

SIGNATURE ENGAGEMENT

Orlando Pulse Nightclub Private-Sector Response

STATE EMERGENCY MANAGEMENT | PUBLIC-PRIVATE RESPONSE COORDINATION

THE CHALLENGE

Following the June 2016 Pulse Nightclub shooting in Orlando, survivors and families faced immediate practical needs: travel to Orlando, transportation within the city, and housing during an intensely difficult and highly visible national crisis. There was no standard playbook for rapidly mobilizing private-sector resources at that scale to support victims and families during an active mass-casualty event.

THE APPROACH

As External Affairs Director for the Florida Division of Emergency Management and the state's Private Sector Coordinator, Julie Kay Roberts served in a leadership role during the State Emergency Response Team activation. Through pre-established public-private relationships, the SERT coordinated a first-of-its-kind response in which JetBlue provided airfare, Uber provided transportation, and Airbnb provided housing for victims and families.

THE IMPACT

Survivors and families received practical, dignified support coordinated through the state during one of the most difficult moments imaginable, demonstrating why active threat planning must extend beyond incident response into reunification, family support, employee accountability, communications, and recovery.

The relationships and coordination processes built during the Pulse response were drawn on again in October 2017 to support the response to the Las Vegas mass shooting, proof that what was forged under pressure became a repeatable public-private framework, not a one-time effort.

RELEVANT CAPABILITIES

ACTIVE THREAT PLANNING • REUNIFICATION PLANNING
SURVIVOR & FAMILY SUPPORT • CRISIS COMMUNICATIONS
PUBLIC-PRIVATE COORDINATION

COORDINATED PARTNERS

JetBlue

AIRFARE FOR FAMILIES

Uber

GROUND
TRANSPORTATION

Airbnb

HOUSING DURING
RESPONSE