

**The Importance of Public/Private Partnerships for Supply Chain
Success in Emergency Management and Homeland Security
by: Rick Neudorff**



About me

BS – Business Admin from UT-Dallas 1991

ATU – MS in EM&HS 12/2023

Graduate FEMA Advanced Emergency Management Academy

Graduate FEMA Executive Emergency Management Academy

Graduate Crisis Management – Harvard Kennedy School
of Executive Education

Emergency Manager for 7-11

Command Center Manager for Lowe's

Consultant for MD. BEOC for Covid

Supply Chain Director at CISA for
Operation Warp Speed

Consultant with Hagerty

Director of BC & EM for Insperity

Alumni Lecturer for Emergency
Management Institute (FEMA)



Purpose & Argument

- During the global COVID-19 pandemic response health care related supply chain issues pulled the curtains back to expose a disjointed, mis-managed and fragile supply chain (Goldschmidt & Stasko, 2022).
- The purpose of this research is to illuminate the depth of the problems developing PPP relationships and the effect on overall efficient management of the domestic supply chain during major emergency disaster events.
- In my 15 years of emergency management experience, I have always realized a huge gap in collaboration between government entities and the private sector regarding supply chains.
- FEMA and the CDC did not understand the aspects of moving product internationally to our country during COVID (The U.S. Must Learn From COVID-19 to Prevent the Next Disaster, n.d.)
- Through a review of previously published reports, congressional hearings and peer reviewed studies, this study will identify the ongoing problems related to public private partnerships and offer recommendations to alleviate the challenges for future events.

Research Methodology

Systematic Literature Review Process

➤ Formulating the Research Argument

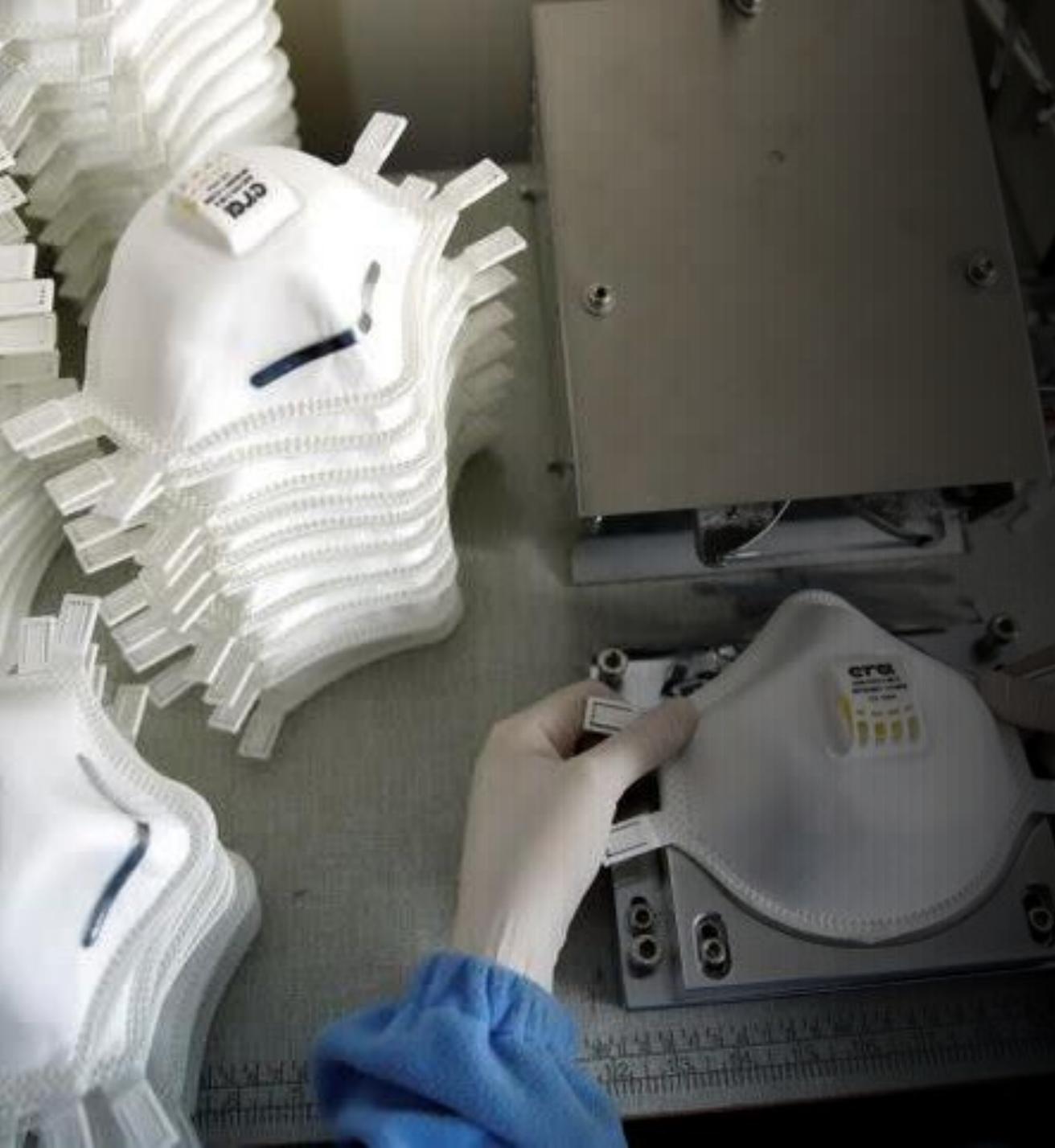
- Public-Private Partnership (PPP) is important to enhance national reliance in responding to future pandemic events.

➤ Searching for previous articles on the subject matter

- Articles, books, FEMA and DHS reports, and independent reports.
- Terms used for searching; emergency management & collaboration, COVID failures, supply chain failures, successful partnerships

➤ Reviewing relevant studies and synthesizing findings

- Consistency in reports, revelations, trends
- Review outliers to determine realistic probability of each
- Referencing personal experiences during COVID while working at CISA-DHS



PPP Perception vs. Reality

- Global Supply Chain Visibility
 - No partnerships with US manufacturers
 - Exponential expense
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America's Strategic Stockpile



- Communicated as fully stocked (Taddonio, 2020)
- Reality, cupboard was bare
- No intel on foreign manufacture (The U.S. Must Learn From COVID-19 to Prevent the Next Disaster, n.d.)
- Private sector not included
- Delays in relief shipments
- Delays in respirators
- Negative political influences

Supply Chain Issues

- Immigrations and Customs
- Rail Issues
- Trucking Issues
- Delayed Federal Intervention
- No consistent private partnerships





FEMA Staffing Challenges

- Multiple Current Responses
- Massive Employee Burnout (GAO, 2022)
- Training Issues
- FEMA Never Intended for COVID-19 Response



- Disjointed Federal Response (Chen et al., 2013)
- Duplicity of Tasks Between Various Agencies (Wolf-Fordham, 2020)
- Conflicting Instructions Among Departments

Public Private Partnerships Development Challenges

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- Collaboration during down times only
 - Must be established pre-event
 - Existing mutual dis-trust factor ((Rybnicek et al., 2020)
 - NDA's sometimes hard to get
 - Risk must be mutual





Goggles

door
asses



Welders Air Filter



Cow-Hide
leather
Gloves



Class 2
Electrical
Gloves



Welders
Gloves



18" Cone

Steel Toe Boots
(Knee Length)



Dielectric
Boots



Cut Res
Glo



Steel Toe Boots



Safety Vests



Coveralls



Hard Hat

Class 2
Electrical
Blanket kit



Cooling vest



Earmuffs



Ear plugs



Respirator

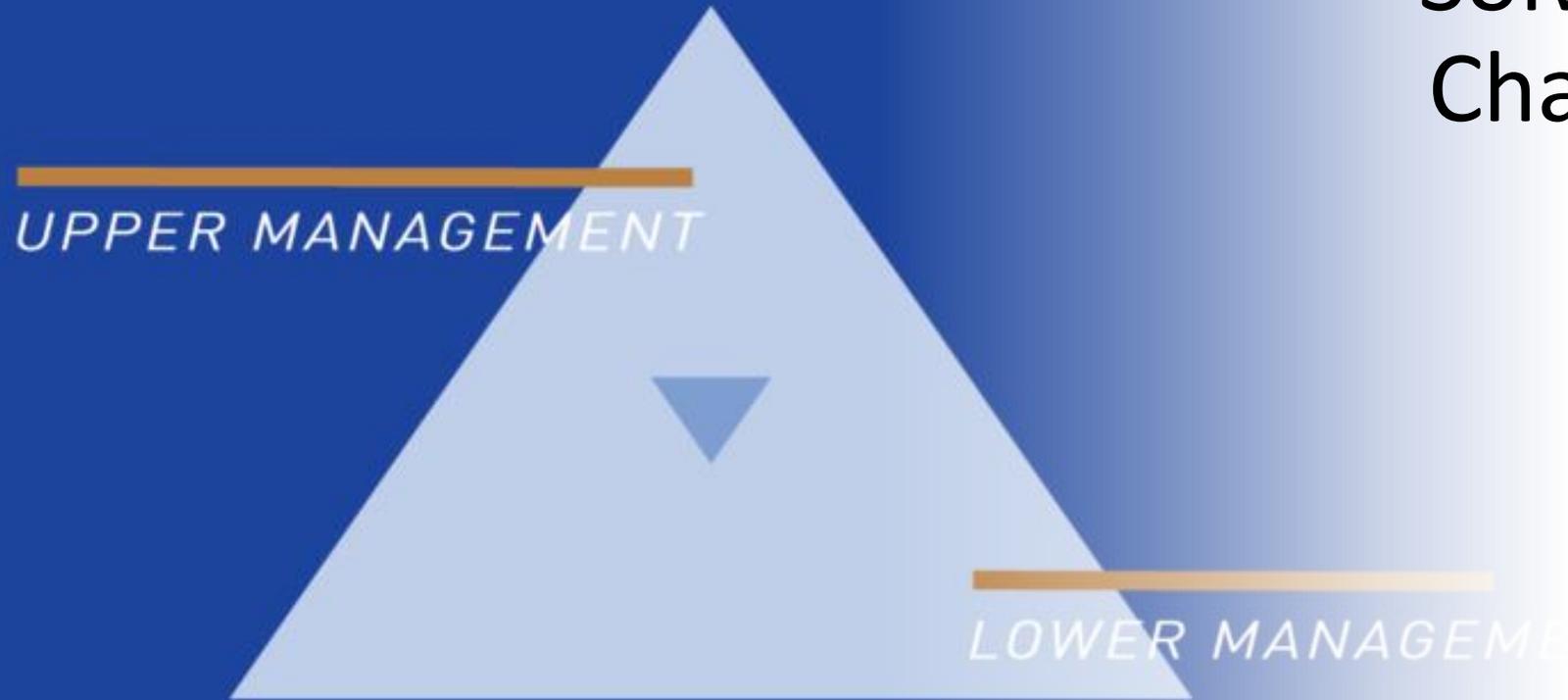
Moisturized
Eye Cleaner



First Aid Kit

Increase Domestic Production Partnerships

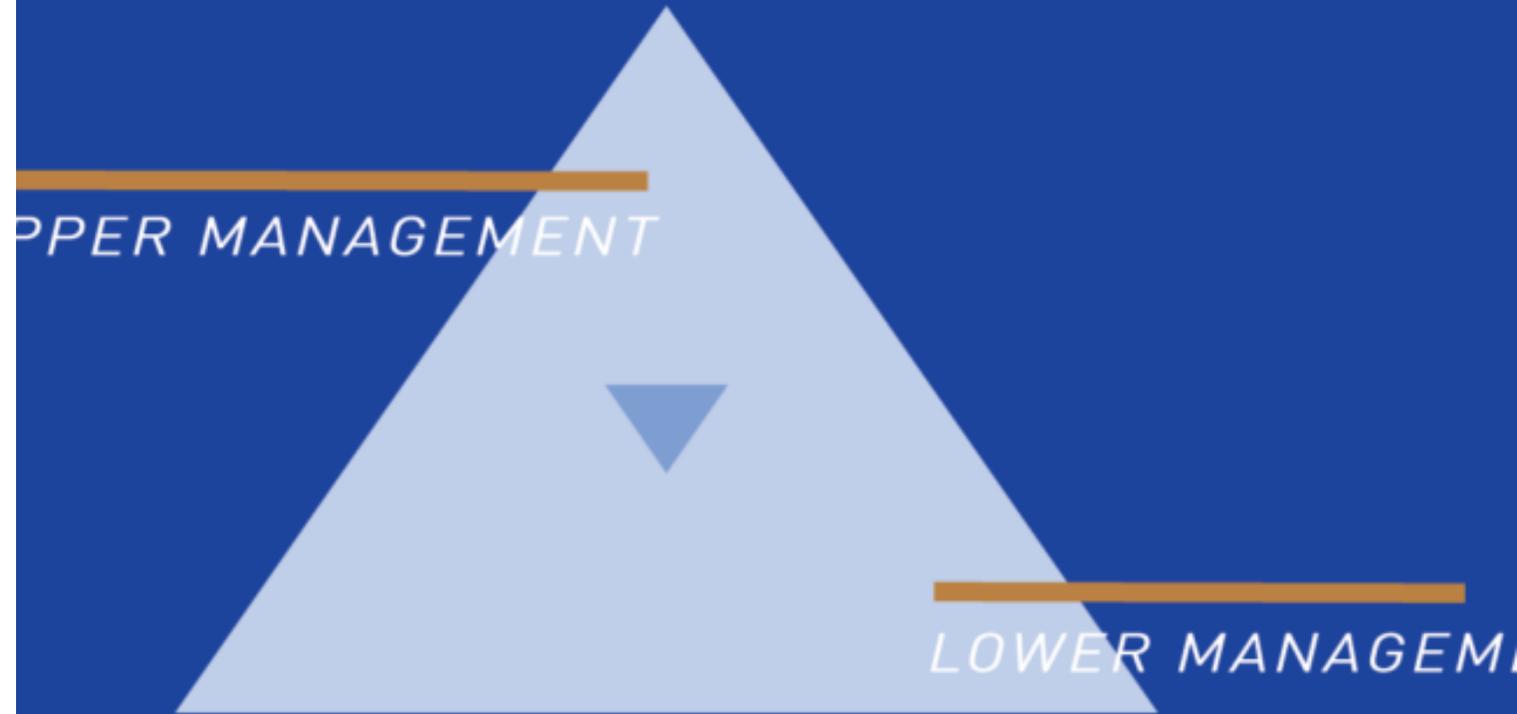
Solve Prioritized
Challenges First



Top-Down Leadership



Decision Making Model Changes



Top-Down Leadership

ATION

Solutions

- Dedicated staffing at federal level for PPP development
- Cooperative conferences with private sector
- Resource and information sharing
- Promotion within business associations
- Tax incentives for private sector active partnerships (Levy & Prizzia, 2018)
- Public financing for initiatives
- Collaboration on web-based technology
- Partnerships in continuity planning



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