

SIGNATURE ENGAGEMENT

Florida ESF-18 Private-Sector Coordination Program

PRIVATE-SECTOR COORDINATION | PROGRAM DESIGN

THE CHALLENGE

Emergency management has often treated the private sector as an audience to inform during disasters rather than as an operational partner before, during, and after response. Yet business and industry own or operate many of the supply chains, infrastructure, services, and resources communities depend on to recover. Florida needed a durable structure to integrate private-sector stakeholders into emergency management operations.

THE APPROACH

As External Affairs Director and Private Sector Coordinator for the Florida Division of Emergency Management, Julie Kay Roberts established the standard operating guide for Emergency Support Function 18: Business, Industry, and Economic Stabilization. She also managed the Office of Private Sector Coordination, including the Florida Virtual Business Emergency Operations Center, a statewide business re-entry program, public education targeting businesses, and public-private partnership summits.

THE IMPACT

Florida's private-sector coordination model began after the 2004-2005 hurricane seasons. When Julie joined the Florida DEM in 2012, she helped elevate the role of the Private Sector Coordinator and strengthened coordination between the State Emergency Response Team and private-sector during activations.

The result was a more structured, trusted, and operational approach to public-private coordination, one that treats the private sector as a coordinated partner, not an afterthought. Florida's ESF-18 model remains one of the longest-standing private-sector emergency management programs in the country.

This work became the foundation for Julie's public-private coordination approach and directly informs the model behind PSEMA and JK Roberts today: build the structure before the storm, not during it.

RELEVANT CAPABILITIES

- PUBLIC-PRIVATE COORDINATION • PROGRAM DESIGN
DISASTER MANAGEMENT • BUSINESS RE-ENTRY
STAKEHOLDER ENGAGEMENT • OPERATIONAL READINESS

PROGRAM COMPONENTS

ESF-18 Standard Operating Guide

Business, Industry & Economic Stabilization

Virtual Business EOC

Office of Private Sector Coordination

Statewide Business Re-Entry

Coordinated recovery access

Public-Private Summits

Preparedness & response engagement