

Bayou City Response to Hurricane Harvey

Jason Ford



HOUSTON
THE CITY WITH NO LIMITS



- Background on Hurricane Harvey
- Our Regional Response
- Pay Forward “Lessons Learned”

51" of rain

Largest ever
rain event
in U.S.



27 trillion

gallons

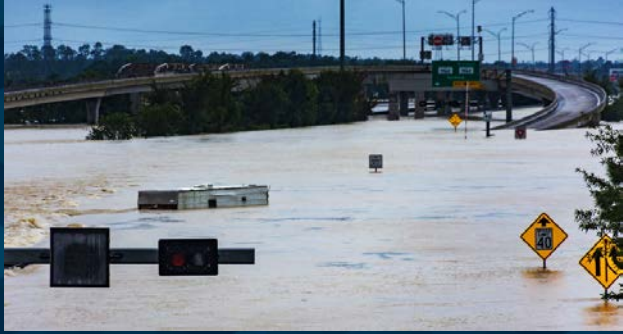
6 days


WeatherBELL Analytics

Fortunately,
the Cajun Navy
and
Tennessee
Volunteers
also came
to the rescue



Meanwhile, in my neighborhood



A map of the United States is shown in a light gray color with black outlines for the state boundaries. A green speech bubble with a white border is positioned in the upper-middle section of the map, pointing towards the right. The background of the entire slide is a dark blue color with a pattern of lighter blue triangles on the right side.

“Hello, Jason. This is Jeff Finkle calling. Get a pen and paper ready. I’m about to walk you through the first steps of your recovery.”

How did we respond?

Preparing Early

Started gathering contacts, mobile numbers, hotlines and disaster response resources as early as possible.



Staff
time-off
days to
Volunteer



The Big Unexpected

DISASTER REPORT —

Tropical Storm Harvey takes out 911 centers, cell towers, and cable networks

148,000 Internet, TV, and phone customers lost service in storm's wake.

How can I help Houston flood victims?

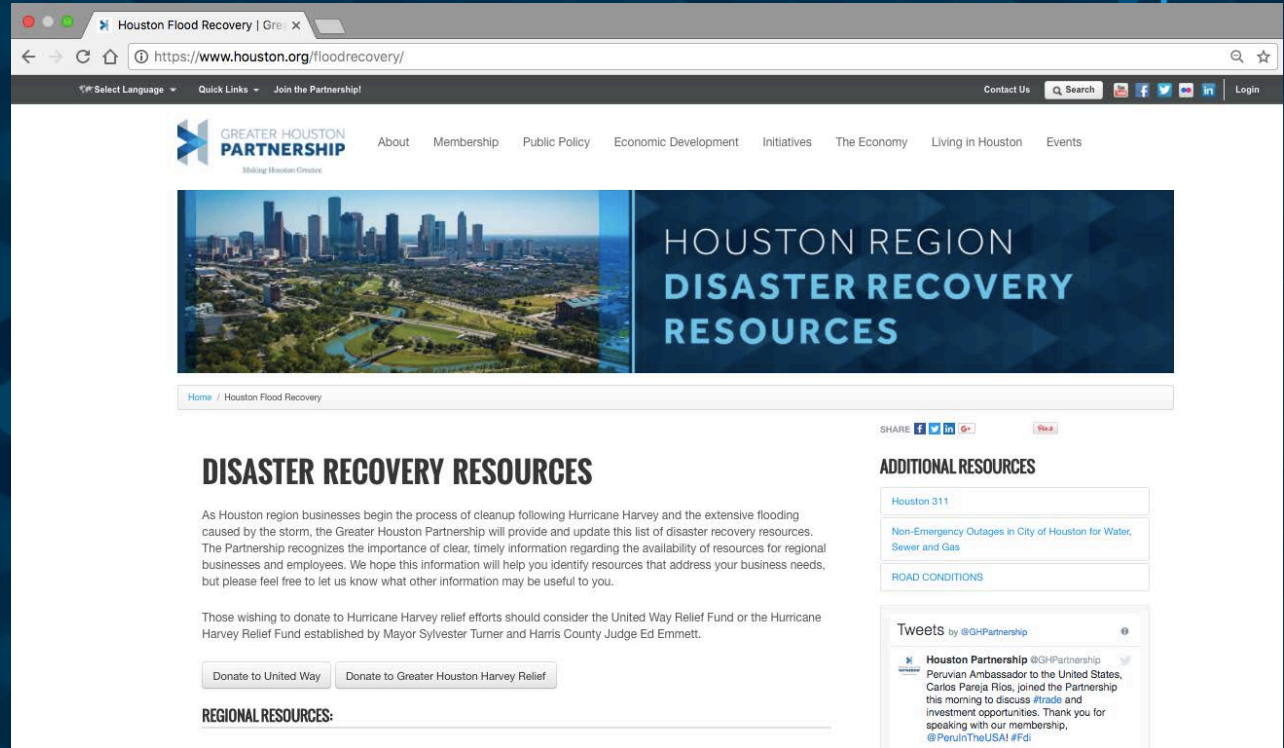
Jammed cellular networks (even texts are delayed)

Loss of power, no internet, no TV, no phones, no fuel

Plus, limited access to clean water and hot food

Disaster Response and Recovery Resources

- Survey to members
- Outreach to regional allies and major employers
- Serve as an information and relationship broker



The screenshot displays the website for the Greater Houston Partnership's disaster recovery resources. The page features a navigation bar with links for 'About', 'Membership', 'Public Policy', 'Economic Development', 'Initiatives', 'The Economy', 'Living in Houston', and 'Events'. A prominent banner at the top reads 'HOUSTON REGION DISASTER RECOVERY RESOURCES'. Below the banner, the main heading is 'DISASTER RECOVERY RESOURCES', followed by a paragraph explaining the partnership's role in providing timely information to businesses and employees. Two buttons are provided for donations: 'Donate to United Way' and 'Donate to Greater Houston Harvey Relief'. A section for 'REGIONAL RESOURCES' is also visible. On the right side, there is a 'Tweets by @GHPartnership' section showing a tweet from the Houston Partnership about a meeting with the Peruvian Ambassador.

Houston Flood Recovery | Greater Houston Partnership

https://www.houston.org/floodrecovery/

Select Language Quick Links Join the Partnership! Contact Us Search

GREATER HOUSTON PARTNERSHIP Making Houston Greater

About Membership Public Policy Economic Development Initiatives The Economy Living in Houston Events

HOUSTON REGION DISASTER RECOVERY RESOURCES

Home / Houston Flood Recovery

SHARE

DISASTER RECOVERY RESOURCES

As Houston region businesses begin the process of cleanup following Hurricane Harvey and the extensive flooding caused by the storm, the Greater Houston Partnership will provide and update this list of disaster recovery resources. The Partnership recognizes the importance of clear, timely information regarding the availability of resources for regional businesses and employees. We hope this information will help you identify resources that address your business needs, but please feel free to let us know what other information may be useful to you.

Those wishing to donate to Hurricane Harvey relief efforts should consider the United Way Relief Fund or the Hurricane Harvey Relief Fund established by Mayor Sylvester Turner and Harris County Judge Ed Emmett.

Donate to United Way Donate to Greater Houston Harvey Relief

REGIONAL RESOURCES:

ADDITIONAL RESOURCES

- Houston 311
- Non-Emergency Outages in City of Houston for Water, Sewer and Gas
- ROAD CONDITIONS

Tweets by @GHPartnership

Houston Partnership @GHPartnership
Peruvian Ambassador to the United States, Carlos Pareja Rios, joined the Partnership this morning to discuss #trade and investment opportunities. Thank you for speaking with our membership, @PeruinTheUSA! #Fd

Hosted Numerous Recovery Forums for Allies, Stakeholders, and Businesses

- IEDC, Texas EDC
- EDA, SBA, FEMA
- Series of Events
- Insurance, PR, Finance, Legal, Staffing Experts



Used Social Media and Email as a Key Asset

- 12,000+ contacts
- 18,000+ followers
- Shared Recovery Resources and updates from local, regional, state, and federal
- Expands Outreach to a bigger audience
- Shared stories of hope and celebrated successes



Quickly recommended ways to give



Leveraged the Power of Networks

- Red Cross
\$429 Million
- Greater Houston
Foundation and
Mayor's Relief Fund
\$112 Million
- United Way
\$55 Million
- JJ Watt and NFL
\$80+ million
combined



Continued Business Development



“What’s Your Hook?”

#HoustonStrong



Another “Unexpected”



LONG TERM: Shift priorities for maximum impact



ASSESS IMPACT

Outreach to employers and regional allies



CRAFT TALKING POINTS

Coordinate and align with stakeholders



CONVENE STAKEHOLDERS

Help align business & political leaders



TAKE INVENTORY

Prioritize projects which will need funding



PROMOTE POSITIVES

Continue business development outreach



ADVOCATE FOR SUPPORT

Public and private asks; distribution of funds

When YOU and YOUR Community are impacted, what do you do?

Three Takeaways

- Define your role and know what others are doing
 - (most of us are information and relationship brokers)
- Be proactive to build your resource network early
- Expect the unexpected



Give hope.

Find
something
positive to
rally around

