of terms related to business partnerships and emergency response. The most prominent words are 'Building Partnerships Business', 'Strategic', 'Information', 'Agreements', 'Training', 'Resilience', 'Universities', 'Labs', 'Startups', 'Exercise', 'Center', 'Crisis', 'Extra', 'Joint', 'MOAs', 'MOUs', 'Small', 'Functions', 'Emergency', 'Mitigation', 'Matching', 'Communications', 'Space', 'JIS/JIC', 'Help', 'Support', 'Volunteer', 'Tactical', 'Practice', 'MOA's', 'MOU's', 'Small', 'Information', 'Functions', 'Emergency', 'Mitigation', 'Matching', 'Communications'. The words are arranged in a roughly triangular shape, with 'Building Partnerships Business' at the top and 'Communications' at the bottom. The colors range from light blue to dark blue.

agreements Training
Resilience
Universities
Labs
Startups Exercise
Center
Building Partnerships Business
Crisis
Extra
Joint
MOAs MOU's
Support Tactical Practice
Volunteer Strategic MOUs
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Be brave.

Be an investor in relationship building and listening.

Be clear in your purpose to collaborate and partner.

Be respectful of diverse leadership and differing views.

Be open to learning from other people's lived experiences.

Be honest, listen, and be willing to make meaningful adjustments as you learn.

Deeohn Ferris
President, Institute for Sustainable Communities



The ‘People like us’ problem

- Your personal journey & experience matter.
- Disaster disproportionately impacts certain members of our community.
- **Without P3’s, so does recovery.**

A black and white photograph of a mountain range with a river winding through a valley. The mountains are rugged and covered in snow, with a prominent peak in the center. The river flows from the background towards the foreground, curving to the right. The valley is filled with dense forest. The sky is cloudy.

**How might we
build P3's?**



Trust & Inclusivity

- Trust is earned.
- Partnerships with local communities, community-based organizations, non-governmental organizations, and tribes are keys to inclusive planning, response and recovery.



10 Principles for a Successful P3


- 1 Prepare properly
- 2 Create a shared vision
- 3 Understand your partners & key stakeholders
- 4 Be clear on the risks and rewards
- 5 Establish a clear decision making process





- 6 Do your homework
- 7 Secure consistent & coordinated leadership
- 7 Communicate often
- 9 Negotiate a fair deal
- 10 Build trust as a core value

A black and white photograph of a mountain range with a river winding through a valley. The text "Next Steps" is overlaid in the center. The image shows a wide, winding river flowing through a valley filled with dense evergreen forests. In the background, a range of rugged, snow-capped mountains rises against a cloudy sky. The overall scene is a classic landscape of a mountain valley.

Next Steps

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- Analyze the gaps
 - Who & What is at risk?
 - Avoid the 'people like us' view
 - Look for stakeholders to help
 - Generate community trust
 - Ask: Are the gaps we initially identified still the **RIGHT** gaps?

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- **Now...** Start to build partnerships
 - Ask: Are the right stakeholders at the table?
 - Ask: Am I listening to those stakeholders?
 - Address how to bridge and bolster the gap
 - Keep building trust with the community

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- Make it formal (MOU/MOA/Contract)
 - Train & Exercise
 - Re-evaluate with the Whole Community

A black and white photograph of a mountain range with a river winding through a valley. The word "Conclusions" is overlaid in large white text. The image shows a wide river curving through a valley filled with dense forest. In the background, a range of jagged, snow-capped mountains rises against a cloudy sky. The overall scene is a classic landscape of a mountain valley.

Conclusions

A black and white photograph of a winding river through a valley. The river flows from the upper right towards the lower left, curving through a dense forest. In the background, a range of rugged mountains with significant snow cover is visible under a cloudy sky. The overall scene is serene and majestic.

Thank you

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