

Virginia Department of Emergency Management's Private Sector Liaison Program Outline

What the Private Sector Liaison Does:

- Facilitates situational awareness between the private and public sectors
- Fosters partnerships that result in a higher level of preparedness, response, and recovery for the citizens and businesses of the Commonwealth
- Gives recognition to the private sector's ability to become key players in the state's disaster management activities
- Serves as an advocate for Virginia industry, within the context of emergency management

What the Private Sector Liaison Does Not Do:

- Solicit financial donations from private sector partners
- Interfere with private sector business operations
- Obtain sensitive information from the private sector that is classified or proprietary in nature
- Promote competitive advantage between businesses affiliated with the program by offering privileged information or, "seats at the table," within the Virginia Emergency Operations Center (VEOC)
- Tamper with existing cross-sector partnerships, either at the state or local level

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*"Working to protect
people, property, and our
communities..."*

The Virginia Department of Emergency Management understands that the only acceptable plan for preparedness, response, and recovery involves strong private sector participation. A mutually supportive partnership between Virginia businesses and government personnel is paramount to the successful protection and recovery of local communities. By way of the Private Sector Liaison Program, reciprocal information sharing and situational cooperation will help maintain local economic stability and community resilience throughout the Commonwealth of Virginia.





Virginia Private Sector Liaison Program

- Partnership Models -

Description	Data Sharing Agreement	Mutual Support Agreement
Tour of the State Emergency Operations Center	X	X
Hazardous weather updates	X	X
Emergency traffic reports	X	X
State/ business security notifications (non-sensitive)	X	X
Subscription to the Virginia Briefing Report (digital)	X	X
ReadyVirginia preparedness materials	X	X
Statement of Intent (SOI)*	X	
ReadyVirginia joint outreach opportunities		X
Disaster-specific training and exercise support		X
Assistance in establishing county, city, and town partnerships		X
Memorandum of Understanding (MOU)*		X
*Individual terms may be modified by way of addendum		