



**EMERGENCY
SERVICES
SECTOR**

**COORDINATING
COUNCIL**

CRISIS EVENT RESPONSE & RECOVERY ACCESS (CERRA) UPDATE:

NSA Cybersecurity & Crime Work Group,
Sheriff David Goad, Chair
Dennis Kelly, Vice Chair

ESSCC Meeting

July 16, 2024

Dennis Kelly, Esq., SME, ESSCC

Objective: Consider Private Sector Partnerships as Alternative to Reliance on Government For Resources

Discuss

- Emergency Response & Recovery
- Crisis Events
- Private Sector
- Case Study, Global Distribution Firm

CERRA Video



CERRA Refresher: The Beginning

- Focus
 - Emergency Response & Recovery
 - Crisis Event Access
- Example: South Louisiana & South Mississippi After Katrina
- Crisis Event: Hurricane Katrina
- Emergency Response: FBI, Federal Reserve Board, Sheriffs, Oil & Gas Firms, & Maritime Firms Needed to get into New Orleans and to Gulf Coast to Assess Port & Oil & Gas Operations in the Gulf of Mexico
- Emergency Recovery: Recovery Contractors, Transportation Firms & Public Safety Responders from all over US & Beyond Needed To Get into Multiple Counties in MS & LA for Economic Restoration

CERRA Refresher: The Problems

- Very Complex Emergency Management Governance
 - Under US Emergency Management Policy, each of 20+ County/Parish Boards/Police Juries in SE LA & SW MS had legal control over their County/Parish, under 20+ County Emergency Managers
 - In addition, some 30+ Municipalities insisted on Managing Access to their Cities/Town
 - Many differing views of Local Authority & Responsibility among County & Municipal Officials
 - FEMA, as ordinary case, had no legal authority over access
 - Federal Officials & Governors very reluctant to get visibly involved
- Differing Priorities Among County/Municipality Jurisdiction Authorities
 - Access by Local Constituents for Emergency Response, v.
 - Access for Long-Term Recovery & Needs of Local Constituents & Non-Local Contractors & Suppliers
 - **80% of Personnel required for Long-Term Recovery are Non-Local**
- Little Pre-Planning or Consensus
 - Differing Management Goals: Do the Right Thing => Different Policy Priorities => Political Patronage/Political Goals
 - Consensus: Avoid Accountability & Transparency

CERRA Refresher: Lessons Learned, Katrina

- In the US, County Emergency Managers are “King”: **Correct**
- Uniform National Solution Tools & Enrollment Process: **Correct**
- Checkpoint Task Simplicity & Speed Handling Vehicles are Key: **Correct**
- “Everybody Needs a Solution”: **Wrong**
 - Focus on Jurisdictions that want a solution: More than enough work to do without convincing folks to do what they don’t want to do
 - Let Private Firms who need Access Convince Jurisdictions to do the Right Thing
- “One Size Fits All”: **Wrong**
 - Smaller Jurisdictions (<125,000 pops) can probably manage the situation the old fashioned way: Public Safety Personnel with cars, radios & guns
 - Exception: Critical Infrastructure in rural areas: Strategic MS River Bridge, Nuclear Power Plant
 - For Larger Jurisdictions (>125,000 pops), the scale of the problem requires technology assistance
- “This is a Problem that Government Must Solve”: **Wrong**
 - Good when Government Steps Up and Funds Startup Costs, but
 - Government Priorities Change, and
 - Over long haul, Private Sector Interests are more predictable, reliable and consistent

CERRA Refresher: The Solution (we think)

- For CERRA County/Municipal **Jurisdiction Managers**, Provide Pre-planning Tools & Training, & NOT Access Management Services
- Provide Pre-planning Tools, Training & Services for
 - **Crisis Event Emergency Response Managers** (Public & Private) across the Nation to Enroll their Emergency Responders, and dynamically Request Jurisdictions for Access
 - **Crisis Event Recovery Managers** (Public & Private) across the Nation to Enroll their Emergency Responders, and dynamically Request Jurisdictions for Access
- Require “Certified CERRA-Compliant” Placards & Other Solutions/Tools
- Reuse Existing Identity Credentials
- Derivative Trust Relationships with Employers of Response & Recovery Personnel (i.e., Trust & Hold Employers Responsible for their Enrollees)
- Crisis Event Specific (e.g., “Hurricane Katrina”), Tier- and Jurisdiction-Managed Access, including QR Code-powered Vehicle Placards & Smartphone App

Uniform Format CERRA Vehicle Placard

| | | | | | |
|--|--|---|----------------------------|---|--|
| Reference: b6bc26c0-79af-4b12-a352-69645ceb008e Issued: 1/25/2017 1:11:13 AM |  |  | NO: 170124-10794856 |  | |
| | 17 MS - All Events | | | ER RED | |
| | Response Support | | | | |
| | Cardinal Health Inc. | | | ESF 8 | |
| James Michael | | | | | |

CERRA Refresher: Six Operational Policies that Work

- Seed Capital investment by responsible Government Agencies Very Helpful
- No CERRA User charge to
 - CERRA Jurisdiction Managers and
 - Public Agency Emergency Response & Recovery Personnel & Managers
- Standardized Charges for Others, Especially Private For Profit Firms
- Focus on Implementing in larger Metropolitan Areas
 - Support smaller jurisdictions that request it
- Focus on Solving Problems that Decision-makers want to Solve
 - Not problems we think they should want to Solve
- Since solutions require resources, look to private sector interests to provide the resources

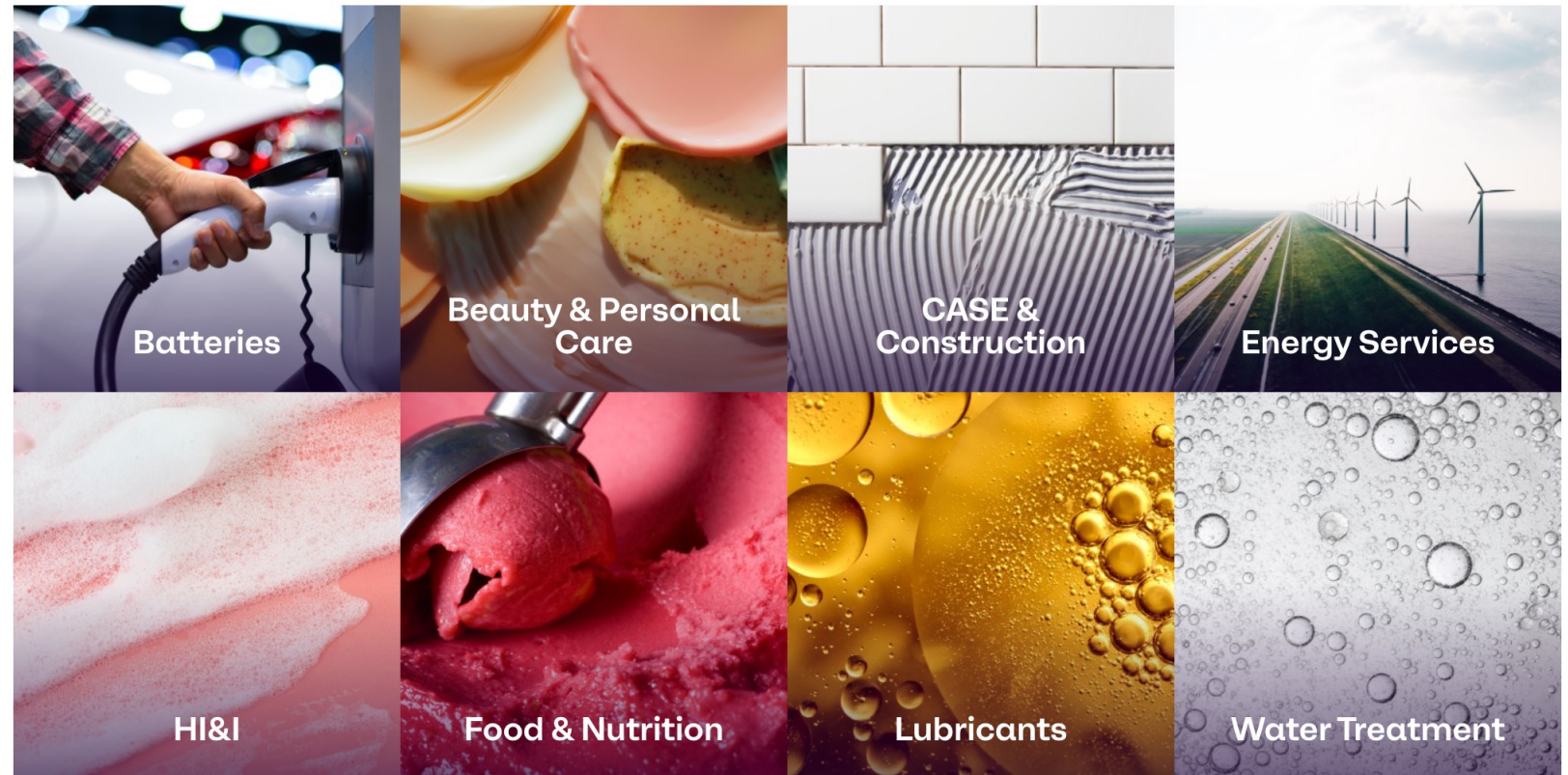
Case Study: Large Chemical & Ingredient Distribution Firm

Everything you need in chemicals and ingredients

Our focus industries

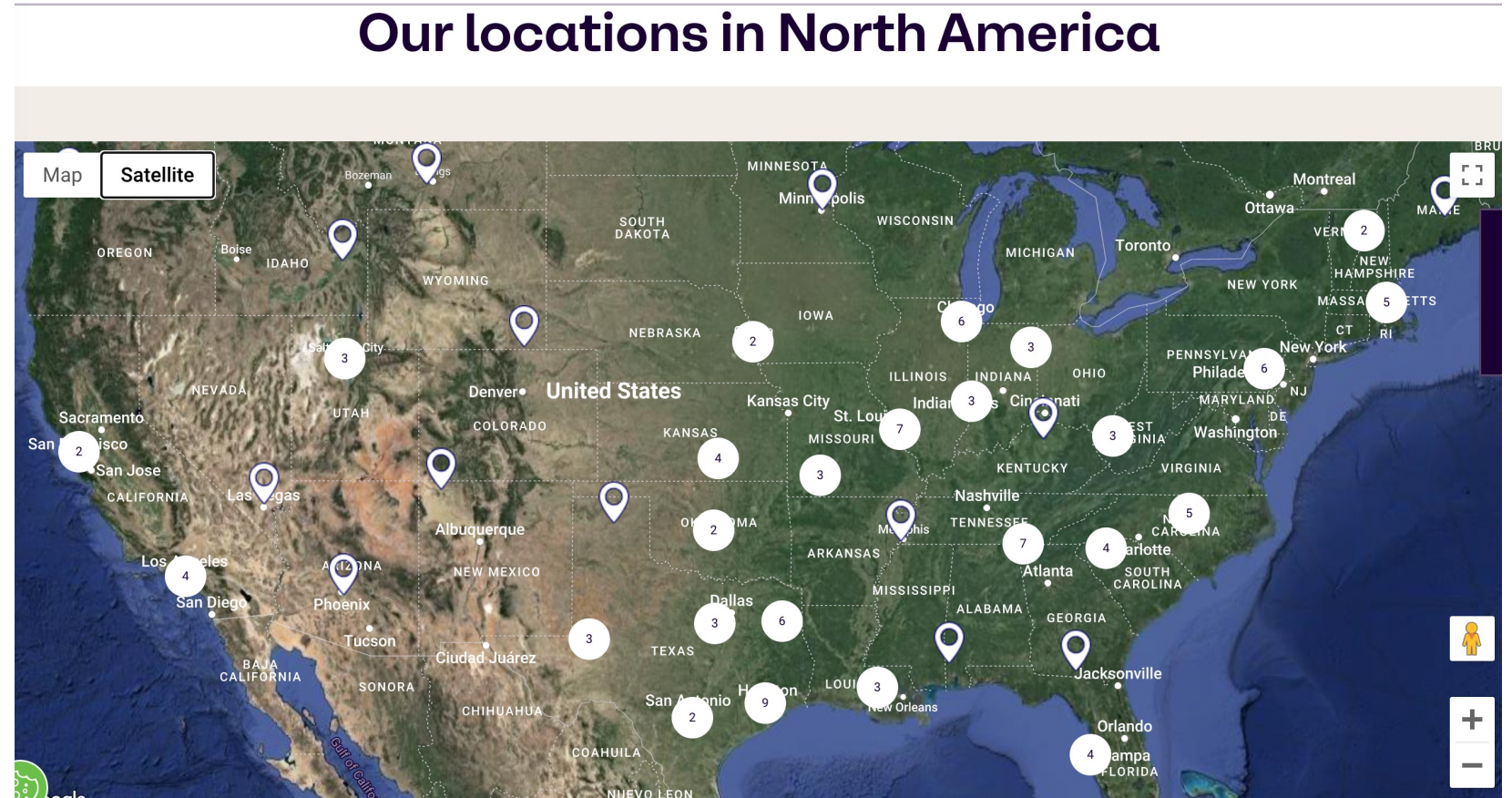
Brenntag (Germany)
<https://www.brenntag.com/>

- Has expressed frustration with lack of National Access Program in US
- Has Emergency Response & Recovery Access Need
- Serves a large number of Industries & locations in US & Globally



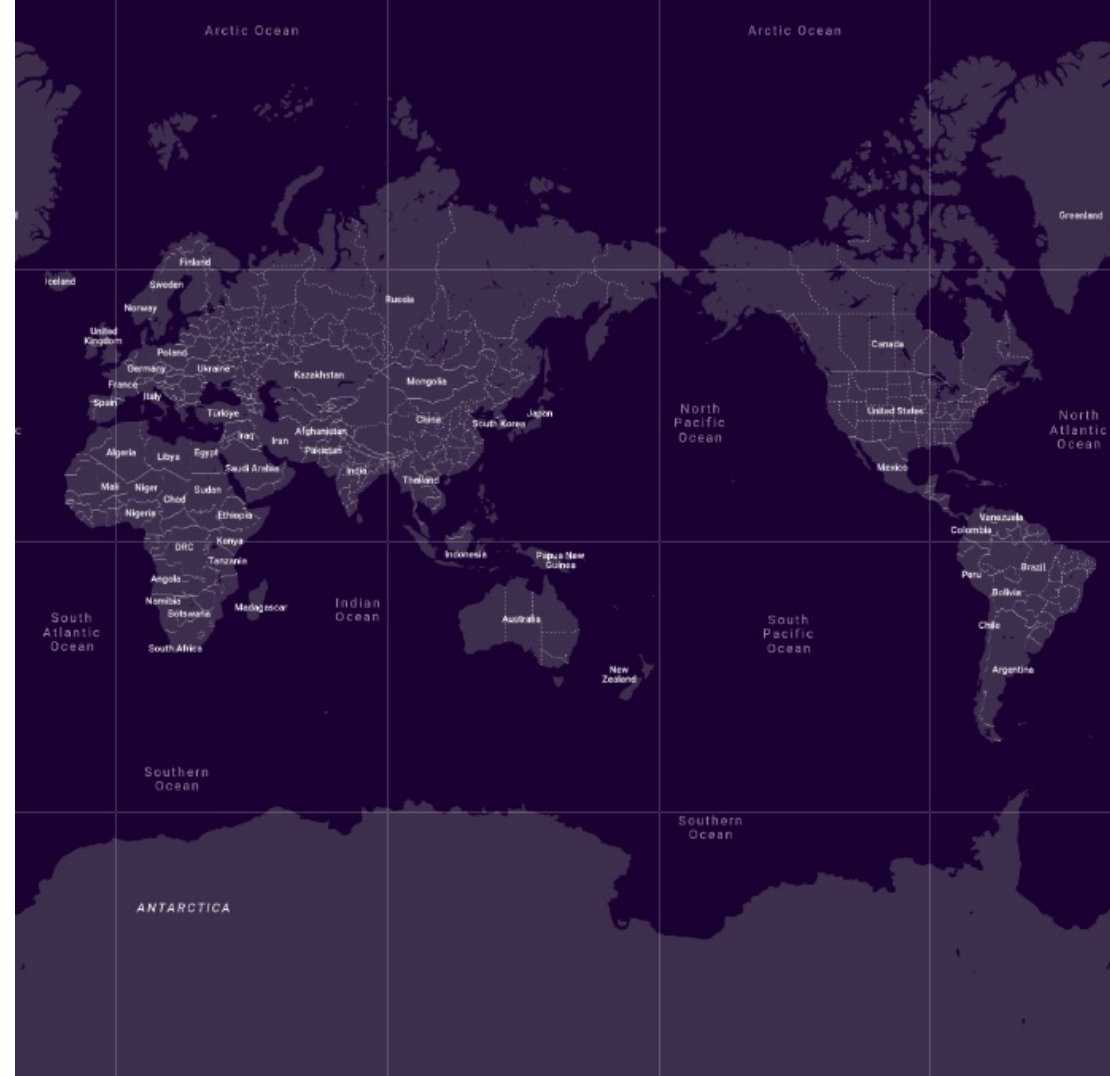
Case Study: Large Distribution Firm

- Many locations across the US, needing national program need



Case Study: Large Distribution Firm

- Many locations globally



Case Study: Large Distribution Firm

- Serves many locations in, e.g. MENA



Case Study: Large Distribution Firm

- Potential Anchor Tenant for CERRA Programs in US and many other countries
- Potential Strategic Programmatic Investor
- Lead to Other Global Distribution Firms

Watch This Space for Developments

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