The Case for Community Disaster Resilience

Building a Resilient America Anchored on Resilient American Communities

IEDC Disaster Recovery Web Seminar
April 23, 2013

www.ResilientUS.org
A Few Simple Truths

• You can’t sell disaster – you can’t scare governments, people and businesses into preparedness

• After a disaster, you are not just recovering – you are preparing for what’s next

• The next one won’t be like the last one

• It takes a community to rebuild a community

• There are rhythms to recovery; each community has to write its own music.
Here’s the Bottom Line Up Front

Disaster resilience is as much about the economy as it is about the disaster…and it is about the economy NOW!

Resilient communities provide fertile ground for economic development!
What is Resilience?

The community can withstand significant disruptions of any kind, lose as little capacity as possible and recover to an acceptable new state of normalcy that is at least as good and maybe better than the old.

Disaster Resilience is about effectively managing turbulent change in uncertain times.
Realities Facing Our Communities

- Growing Complexity
- Accelerating Rate of Change
- New Spectrum of Risks
- Great Recession
- Demographic Shifts
- Unrealistic Expectations

Disaster Resilience is a Wicked Problem
So what do we do about it?
It’s a Whole Community Process

Local Government

Private Business Sector

Community at Large
Economic Development in Action

- Consider forming an Economic Recovery Network NOW
  - Bring economic developers, businesses/business networks and emergency managers together
  - Create a plan to implement a Business Recovery Center (BRC)
  - As a minimum – create and share contact lists

- Strongly advocate business continuity planning in local businesses
  - Provide education -- Sponsor workshops on business continuity and insurance
  - Reinforce relationships – Encourage joint assessment and planning between larger and mid-sized businesses and their smaller suppliers and customers

- Help the community understand sources of disaster recovery funding
Economic Development in Action

- Help create a community business communications plan – ensure the world knows that you are “open for business”
  - Foster understanding of what messages need to be sent by what means to who
  - Find a local spokesperson and champion NOW
- Encourage community mitigation measures
  - Ensure the local Hazards Mitigation Plan considers economic development
  - Encourage well understood mitigation actions – cross sector assessments; building codes; comprehensive and capital investment plans
  - Encourage participation in the NFIP Community Rating System

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A Final (Reinforcing) Thought

Economic development is an essential ingredient for resilience; building community resilience prepares the way to sustainable economic growth.
Thanks! I’ve enjoyed our session.

Resilience Policy
Inform Decision-Makers through Papers, Workshops, Seminars

Community Resilience Practice
Directly Engage Communities; provide assistance and support

Community Resilience Research
Collaborate with Universities, Centers of Excellence and Independent Thought Leaders

Community Resilience Education
Promote an increased awareness and understanding of community resilience

Community Resilience Benefits
Measure and incentivize community participation

3 Sites You Need to Know

www.ready.gov
www.preparemybusiness.org
www.restoreyoureconomy.org

www.resilientus.org
info@resilientus.org
April 2013