
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

An aerial photograph of a coastal city, likely Boston, showing a large harbor filled with numerous sailboats. A prominent curved highway bridge spans across the water. In the foreground, there is a green, grassy hill. The city skyline is visible in the background under a clear blue sky.

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



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



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

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.



3 Sites You Need to Know

www.ready.gov

www.preparemybusiness.org

www.restoreyoureconomy.org

www.resilientus.org

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