

# FEMA's Public-Private Partnership Goals and the SpotOnResponse Solution

*Practical Steps to Build a Partnership when Time Is Short and the Money's All Gone*

“At the core, a P3 connects people, builds relationships and breaks down barriers...”

Instead of waiting years to build trust through meetings, memos, and mutual aid templates, SpotOnResponse gives communities a living system of relationship-building — made visible and actionable through modern mobile technology.

FEMA's *Building Public-Private Partnerships* guide set out goals. This document asks you to compare what you have today, what it will take to meet FEMA's goals, and what SpotOnResponse can bring to you tomorrow.



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## Introduction: FEMA’s P3 Goals and the SpotOnResponse Solution

FEMA’s “Building Private-Public Partnerships” (P3) guide, updated in May 2025, sets out to:

*“Promote why, what and how to build relationships, communicate and share information among private sector, nongovernmental and state, local, tribal and territorial (SLTT) public sector emergency management partners.” (p. 2)*

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It is an 86-page roadmap to building a partnership ecosystem — but acknowledges that FEMA will no longer fund, support, or run it. Instead, the guide passes the responsibility, and the burden, to state, local, and private sector actors.

You might think that, as technology, SpotOnResponse would focus on what is tangibly built for the P3, namely, “Information exchange platform(s) that all partners can use to share and store information.” (p. 15). That’s the bare minimum. SpotOnResponse goes far beyond.

### **A Better Way to Meet — and Exceed — P3 Goals**

This comparison doesn’t walk step-by-step through FEMA’s process. Instead, it identifies 20+ core goals from the P3 guide — the outcomes that truly matter — and demonstrates how SpotOnResponse fulfills each of them right now, with proven technology in real-world use.

SpotOnResponse is not a theoretical model. It’s a practical tool that gives communities a shared, real-time view of who is operating, what’s needed, and where help is available, across the entire landscape of government, business, and nonprofit response.

Where traditional emergency management relies on centralized control and periodic updates, SpotOnResponse empowers decentralized, block-by-block coordination. Each organization — from a gas station to a regional hospital — can check in, report needs, update status, and see others doing the same. In real time. On a shared map.

This isn’t top-down tasking. It’s side-by-side recovery.

### **Built to Work With, Not Against**

SpotOnResponse doesn’t replace official systems like WebEOC or GIS platforms. It adds a new source — a parallel stream of real-time community intelligence that enhances what responders and emergency managers already do. Because every report, status update, or check-in is geolocated and visible, it lets public agencies see more, coordinate better, and act faster, without requiring any changes to current workflows.

The P3 guide describes years of building trust through meetings, memos, and mutual aid templates. SpotOnResponse gives communities a living system of relationship-building — made visible and actionable through modern mobile technology.

Compare the following goals to what you have today and what SpotOnResponse can bring tomorrow.

## Goal: Information-Sharing Is the Lifeblood

*“Information sharing and analysis enables effective operational integration and cross-sector response operations. For each integrated disaster operation, P3s should define operational information requirements...” (p. 38)*

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SpotOnResponse turns information sharing into real-time, map-based coordination. Organizations report their status using a one-tap Open/Limited/Closed interface, upload photos and SpotReports of damage or needs, and use SABER to automatically share and receive business continuity data across jurisdictions and with FEMA.

But SpotOnResponse goes further. The *After FEMA: Community Recovery Playbook*—developed specifically for this post-FEMA reality—identifies more than 80 types of organizations and over 1,000 actionable information tasks that these groups must perform to coordinate recovery. Each action can be tracked, visualized, and exchanged through the SpotOnResponse shared platform.

Instead of spending months defining operational information requirements from scratch, communities can use SpotOnResponse to activate a ready-made ecosystem of interdependent information flows—tailored to businesses, nonprofits, government, and local infrastructure partners.

It’s not just sharing information. It’s activating recovery intelligence.

## Goal: Engage Nontraditional Partners and Affinity Groups

*“Organizers should identify existing business alliances, affinity groups and organizational structures to develop and maintain contact lists, facilitate outreach and inform initial activities.” (p. 15)*

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*After FEMA: The Community Recovery Playbook* identifies 80 organization types that benefit from SpotOnResponse engagement along with more than 1,000 specific applications of SpotOnResponse to become part of the community recovery network. Unlimited invitations mean museums, universities, and faith-based groups can join the map alongside utilities, malls, and warehouses — each with role-appropriate permissions.

## Goal: Know Who’s Open & Who Needs Help

*“Business Operations Status Information Sharing — SABER... provides business status information sharing to help businesses stay open longer and reopen faster by collecting open/closed data, resource needs, and lifeline impacts.” (p. 39)*

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The mobile app's one-tap Open/Limited/Closed/Re-Open buttons instantly populate a live status map while its built-in SABER connector passes those statuses (and an optional "needs-to-reopen" form) through the open-source API which can be consumed by EOC software like WebEOC and ArcGIS—all the way up to FEMA. Every SpotOnResponse app also receives SABER business status as a layer on the same map so you can see what the supply chain and your neighbors are doing right now.

## Goal: Stand Up a Virtual Business Emergency Operations Center in Minutes

*Jurisdictions are encouraged to “activate a BEOC as a physical and virtual communications and operational hub for business and industry” and to identify information technologies that will convene partners, manage data, and share situational awareness. (p. 31)*

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SpotOnResponse spins up a secure, cloud-hosted virtual BEOC with shared dashboards, map layers, and two-way messaging. Launch the web map, invite partners, assign permissions; phones and browsers become a secure, role-based virtual BEOC with live chat, map layers, status boards and push notifications—no servers to buy. Administrators invite partners by email; nothing to install on desktop, and the companion mobile app puts the same BEOC in every pocket.

## Goal: Capture the Essential Operational Information FEMA Wants

*“For each integrated disaster operation, P3s should define operational information requirements, which can be incorporated into plans to inform the use of existing information technologies and situation report templates.” (p. 38)*

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The FEMA P3 guide lists a set of information needs (Table 1, p. 39) that the public sector typically requests from the private sector. However, these requests often go unanswered because collecting, formatting, and reporting this data is a burden — especially in a crisis.

SpotOnResponse flips the script. These same data points are gathered voluntarily, peer-to-peer, among community organizations using SpotOnResponse, because they are essential for local recovery and operational coordination. As a result, public agencies can tap into real-time, actionable information without placing an added burden on the private sector.

The “Operational Information Requirements” that the “Public Sector Needs from Private Sector” and how SpotOnResponse reduces the burden and increase the timeliness and accuracy follow:

- **Risk and vulnerability assessments**

The first thing a partner organization does with SpotOnResponse is create their location profile. The second thing is to walk around and record their perceived risks. This is often done as part of a mini-exercise to show partners that everyone is pitching in together. Thus, organizations log their own risks—such as flood exposure, staffing shortages, or outdated infrastructure—into their map profile to understand their vulnerabilities and plan mitigations. This data is shared across partners so all can

see who may need help first or where weaknesses cluster. Public agencies gain immediate access to the same picture with no added effort on the part of local organizations.

- ***Industry-specific thresholds, triggers and targets***

Businesses and nonprofits define their own critical thresholds: when they'll close, when they'll reopen, what minimum resources are needed. These are entered into SpotOnResponse to support business continuity and peer coordination. Government gains insight into these internal thresholds to better plan support, without asking for extra reporting.

- ***Capability profile, critical assets and key resources***

As part of the initial location profile, each organization identifies what they can offer in an event — generators, refrigerated trucks, open parking, etc. and what they rely on. This mutual aid planning supports faster, more efficient community-level recovery. Agencies see these capabilities mapped in real time, enabling smarter tasking and coordination.

- ***Business open/closed status***

This is the foundation of SpotOnResponse. Every business reports Open, Limited, Closed, or Reopening via one tap. This helps suppliers, neighbors, and customers plan—and gives EOCs a live dashboard of operational capacity without separate data calls.

- ***Community lifeline status***

Utilities, healthcare, food, water, and other lifelines update their own service statuses to help customers and partners. These live updates let the community reroute resources, warn vulnerable populations, and coordinate mutual aid. Public agencies see disruptions as they emerge.

- ***Supply chain and logistics statuses***

Warehouses, retailers, and transportation providers track shipment status and route accessibility. These updates reduce confusion and enable handoffs. EOCs gain a community-driven supply-chain overview without chasing down vendors.

- ***Resource offers/requests***

SpotOnResponse allows any user to post a resource need or offer, such as fuel, ice, or volunteers. These are matched organically within the community. Officials can monitor and escalate unmet needs without collecting new forms.

- ***Economic conditions/housing inventory status***

SpotOnResponse doesn't survey the economy—but business status, damage reports, and closed housing facilities combine into a real-time economic health indicator, generated from the bottom up. Housing organizations can track available units directly.

- ***Loss estimates from damages/closures***

Damage SpotReports include photos, severity tags, and downtime estimates. These are submitted by owners for insurance and recovery tracking—not for FEMA. But governments benefit by seeing aggregated loss trends without intrusive surveys.

- **Nontraditional use of facilities**

Churches, malls, and schools can flag when they are hosting shelters, clinics, or distribution points. These posts help other groups coordinate around shared space. The public sector gains visibility into spontaneous, beneficial re-use of infrastructure.

- **Resources for donation/mass purchase**

Local businesses and community groups post surplus items—water, blankets, cleaning supplies—for donation or bulk sale. SpotOnResponse connects them with those in need. Governments can amplify these donations or use them to reduce unmet needs.

- **Financing options**

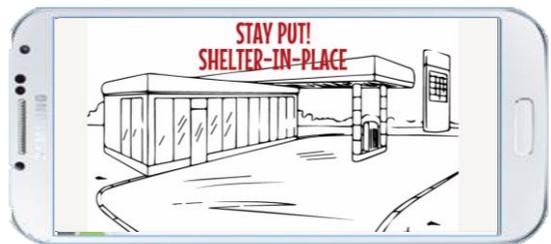
SpotOnResponse enables links to local recovery funds or small business loan programs, which partners post for each other. While not a financial tool, the system becomes a bulletin board for help—visible to everyone, including local governments trying to promote aid.

## Goal: Exercise Plans Under Realistic Conditions

*Partnership participants should socialize, test, and refine plans through “Joint training and exercises [to] test and evaluate common operational processes and information technologies that support shared operational outcomes for response and recovery actions.” (p. 34)*

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SpotOnResponse specializes in exercises designed for the target audience – organizations which do not care very much about emergency management. Until it is too late. That’s why SpotOnResponse focuses on mini-drills: A simulation which arrives as an Announcement on a phone, tablet, or computer with a specific message and goal. It prompts a single response. And it is completed in under five minutes. It might point the partner to a training video or a job aid or to add a record, report status, or walk outside and look for a risk. The key is to meet the audience on their turf, which is their business during their business day – which means do not interrupt or expect much, just focus their attention for a couple of minutes on how to recover faster from a disaster.



## Goal: Build a Shared Digital Map, a “Digital Twin” of Community Risk

*“A P3 should develop common resilience and disaster-operations objectives based on an assessment of shared disaster risk exposure” including critical facilities, hazards, and lifelines. (p. 22) “The economic profile and community profile identify who is in the community... critical facilities, businesses and jobs located in flood zones.” (p. 15)*

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Partners plot their own facilities – and together the community adds every facility and its associated risks and resources. Color-selected polygons to illustrate areas, hazard overlays, or route as risks or

resources. The administrator selects from many KML or GeoJSON layers to turn the map into a living digital twin where lifeline sectors at risk stand out instantly. The single interactive risk map then can be annotated and updated live in the field by every stakeholder—public, private, nonprofit.

### **Goal: Track Resource Requests From Need to Delivery**

*Common Operational Activities include “Address resource needs through analysis, requests and acquisition” through which partnerships facilitate resource offers and requests for mutual assistance, tracking them operationally from origin through fulfillment. (p. 36)*

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Flexible resource-request forms follow each requisition from “needed” to “delivered,” with live vehicle tracking and Google-Maps-based routing for proof-of-delivery. The Resource-Request workflow moves needs from *New* → *Assigned* → *In-Transit* → *Delivered*, GPS-tracking vehicles every 30 seconds and showing real-time status to both requester and fulfiller and the rest of the community.

### **Goal: Give Every Partner Secure Access to Information in One Step**

*Determine the information technologies that will manage and share data as well as “develop a plan to provide access, credentials, security...” (p. 57)*

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A single link onboards new users for both the web and mobile applications. For the mobile app, once registered there are no passwords to forget. Role-based access controls make sure sensitive data stays protected while still letting volunteers and small businesses contribute what they see. SpotOnResponse is a cloud tenant with SSL making mobile and desktop access live on day one. An Administrator adds organizations, issues credentials, and can export the user directory in seconds to verify partners. The Audit Report logs every action data action in the system for validation.

### **Goal: Bring Small Business Into the Loop with Two-Way Situation Reporting**

*“Involve local businesses in emergency operations planning and response.” (p. 3) Nashua case study: the partnership “enhanced two-way information sharing, allowing the private sector to provide as well as receive situation report.” through the local Chamber of Commerce. (p. 37)*

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Any organization or individual store manager or even the smallest shop can update their own status or supply offer from a phone while a Chamber or MainStreet Association or mall can update the status of a group of businesses. All those status updates flow immediately to EOCs and supply-chain partners, closing the situational-awareness gap. And location status is provided back to each individual to see how their neighbors are doing or what they are needing.

## Goal: Document Mitigation Projects and Their ROI

*Jurisdictions should plan for resilience by “Listing jurisdiction mitigation priorities and progress indicators.” (p. 28)*

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Mitigation tracking is not an initial focus or a SpotOnResponse implementation. However, a community that wants to track every mitigation project with location, cost, and expected resilience dividend would consider developing (or adapting an existing template) a data collector form for mitigation projects that automatically includes the ability to add progress photographs or videos and notes as they accumulate over the project life-cycle for transparent ROI storytelling.

## Goal: Display Community Lifelines and Overlay Disruption Status



*“Jurisdictions cannot develop resilient community lifelines without the private sector.” “The private sector owns and operates most of the nation’s critical infrastructure and supply chains that enable life safety and economic security” which partnerships should monitor within a shared situational framework. (p. 24)*

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Because lifelines are owned by the private sector, SpotOnResponse consumes lifeline (Energy, Water, Health, etc.) layers from Geographic Information System (GIS) software commonly where the authoritative lifeline data will reside. These form baseline layers and can be turned on and off. What SpotOnResponse brings to the analysis of lifeline is status of damages, chokepoints, and other disruptions which are represented on the lifeline layer with color-coded icons that change colors to show status based on field reports, giving leaders an at-a-glance lifeline dashboard.

## Goal: Monitor and Stress-Test Local Supply Chains

*Operational activities should “Assess operational status of community lifelines, critical infrastructure and supply chains” and facilitate waivers for movement when disruptions occur. (p. 36)*

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Dynamic supply chain status results from all partners in the supply chain having SpotOnResponse and providing their operational status. The result is clear depiction of who is operating and can deliver as planned as the map highlights chokepoints. And what needs to be overcome through alternative supply. Exercising layers pull live status from partner systems and crowd-sourced reports. Built-in network analysis shows chokepoints so planners can stage contingencies before a disruption cascades.

## Goal: Launch Partnerships Without Heavy IT Costs

*“A P3 can be established with a small team of dedicated public - and private-sector officials and in-kind support from interested stakeholder organizations.” (p. 20)*

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SpotOnResponse is Software-as-a-Service: a single \$1,000 Business-Community Partnership license gives 100 users full web/mobile access—no servers, VPNs or capital costs—matching the guide’s “start lean” advice.

## Goal: Connect Seamlessly to National Information Networks

*The guide spotlights FEMA’s National Business Emergency Operations Center, ISACs and the Resilient Nation Partnership Network as information hubs that augment local data and provide critical threat information. (p. 65)*

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SpotOnResponse’s connector library lets you subscribe to JSON, GeoJSON, or KML data feeds from NBEOC, ISAC, Resilient Nation, and other organizations like the National Weather Service, National Oceanic and Atmospheric Administration, if available. Their alerts and datasets land straight onto the operational map. Additionally, all those organizations utilize ArcGIS for their map visualization and SpotOnResponse provides its data to SABER from which any ArcGIS map can consume SpotOnResponse status assuring a two-way flow of critical information.

## Goal: Sustain the Partnership with Stable Funding

*“Organizers should determine the needs of the P3 and the forms of capital required to establish and maintain it... collaborate with financial advisors to develop a sustainment plan that leverages government grant programs and private industry contributions.” (p. 20)*

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SpotOnResponse’s Business-Community Partnership license lets a local sponsor underwrite 100 user seats for \$1,000 per year, providing a turnkey funding stream while the partnership pursues grants or in-kind support for other, more expensive, activities.

## Goal: Maintain an Up-to-Date Stakeholder Registry

*“Organizers should conduct stakeholder analysis and review P3 membership on an annual basis... confirming active partners and aligning existing and new partners with relevant activities.” (p. 40)*

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If the P3 achieves the goal of having every partner registered in SpotOnResponse, then annual reviews become irrelevant because (a) mini-exercises prompt participation by partners on a frequent basis and (b) the SpotOnResponse activity log will show the exact date and time that each partner last participated in an activity. Just another example how the straightforward application of technology removes a burdensome task from the P3.

## Goal: Adopt Shared Technical Standards for Data Exchange

*“Adopting common or shared technical standards helps focus and simplify engagement... leverage the technical and geospatial capabilities of partners.” (p. 40)*

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SpotOnResponse’s open REST API, NIEM-conformant business status source data, and KML and GeoJSON exports let data move to WebEOC, ArcGIS, or partner dashboards without custom coding.



## Goal: Provide Accessible, Multi-Channel Communications

*“Organizers should create a plan for stakeholder outreach and designate methods of communications, such as a P3 coordination email, web conference platform, information exchange platform(s)....” (p. 15)*

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SpotOnResponse is the “Wake Up Call” for P3 communication. While all those methods mentioned above have their purpose, the SpotOnResponse Announcement creates a push notification to a phone or tablet that activates the native alert (sound, vibration, screen) set by the user. The content of the announcement then points the reader to the actual coordination community which has come in on email, web, or other platform. Plus, this will be a mini-drill to keep people attuned to SpotOnResponse and the P3 as a source of information in an event.

## Goal: Integrate Cultural and Heritage Assets into Resilience Planning

*Alliance for Response example: artists, museums, and libraries building resilience for the cultural community. (p. 15)*

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**After FEMA: The Community Recovery Playbook** identifies 80 organization types that benefit from SpotOnResponse engagement along with more than 1,000 specific applications of SpotOnResponse to become part of the community recovery network. Cultural institutions are included with their own tasks for risk assessment, vulnerability checklists and emergency contacts. The results appear on the shared risk map alongside all the other community critical facilities.

## Goal: Common Operational Activities: SpotOnResponse in Action

*“When disaster operations begin, jurisdictions and P3s should share official communications and organized situational briefings with stakeholders and the public via email, coordination calls or other designated information technologies.” (p. 35)*

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We set out to analyze the goals that FEMA sets out for a P3 and the ways in which SpotOnResponse can expedite accomplishments while minimizing burden on the private sector and reducing costs. We conclude with a list FEMA provided of P3 Common Operational Activities. These are tailor-made for SpotOnResponse, as you see below.

- ***“Share risk information with industry and the public.”***  
SpotOnResponse makes key updates visible in real time through a public-facing map layer that shows who is open, what lifelines are disrupted, and where help is needed — eliminating delays and confusion.
- ***“Assess operational status of community lifelines, critical infrastructure and supply chains.”***  
Field users report the open/closed status of businesses and facilities, while infrastructure operators submit lifeline condition updates directly to the shared map, giving everyone a synchronized view.
- ***“Analyze data and forecast/assess essential elements of information (EEIs).”***  
SpotOnResponse includes ready-to-use data collectors that can be adapted to specific EEI categories that evolve during an event. Every entry is geotagged and filterable, powering quick analysis and instant visibility.
- ***“Conduct cross-sector coordination and mutual assistance.”***  
With organization-specific layers and secure role-based access, partners can post needs and offers, see mutual aid opportunities, and coordinate responses — even across sectors that don't normally interact.
- ***“Address resource needs through analysis, requests and acquisition.”***  
The Resource Request workflow guides each submission from 'need' to 'delivery,' including GPS tracking and status updates for both the requesting and fulfilling partners.
- ***“Request waivers to enable critical supply chains.”***  
Waiver Request forms are easily created and geolocated in SpotOnResponse. Summaries can be routed to decision-makers, while the map shows which routes and facilities need policy action.
- ***“Facilitate access for business reentry and repopulation.”***  
Seeing on the map what areas have concentrations of businesses that are ready to be reopened allows authorities to locate checkpoints and schedule transit. Personnel check-ins and activity logs ensure only the right people are granted access during phased reopening.
- ***“Conduct joint planning for recovery with community stakeholders.”***  
Shared map layers, editable risk data, and preloaded planning templates let diverse partners build recovery plans together, visualizing timelines and infrastructure needs in one view.

- ***“Hold in-progress and after-action reviews.”***

SpotOnResponse automatically logs all announcements, check-ins, SpotReports, and responses. Exportable records and timelines support rapid generation of After Action Reports.

Please contact SpotOnResponse at [info@SpotOnResponse.com](mailto:info@SpotOnResponse.com) with any questions, suggestions, or to get started improving whole community emergency management.

**About The Goals Review**

This document was developed through an iterative collaboration between human authors and artificial intelligence. Human experts crafted prompts, guided content development, and validated all outputs. AI helped speed up the research and organize a mountain of content, but real people did the final work. Every section was reviewed, revised, and finalized by humans.

The responsibility for accuracy, utility, and relevance lies fully with the human authors. So if it's useful, credit the team. And if it misses the mark somewhere? That's on us too.

—The SpotOnResponse Team

**Coordinate**  
in advance.

**Communicate**  
during events.

**Cooperate**  
to rebuild.

# The Business-Community Partnership Explained

*The Business-Community Partnership provides free access to SpotOnResponse, the mobile-first emergency coordination platform built for government, nonprofits, businesses, and responders - for the Whole Community.*

## When You Sponsor SpotOnResponse, You're Powering Local Emergency Management

You're not just supporting local government — you're helping businesses, nonprofits, schools, neighborhood groups work together in real time.

**One Subscription. 100 Connections. \$1,000/Year.**

A business, nonprofit, or civic organization sponsors SpotOnResponse for just \$1,000/year. That covers 100 mobile or web app licenses, managed by the local emergency coordinator and shared across public and private partners.

### **Why So Affordable? Is It for Real?**

In a world where government software can take months to deploy and cost thousands per user, \$10/year might sound too good to be true.

Here's why it's not:

### **This isn't a startup.**

SpotOnResponse was built for public safety, tested in real emergencies, and funded through major federal and state projects. Now, we're paying it forward — because the need has never been greater.

### **This isn't a basic app.**

It's a full-featured emergency coordination platform with planning tools, map-based tracking, secure messaging, drills, and disaster recovery support — all ready to go, right from your phone.

### **And this isn't a gimmick.**

Our mission is to accelerate whole community adoption. We've priced it for impact, not profit — because resilience belongs everywhere, not just where budgets allow.

### **Real Tech. Real Value. Real Results.**

You get the same powerful tools that larger organizations pay 3–5x more to access. With this Playbook and SpotOnResponse, you'll fill the FEMA gap and be ready for whatever comes next.

### **Want to Sponsor a Community?**

Whether you're a business leader, nonprofit director, or local official, the SpotOnResponse Business-Community Partnership gives you a way to lead — and a way to protect what matters most.

Visit [www.SpotOnResponse.com](http://www.SpotOnResponse.com) to get started.