

Initiatives to Protect Community Assets from Disaster

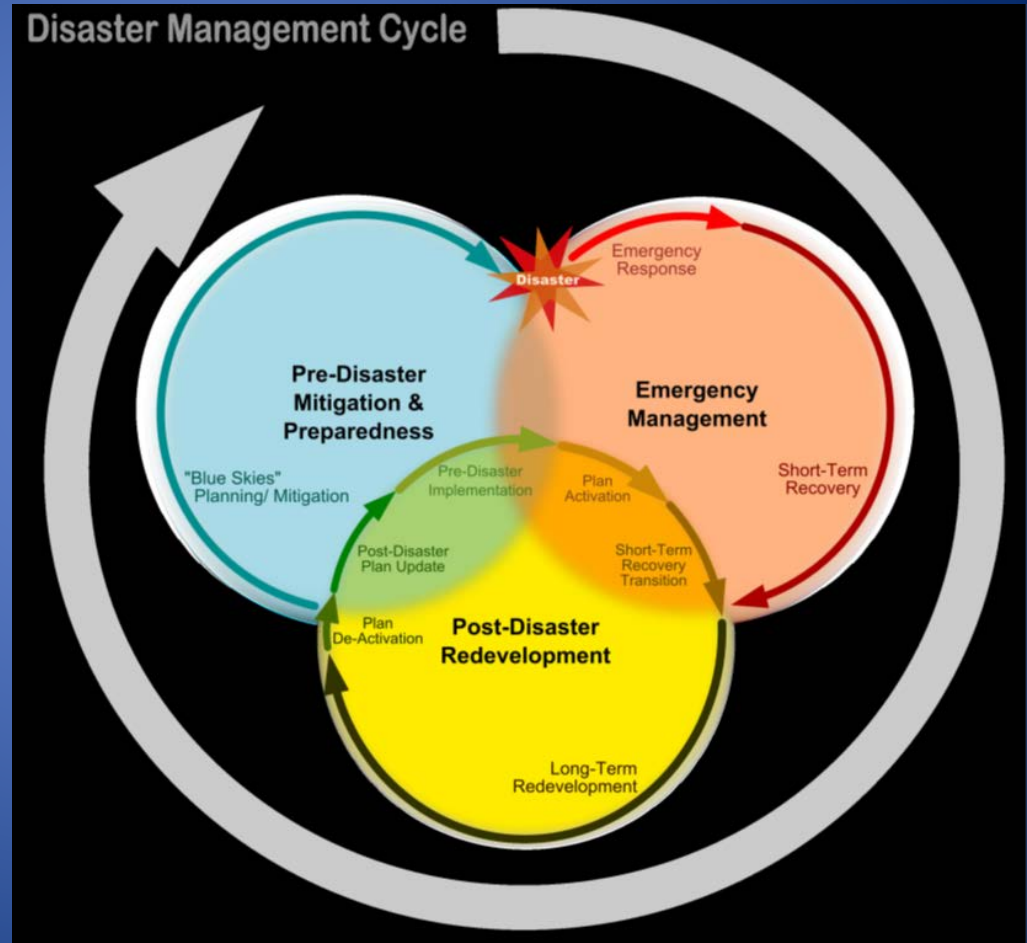
October 24, 2012

Mickie Valente
Valente Strategic Advisers

Recovery and Post-Disaster Redevelopment Planning

Recovery and PDRP

- Discusses short-term and long-term recovery
- The link between the Emergency Management and the Planning Worlds



Goal of PDRP

The PDRP is designed to assist the EOC in the transition from short-term (6 months) to recovery operations, to long-term redevelopment by organizations with specific expertise in various areas such as:

- Economic Redevelopment
- Land Use Changes
- Environmental Restoration
- Affordable Housing
- + others

Partnerships and Stakeholders

The Whole Community Approach

- Different Levels of Government
- Multi-jurisdictional
- Private Non-Profits
- Private Industries
- Volunteer Entities
- Faith Based Entities
- Multiple Sectors of the Economy



All Hazards – It's More Than Hurricanes/ Earthquakes

- Flooding
- Tornadoes
- Hazardous Materials
- Civil Unrest
- Wildfires
- Epidemics
- Homeland Security



Hillsborough County PDRP

Technical Advisory Committees (TACs)

- **Economic Redevelopment**
- **Infrastructure & Public Facilities**
- **Land Use**
- **Housing Recovery**
- **Environmental Restoration**
- **Health & Social Services**
- **Financial Administration**
- **Public Outreach**



Perspective & Framework

Post-Disaster Redevelopment TAC Priority Issues

Infrastructure & Public Facilities

Security of critical infrastructure information

Financial Administration

Project revenue shortfalls

Environmental Restoration

Hazardous materials, debris contaminates

Land Use

Prioritize areas to focus rebuilding, reconstruction, and redevelopment

Housing Recovery

Temporary housing provision and removal

Economic Redevelopment

Business resumption and retention

Health & Social Services

Hospital, clinic, and medical office restoration

Public Outreach

Effective and clear communication to all affected groups

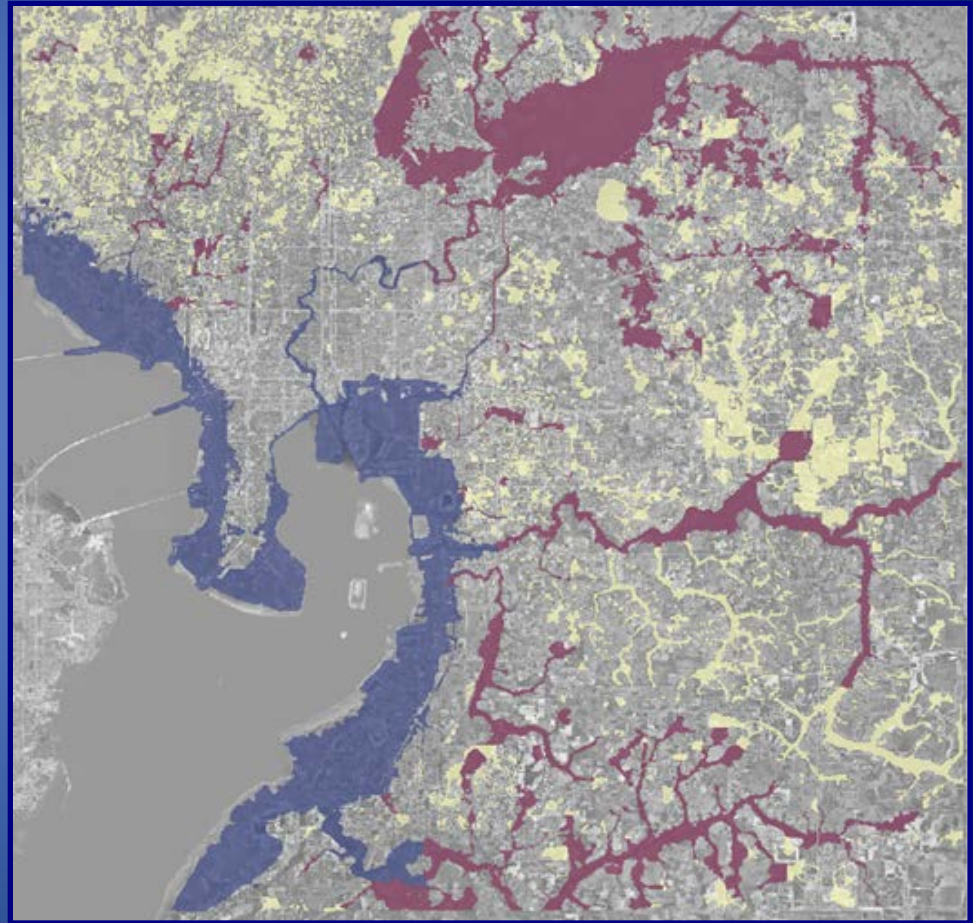
Perspective & Framework

New-Normal Approach

- Must be pre-planned with consensus and have the “power of law” (adopted)
- Must begin immediately after the disaster
- Must be in coordination with Local Response Strategy
- Must rebuild the “economic engine” up front
- Housing, schools, infrastructure are support systems for economic redevelopment
- You can't fix it all, everywhere at once – Priority Redevelopment Areas (PRA's)
- Must be a local plan providing “direction” for Federal, State & NGO resources and assistance
- **Determined, focused leadership and teamwork creating a “new normal” from the chaos.**

Hillsborough County Perspective

- Between 100,000 to 500,000 residents
- From 100,000 to 250,000 structures
- Approx. 200,000 CHHA Employees
- Greater than \$11 billion in annual payroll
- Greater than 25,000 business in the coastal area and 60,000 countywide



(Pre) Post-Disaster Redevelopment



- Economic Development's Role in Emergency Management
- Preparedness/Recovery

Goal: More Competitive Businesses and Resilient Economies

Major economic disruption – regardless of the cause – shines a spotlight on the critical importance of strong business retention and expansion strategies.



Vulnerability Analysis for BR&E

- Flood zones and surge zones
- Building codes
- Overreliance on single employer
- Industry interdependencies
- Location specific industries
- Non-location specific
- Industry specific vulnerabilities
- Think large scale disaster – where will your workforce come from?
- How will you rapidly retrain your workforce to meet recovery?
- How will you adjust or adjust local codes and ordinances to support recovery (i.e. allow for temporary structures on commercial sites)?

Objective: Define and Discuss Strategies and Tactics

- Does your BR&E strategy consider the potential of significant economic disruption?
- Have you developed proactive approaches to address economic vulnerabilities, industry interdependencies?



Engagement During Blue Skies

- Align and match roles with organization's capacity
- Identify and document businesses to provide resources for recovery
- Associate the restoration of critical infrastructure w/ key industries
- Enhance collaboration between public and private sector
- Opportunity to discuss "Hot Button" issues: Business Re-entry, PRAs, TDRs...
- Essential interdependencies, cascading consequences

Develop an Action Plan for Business Resumption & Economic Recovery

- Boots on the ground
- Communication networks
- Financial assistance: SBA, bridge loans, private funding
- Workforce assistance
- Redevelopment rules



Hurricane Charley, 2004

Short-term Recovery

- Damage assessment of impact to businesses (facilities and operations)
- Identify commercial sites for displaced businesses
- Temporary and permanent workforce housing
- Business Assistance/Support Centers
- Temporary job placement of displaced workers (NEG waivers)

Long-term Considerations

- **Goal:** Not only restore community back to pre-disaster state, but to make smarter decisions that will improve the community's economic base and make smarter policies that will increase resiliency to future disasters.
- How do you streamline permitting process in post disaster?
- How do you keep up with building inspections?
- Do you allow non-conforming uses to remain if damaged beyond 51%?
- Rezoning of problem areas: flood prone, non-conforming uses

Long-Term Considerations

- Establish long-term policies (investment) regarding redevelopment, infrastructure, densities, transportation systems, non-conforming uses, and future land use patterns.
- Identify Priority Redevelopment Areas, Transfer of Development Rights to locate job centers, workforce housing
- Establish local incentives that could be used to encourage business relocation or redevelopment in less vulnerable areas similar to Enterprise Zones or Hub Zones.

Long-term Recovery Milestones

- Replacement of housing stock adequate for post-disaster population
- Replacement (recovery) of commercial facilities adequate for retained/relocated businesses
- Unemployment stabilized at near pre-disaster rate, compared to similar locations
- 70% or > businesses have reopened, remained in business for at least six months
- Economic development pipeline is restored and brand has been re-established

Next Steps

- Economic Development TAC/ Economic Recovery team to work on “blue sky” initiatives
- Chemical Contamination Study consider “what-if” scenarios
- Pilot the PRA and TDR concepts
- Incorporate and Integrate in other county strategic plans: Local Mitigation Strategy, local economic development strategy/CEDS
- Execute an Emergency Management Exercise to test action plans for all TACS and consider potential consequences of policies stated in the PDRP
- Update every 5 years

Recovery and Post-Disaster Redevelopment Planning

- Florida's PDRP Initiative
 - Guidebook

-- www.floridadisaster.org

– www.restoreyoureconomy.org



Tampa Bay Disaster Resiliency Study

- Patrick will share the economic analysis completed for the *Tampa Bay Disaster Resiliency Study*
- All 4 counties included in the plan, Hillsborough, Manatee, Pasco and Pinellas -- will use this analysis to support economic resiliency planning in the future.