



# Coyote Crisis

Business Operations Centers  
“The Concept – A Sharper Focus”

June 24, 2009

# BOC

## Concept Overview

- Private Sector organized, managed and staffed EOC
- Focused on all-hazards disaster prevention, preparation, response, and recovery

# BOC

## Concept Overview

- BOC GOAL - to make the Private Sector self-reliant and self-sufficient during emergencies and disasters through information sharing and shared situational awareness.

# Development

- Jointly developed through a collaborative effort between private industry and government entities
- Development is consistent with the basic guidance provided by the ***National Strategy for Information Sharing*** as well as the ***National Response Framework***

# Vision for the BOC or “BECC”

# Business-to-Business Collaboration and Communications

- Facilitates 360 degree communications between private sector participating organizations.
- Establishes both a physical and technologically enabled virtual hub to connect individual company emergency operations centers on a real-time basis.
- Provides for effective cross-industry support during a crisis.

# Interface with Public Sector Emergency Operations Centers

- Independently activated in parallel with Public Sector agencies at multiple levels of government (city, county, state, regional, national).
- Provide a timely communication conduit with different levels of Public Sector agencies starting with those in Arizona as the epicenter.

# Interface with Public Sector Emergency Operations Centers

- Role is intended to be an additional level of support to the Public Sector and not to intrude upon the incident management responsibilities at play during response scenarios at the municipal, county, state, federal levels.

# Business to Non-Government Organization (NGO) collaboration

- Provide an important interface and collaboration function with NGO's like the American Red Cross and Salvation Army that are involved in community preparedness and response initiatives.
- This may include the mobilization of needed supplies and volunteers during an emergency.

# Asset and Volunteer Mobilization

- One of the primary operational functions should be to solicit, both on a pre-arranged and spontaneous basis, supplies and volunteers as needed by the Public Sector BECC partners and member NGO's
- How? Establish a Business Response Network (web based) to identify resources available on a pro bono basis.

# Staffing

- Staffed by pre-identified, pre-trained, and pre-equipped individuals from the business community who have been empowered by their organizations to participate in BECC drills and emergency operations.
- Initial member participation should include regular sessions for planning, training, and exercising.

# OPERATIONS

# Physical, Virtual, & Mobile

- Select a primary and back-up physical facility to be activated for meetings, drills and emergency events.
- Using technology, enable effective participation on a virtual basis. This virtual capability is critical for both the initial minutes following an event and in cases where travel restrictions are imposed.
- A mobile component is established through an advanced mobile command center.

# Volunteer Registry

- Volunteer registry, training, deployment, and management
- Establish a MOU with a non-profit organization specializing in the training, management, and effective use of spontaneous volunteers

# Web Based Emergency Management

- Establish a virtual hub
- Utilize a common platform

# Technology

- Integrate existing technologies into an effective platform.
- Notification and Alert System
- Augment with ham radio organizations
- Communication integration
- Video teleconferencing
- Total Integration

# Governance

- Senior level management from various Private Sector organizations to oversee BECC policy, interface with top-level Public Sector partners (i.e. Governor, Mayors, EM Command Staff), and to recruit the participation of senior executives of other companies and organizations.
- Governance organization to meet regularly.

# Participation

- The BECC is a member supported center but does not require membership for participation however, membership will be encouraged over time for those organizations deriving internal benefits from their involvement.
- Seek the active support and participation of the Chamber of Commerce's, Business & Industry Associations and other trade and professional organizations and associations that may be interested in the BECC concepts and operations.
- The BECC will continually seek partnerships with city, county, state, regional, and national public sector health and emergency management agencies.

# Questions?