



City of Tampa

It's All About the Communicating with the
Business Community!

GHC Presentation, May 17, 2018



Outline

- * Tampa's Business Disaster Coordination Philosophy
- * Emergency Support Function-18
- * City of Tampa, Business EOC
- * Tampa Bay Prepareathon!

Tampa's Business Disaster Coordination Philosophy

- * Relationships are the foundation
- * Use any excuse to collaborate
- * Full integration into all aspects of planning, response and recovery

ESF-18, Public Private Sector

- * ESF-18 has been in the EOC for 10 years
- * Irma provided a plethora of lessons learned
- * Large and small business coordinators in the EOC

PUBLIC / PRIVATE PARTNERSHIP

Greater Tampa Bay Chapter of the Association of Continuity Professionals

Summary of Function:

The Greater Tampa Bay Chapter of the Association of Continuity Professionals (ACP) is a not-for-profit association which represents the larger businesses and higher-educational institutions in the entire Tampa Bay region. This seat in the Emergency Operations Center (EOC) is typically staffed by our President who liaises with the business community, and has the responsibility of disseminating information about the incident or emergency to our member organizations. This individual also serves as the conduit for requests for assistance from those same organizations.

Observation 1: Area for Improvement.

The current ESF-18 structure should be supplemented by a representative from the City of Tampa's Economic Development Commission, or the Chamber of Commerce.

Analysis: The Greater Tampa Bay Chapter of the Association of Continuity Professionals is the voice of the larger businesses and higher-educational institutions across the entire Tampa Bay Region. Our members are the business continuity and emergency management professionals within those organizations. We do not have the contacts or the resources to reach all the smaller businesses and religious organizations within the City limits. Nor do we have the contacts to request emergency assistance from those same organizations. It is our belief that a representative from the EDC or Chamber should be on hand to liaise with smaller businesses and distribute appropriate information to those organizations.

Recommendations:

1. The ESF-18 ACP position is qualified and capable to speak on behalf of our member organizations, or on behalf of larger national firms who have been in contact with the individual staffing the ESF-18 desk (Starbucks, McDonald's, Home Depot, Lowe's, Walgreens, CVS, and several financial institutions as examples from past deployments).
2. Representatives from Tampa EDC and / or Tampa Chamber should also staff this desk to speak for the smaller businesses in our area.
3. This change in staffing should occur before the next EOC deployment.



Tampa's Business EOC

- * The Tampa Business EOC is dedicated to improving the ability of Tampa's businesses and non-profits to prepare for, respond to and recover from natural and human-caused disasters in a timely fashion
- * The Tampa Business EOC will help to maintain the stability, resilience and economic recovery of the community



Tampa Bay Prepareathon!

- * Opportunity: Low-income families often suffer disproportionately in a disaster because they lack adequate resources to prepare.
- * To strengthen community capacity, partners from Region 4 local, state and federal government, the private sector, faith-based organizations, and non-profits will come together to help low-income families maintain self-sufficiency for at least three days following a hurricane.



Tampa Bay Prepareathon!

- * **Prepareathon goals:**
- * The goals of Tampa's Prepareathon are to:
- * Foster community engagement to prepare all residents for hurricane season;
- * Develop community partnerships to help low-income families get hurricane-ready;
- * Collaborate with community partners and the private sector to obtain donated goods to help 5,000 low-income families receive the supplies needed to maintain self-sufficiency for at least three days following a hurricane.

Tampa Bay Preprepareathon!

Partners

- * City of Tampa Office of Emergency Management
- * Pasco County Office of Emergency Management
- * Hillsborough County Office of Emergency Management
- * Pinellas County Office of Emergency Management
- * Metropolitan Ministries
- * Publix Grocery Stores

El fin



CHAUNCIA WILLIS, MPA, MEP, CEM, CPC

Emergency Management Coordinator

Office of Emergency Management

IAEM-USA Region 4, President

Office: 813.274.8088

Email: Chauncia.Willis@tampagov.net

Website: Tampagov.net/OEM