

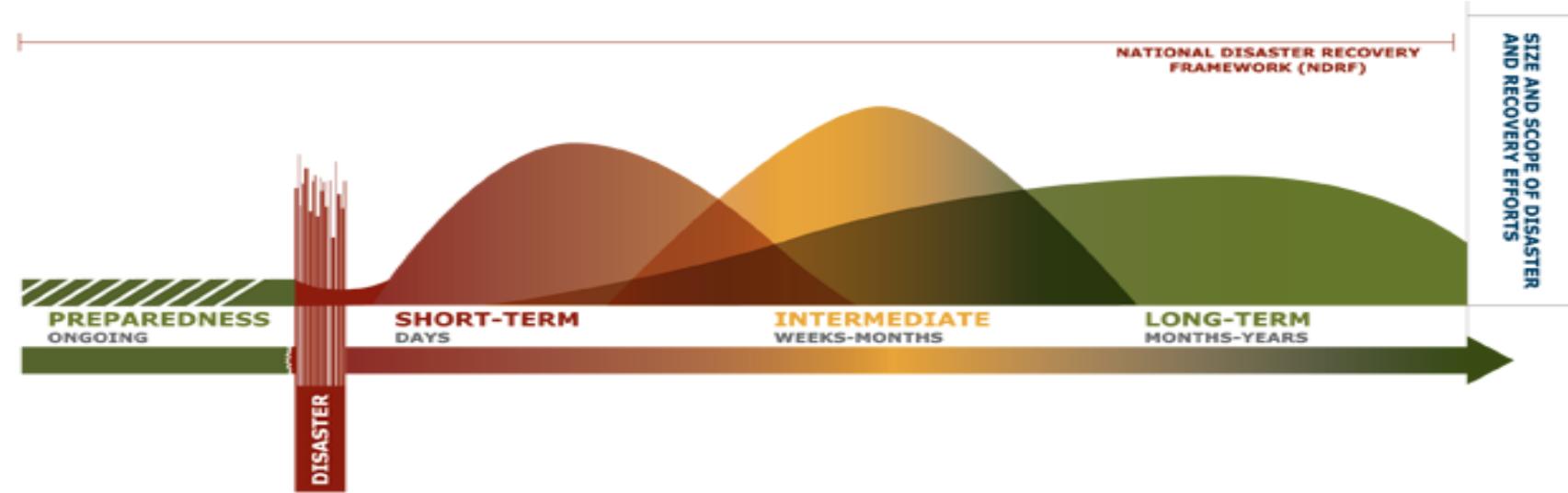
Post Disaster Strategic Planning



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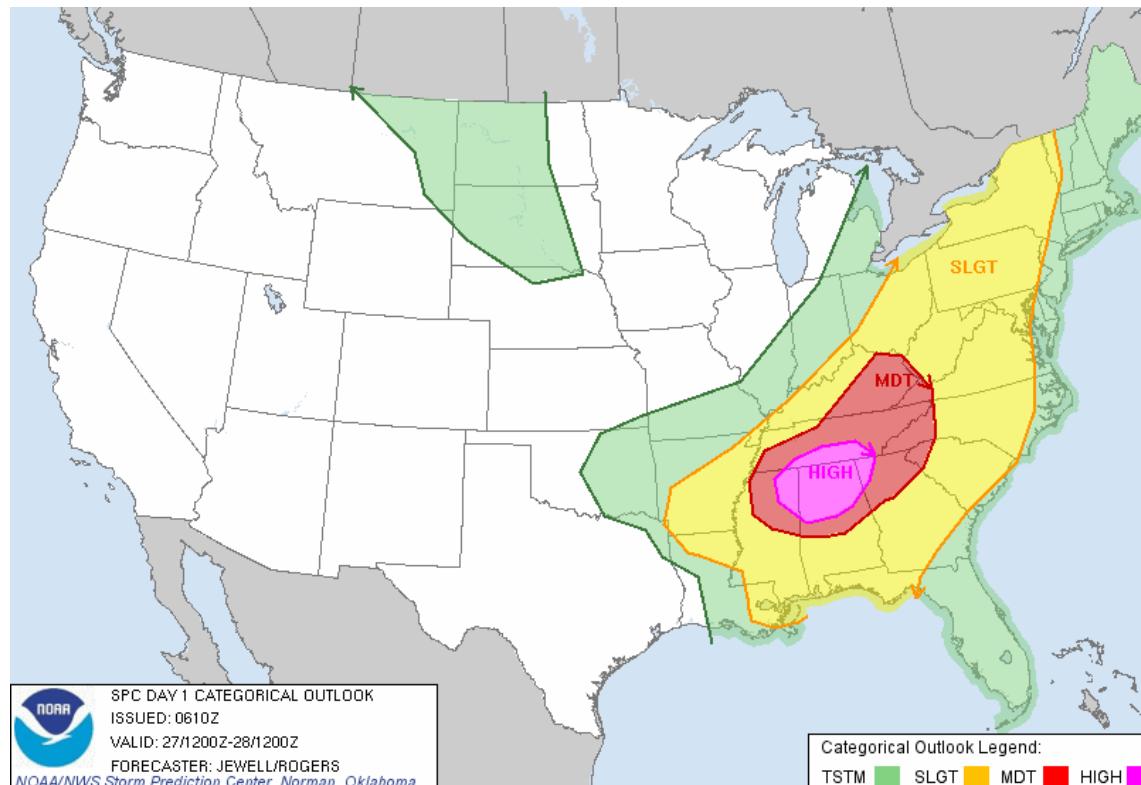
Stages of Recovery

- When the impacted region achieves degree of stability
- Businesses back up and running
- The recovery phase typically spans 2-3 periods
 - short-, intermediate- and long-term recovery



Short-term Recovery

- Starts immediately after an incident
- Leadership starts organizing for long-term redevelopment
- Duration depends on severity of disaster



Intermediate Recovery

- Return of essential government and commercial services, critical infrastructure and individuals and families to a functional state



Case Study: Lyons, CO

- Mountain town of 2,000 flooded in 2013 impacting over 150 businesses
- Infrastructure destroyed. Residents and businesses could not return for 2 months
- In the weeks after the flood, first priority was to repair sewer and water lines
- The town launched a small business recovery fund, and it turned on electricity first in a corridor where many shops are located.



Long-term Recovery

- Can take years or even decades to return to sense of normalcy
- Access to long-term financing is critical
- Recruiting and training new workers
- Need to find new customers and vendors



Case Study: Manitou Springs, CO

- 2013 flooding inundated this mountain town of 5,245
- 3 months after the disaster, the 18-member Manitou Springs Public Works Department worked around the clock to deal with urgent issues of flood clean up
- Team of federal agencies and IEDC experts conducted economic development assessment
- City worked with businesses and created a revolving loan fund to help recover





Strategic Planning for Disaster Recovery



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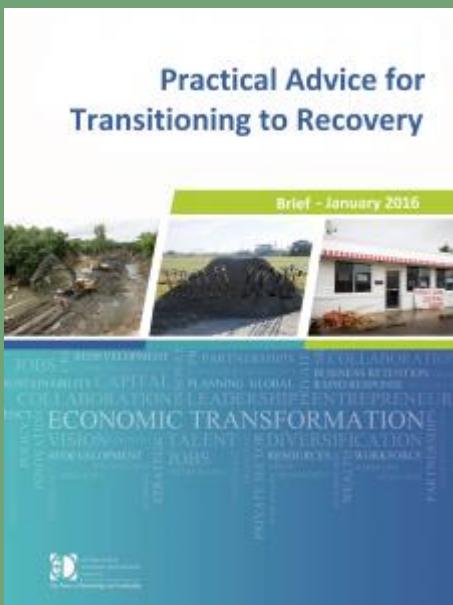
Post-Disaster Strategic Planning

Planning for long-term recovery can seem difficult when urgent humanitarian, cleanup, and rebuilding efforts require immediate attention, but it is essential

The community has an opportunity to re-assess its economic objectives in light of vulnerabilities



Practical Advice for Transitioning to Recovery



Recommendations from Kirstie Smith, Communications Director at the Joplin Area Chamber of Commerce

- Have one accurate, complete list of all the businesses that are open in the community regardless of membership in the chamber.
- The EDO or Chamber's social media profile is a good, credible, and verified source to keep businesses and the public informed.
- Leverage partnerships beyond the community, county, and state borders within your region for recovery.
- After the initial contact with an impacted business, conduct status checks on a regular basis to support them on their path to recovery.
- Contact all businesses not in the affected area within the region after those in the impacted zone.
- Have the schools re-open on schedule and/or create special programs for children until schools re-open.

Post-Disaster Strategic Planning

Post-disaster planning should begin 3 to 6 months following the disaster

Following a disaster, initial recovery plan may need to be discontinued to form new plan that addresses dramatic changes to the local economy



Action Steps for Post- Disaster Strategic Planning

Conduct an independent post-disaster economic impact study

- An economic impact study assesses physical damage (properties, inventory, etc.) and economic damage to industry and the local economy
 - Tax revenue loss (sales, property, employment)
 - Job loss
 - Loss of wages
 - Business closures and interruption
 - Economic recovery barriers
 - Damage to infrastructure
 - Damage to property (commercial, industrial, residential)
 - Damage to natural resources



Post-Disaster Strategic Planning

Establish an economic recovery team

- Just as you might appoint a disaster recovery coordinator who will oversee health and safety issues, appoint someone who will head up the **economic recovery**.
- Your economic development organization – whether government or private, can fulfill this role.



Post-Disaster Strategic Planning

Establish working groups to analyze and plan response

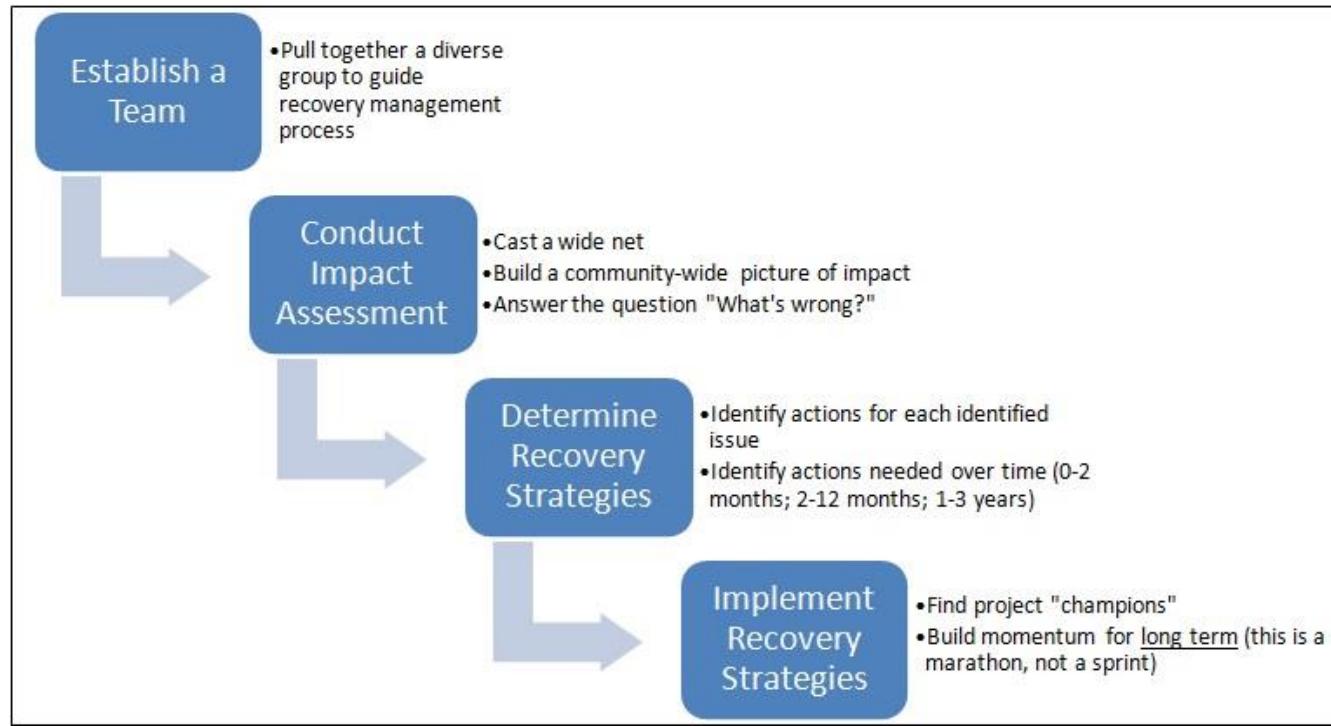
- Representatives of businesses, large and small
- Small business center or incubator
- Industry associations
- Chamber of Commerce
- Downtown organizations



Post-Disaster Strategic Planning

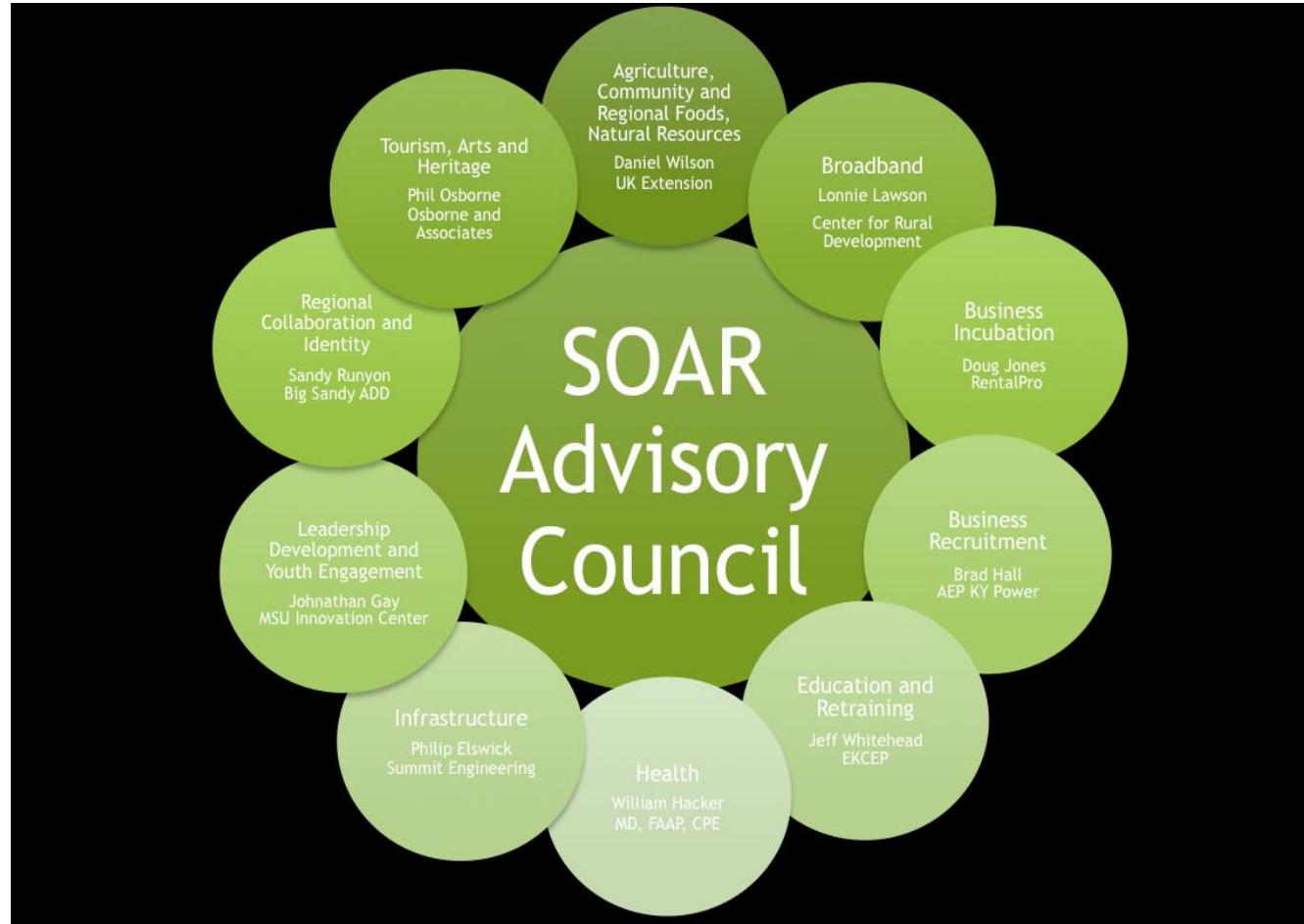
Analyze and prioritize

- Trends, major issues, unmet needs
- Issues in business re-entry, retention, small business, redevelopment
- Maximize external assistance to “build back better” for economic resilience



Case Example: SOAR Kentucky

A decline in the coal industry led to the development of a bipartisan initiative started by the Governor and the Congressman to Shaping Our Appalachian Region (SOAR).



<http://soar-ky.org/news/soar-working-groups-report-to-executive-board/>