

Making the Case Internally: How to Get Approval to Launch a Business-Community Partnership

You may already see the value of SpotOnResponse and the Business-Community Partnership — but others in your agency or local government may need convincing. This guide helps you make the internal case to proceed, whether to department leadership, legal, or elected officials.

Why Now?

The head of the U.S. Department of Homeland Security has stated that FEMA should no longer exist in its current form. As federal coordination recedes, localities will be forced to rely more on their own networks.

We can either wait for another mandate or disaster — or proactively prepare our community to recover faster and better with the tools already available.

What Is the Business-Community Partnership?

It's a voluntary sponsorship model where one or more local businesses fund access to the SpotOnResponse coordination platform for up to 100 community organizations — including themselves.

There are no public funds required, no procurement red tape, and no system integration needed. It's plug-and-play readiness, powered by private support.

What It Offers

- Real-time status sharing across businesses, NGOs, and public services
- Trusted situational awareness from within our own community
- Lightweight, no-training-needed app and web access
- Built-in practice tools to strengthen the network year-round
- Immediate implementation with no infrastructure burden

Why We Should Support It

This isn't a shift of responsibility. It's a bridge — filling the gap between traditional emergency management and the new local-first reality.

It's also a way to bring businesses and nonprofits into the recovery team without creating new committees or bureaucracy. Approving this outreach costs us nothing — and it opens the door to a self-sustaining model of local coordination.

Suggested Language You Can Use in Requests or Memos

"In light of FEMA's shifting role and increasing demands on local emergency management, I propose we pursue a community-backed recovery readiness pilot. The SpotOnResponse Business-Community Partnership would allow a local sponsor to fund access for up to 100

organizations. No government expenditure or IT integration is required, and we receive shared access to all operational updates and situational awareness data."

What SpotOnResponse Is (and Isn't)

- SpotOnResponse is not a replacement for government emergency management systems.
- It does not compete with or duplicate existing platforms.
- Instead, it complements your official tools by capturing real-time status reports, operational updates, and supply chain insights directly from businesses and nonprofits.
- This is the layer of information you've never consistently received before — and now you get it without adding burden to your staff or theirs.
- SpotOnResponse doesn't require training, IT integration, or procedural change.
- It functions as a real-time awareness stream that gives you a fuller picture of what's happening in your community during response and recovery.
- Bottom line: It gets the community involved as partners not victims or survivors.