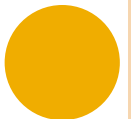


BUILD BACK BETTER: PRACTICAL STEPS & FREE RESOURCES IN DISASTER RECOVERY

**Leann Hackman-Carty, CEO
Economic Developers Alberta**

OVERVIEW

- Two recent natural disasters in Canada:
 - 2013 Southern Alberta Floods
 - 2016 Fort McMurray wildfire
- The situation, public-private sector participation, results
- Other helpful resources

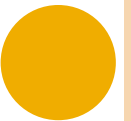




ECONOMIC DISASTER RECOVERY PROJECT
FLOODS . 2013

2013 SOUTHERN ALBERTA FLOODS

2013 FLOODS



EDA'S RESPONSE

- Develop and lead the “Economic Disaster Recovery Project” (EDRP) modelled after IEDC’s technical team model
- Provide flood-impacted communities with training, resources and information to accelerate their economic recovery and build local capacity



EDA'S RESPONSE

- 20 Volunteers from Alberta, BC and Ontario and IEDC
- Identify a primary liaison in each community responsible for the economic development portfolio to take the lead on their side



PARTICIPATING COMMUNITIES

November 2013

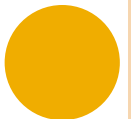
- *Crowsnest Pass*
- *Waterton Lakes*
- *High River*
- *Vulcan County*
- *Cochrane*
- *Bragg Creek*

December 2013

- Canmore
- Sundre
- Black Diamond
- Turner Valley

2014

- First Nations-Treaty 7 Community Futures



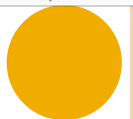
PRIVATE-PUBLIC PARTNERS

Organizing Partners

- Economic Developers Alberta (EDA)
- British Columbia Economic Development Association (BCEDA)
- International Economic Development Council (IEDC)

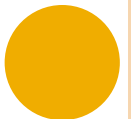
Funding Partners

- Government of Alberta: Innovation and Advanced Education
- RBC Foundation
- Shell Canada Ltd.
- U.S.A. Consulate, Calgary
- Canadian Red Cross



TECHNICAL TEAM ASSESSMENTS

- 11 Technical Teams were assembled
- Site visits included:
 - Meet & Greets
 - Business Walks Survey or one-on-one business interviews
 - Focus Groups



PROJECT RESOURCE

- 11 Community Reports were completed and presented
- A Summary Report was sent to all key stakeholders

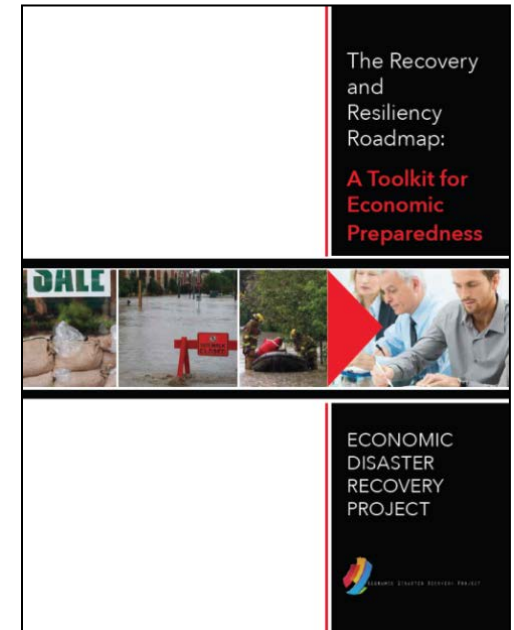


www.edaalberta.ca



PROJECT RESOURCE

- Launched the first Canadian version of IEDC's "*Leadership in Times of Crisis Toolkit for Economic Recovery and Resiliency*" (2014)



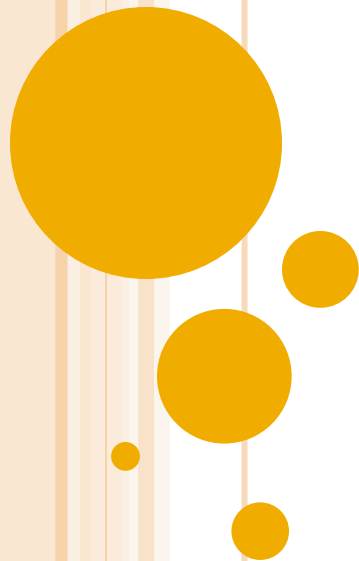
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ECONOMIC DISASTER RECOVERY PROJECT
WILDFIRES . 2016

2016 FORT MCMURRAY WILDFIRES

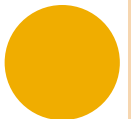


2016 WILDFIRES

May 2016 - Fort McMurray wildfire becomes Canada's most costly insured disaster

~80,000+ residents evacuated, 1595 structures destroyed (2579 dwelling units)

Costliest disaster in Canadian history (\$3.58 billion)



PROPOSED PROCESS

Phase One

- 1  BUSINESS RECOVERY
HOTLINE
- 2  BUSINESS RECOVERY
CENTRE
- 3  BUSINESS RECOVERY
EXPO

Phase Two

- 4  ASSESSMENT
- 5  BUSINESS RECOVERY
PARK

Phase Three

- 6  IMPLEMENT



PRIVATE-PUBLIC PARTNERS



PHASE ONE



1



BUSINESS RECOVERY
HOTLINE



- **Goals:**
 - Register businesses
 - Collect data to support immediate, short and long-term recovery needs
 - Provide information and referrals
 - Assess eligibility and distribute CRC Small Business Relief Funding to eligible businesses



1



BUSINESS RECOVERY
HOTLINE



- Results:
 - Handled over 15,000 calls, and registered 4,134 companies
 - Completed a needs survey and provided case management
 - Gave 3,296 companies each \$1000 emergency grants
 - Implemented a social media campaign



2



BUSINESS RECOVERY
CENTRE

- Opened Back to Business Resource Centre (BBRC)
- One stop shop for businesses to get local, municipal, provincial and federal recovery resources
- Included various partners



- **BBRC Initiatives:**
 - YMM Welcome Walks
 - Ask an Expert Program/Learning Events
 - Back to Business Coaching Program
 - YMM Home Shows/Expos/BSN Events
 - Job Fair
- Canadian Red Cross Phase 2/3 Funding
- RMWB Small Business Workforce Support Program





- EDA Technical Assistance Visit/Report:
 - 10 member team- 4 streams
 - 1 week of stakeholder meetings on-site
 - 200+ interviews
 - Developed over 50 immediate, short, medium and long-term business and economic recovery recommendations



5



BUSINESS RECOVERY
PARK

6

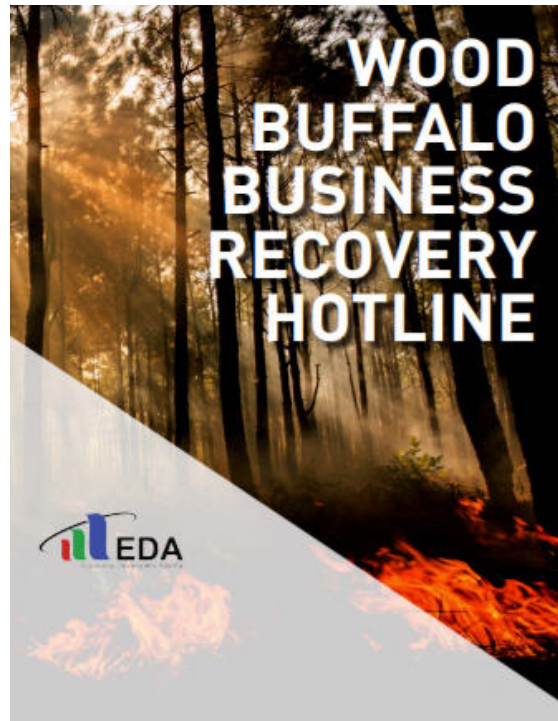


IMPLEMENT

- A Business Recovery Park was not needed
- Region is now implementing some of the short/intermediate recommendations from the Technical Assessment report



PROJECT RESOURCE



<http://www.edaalberta.ca/resources/Pictures/FINAL%20Hotline%20Report.pdf>



PROJECT RESOURCE



1 Embracing the new economic realities: after the wildfires

Economic Opportunity Assessment
prepared for Regional Municipality of Wood Buffalo
by EDA's Economic Opportunity Assessment Team
May 2017



http://www.edaalberta.ca/resources/Pictures/Rev8_EOATReport%20MAIN%20REPORT.pdf



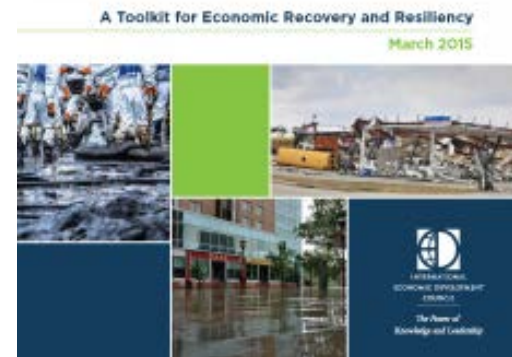
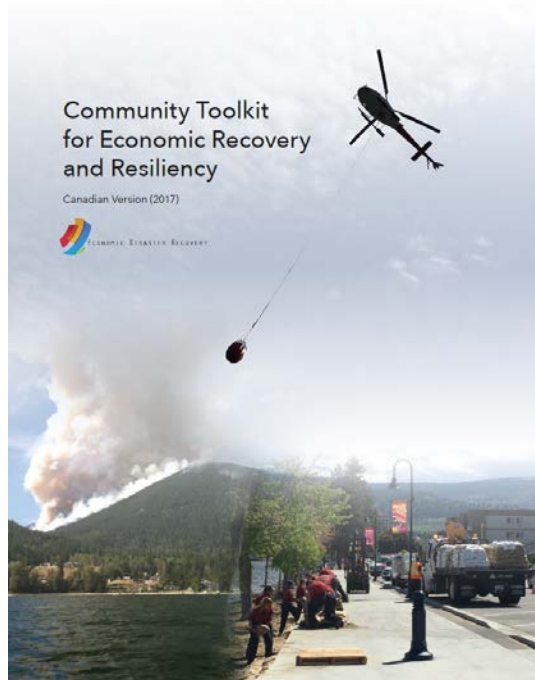
OTHER HELPFUL RESOURCES



<http://restoreyoureconomy.org/>



OTHER HELPFUL RESOURCES



<http://www.edaalberta.ca/page-1861533>

<http://restoreyoureconomy.org/>



OTHER HELPFUL RESOURCES



**Economic Resilience
Training for Community and
Regional Leaders**

June 21 & 22, 2017

This intensive boot-camp course will help prepare local elected officials, community leaders and economic development leadership to support economic development, disaster resilience and economic recovery activities in their communities.

The poster features a group of five diverse professionals in business attire looking at a laptop screen. The background is a bright, modern office space with large windows.



OTHER HELPFUL RESOURCES



National Trust for Canada  Fiducie nationale du Canada

Main Street BOOST For Downtowns

Strengthening the Heart of Your Community

A Boost for your community will help you identify opportunities to renew and sustain your traditional downtown core - the commercial and civic heart of your town/city.

A Main Street Boost includes:

- A two day site visit, including a "mobile meeting" of the district and its assets to identify opportunities for improvement
- Delivery of robust and engaging workshop sessions and on ONE or A BLEND of the topics below that meets your downtown's needs, namely:



<https://www.nationaltrustcanada.ca/>



OTHER HELPFUL RESOURCES

- **Public Safety Canada** www.publicsafety.gc.ca
- www.ready.gov/business
- **FEMA** <https://www.fema.gov/national-disaster-recovery-framework/community-recovery-management-toolkit>
- **Canadian Red Cross** (www.redcross.ca)
- **RAND Corporation** <https://www.rand.org/multi/resilience-in-action/community-resilience-toolkits.html>



OTHER HELPFUL RESOURCES

- **International Association for Disaster Preparedness & Response (DERA)**
(www.disasters.org)
- **International Association of Emergency Managers** (www.iaem.com)
- **100 Resilient Cities** www.100resilientcities.org
- **Disaster Recovery Institute** (www.dri.ca)
- **Post-Disaster Recovery Planning Forum How-to Guide** http://www.crew.org/sites/default/files/Post-Disaster-Recovery-Planning-Forum_UO-CSC.pdf



SUMMARY

- You're not alone
- Know what's out there
- It's all about relationships
- Don't reinvent the wheel



CONTACT INFORMATION

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