

# The Burlington County Public-Private Partnership

An Overview

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*"What I learned over a lot of disasters was instead of competing with the private sector, we really need to be working as partners. [Rather than] asking what the private sector can do to support our mission, we should be asking the question 'What can we do to help the private sector get back operational?'"*

*Craig Fugate, FEMA  
Administrator*

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## What is the Burlington County Public-Private Partnership?

The Burlington County Public-Private Partnership (PPP) is a collaborative relationship between public and private-sector entities, built upon the needs and resources of each participant for a mutually beneficial relationship for all of its members. The partnership provides the opportunity for communication between government emergency planning personnel and individuals representing private-sector interests.

The "public" partner is the governmental agency or entity. The Office of Emergency Management (OEM) is the point of contact for Burlington County government.

The "private sector" is defined as organizations and entities that are not part of any governmental structure. The private sector includes for-profit and not-for-profit organizations such as agricultural businesses, banks, hospitals, major employers, small businesses, trade sector groups, and utility companies.

## Why are Public-Private Partnerships formed?

The government sector does not possess all of the various resources necessary for disaster response and recovery; these assets reside in the private sector. Coordinating the movement of assets and the private-sector personnel necessary to staff these assets is the responsibility of government. Recognizing this, the Burlington County Board of Chosen Freeholders, through the OEM, is supporting the development of a partnership to develop a mutually beneficial relationship between the public and private sector. Ultimately, the partnership yields benefits for businesses, consumers, residents, and visitors to the county by pooling the knowledge and resources of the county and private sector, non-government organizations for disaster planning, response, and recovery.

The objectives of the Burlington County PPP are to:

- Eliminate barriers that hinder response and recovery in the county during an incident
- Facilitate the timely exchange of information and resources during both "blue" and "gray" skies
- Establish a disaster-resilient private sector
- Develop symbiotic relationships between members in the partnership

## Why should my organization become involved?

In addition to the pride that comes with contributing to the community, some of the tangible benefits of participating in the Burlington County PPP include:

- Participation in the Emergency Operations Center (EOC)
- A "seat at the table" from which members can voice concerns and drive incident outcomes
- Ensuring effective utilization of resources
- Sharing and receiving timely critical information before, during and after an incident
- Enhanced response and recovery plans

For more information on the Burlington County PPP, please contact the Office of Emergency Management at 609-518-7200.