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PLANNING TO BE PREPARED

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THERE IS A LOT OF INFORMATION

**BUT WHAT IS IT THAT IS GOING
TO MOTIVATE PEOPLE TO DO
SOMETHING?**



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FLORIDA EXPERIENCE

**A PERSONAL STORY ABOUT
DISASTER PREPAREDNESS**



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COMMUNITY PREPAREDNESS IS A COMMON JOURNEY

We all have our role to play and how well prepared we are as a community is determined by the weakest link.



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Hurricane Andrew
NOAA-12 AVHRR HRPT
Multi-spectral False Color Image
August 23, 1992 @ 12:31 UTC



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SOME FACTS ABOUT HURRICANE ANDREW:

Second costliest storm in U.S. history.

Residents had less than one day to prepare their homes and to evacuate coastal areas.

Most damage was wind based.

Ground-based wind measuring tools and technology were either destroyed by flying debris or incapable of registering Andrew's maximum winds.

Most of the damage caused to homes was a result of faulty construction.



RESULTS OF HURRICANE ANDREW:

Hurricane Center improved ability of measuring tools to withstand hurricane force winds.

Hurricane prediction models significantly improved.

South Florida now has the strongest building codes in the nation.

Most cities in South Florida no longer allow new mobile homes.

Mobile homes are always under a mandatory evacuation order.

9 YEARS LATER HURRICANE IRENE

MINIMAL WIND EVENT

Minimal wind impact but 10-15 inches of rain in South Florida

Several people were electrocuted after the storm

Fairly significant impact on trees in new developments





IMPACT OF TROPICAL STORM IRENE

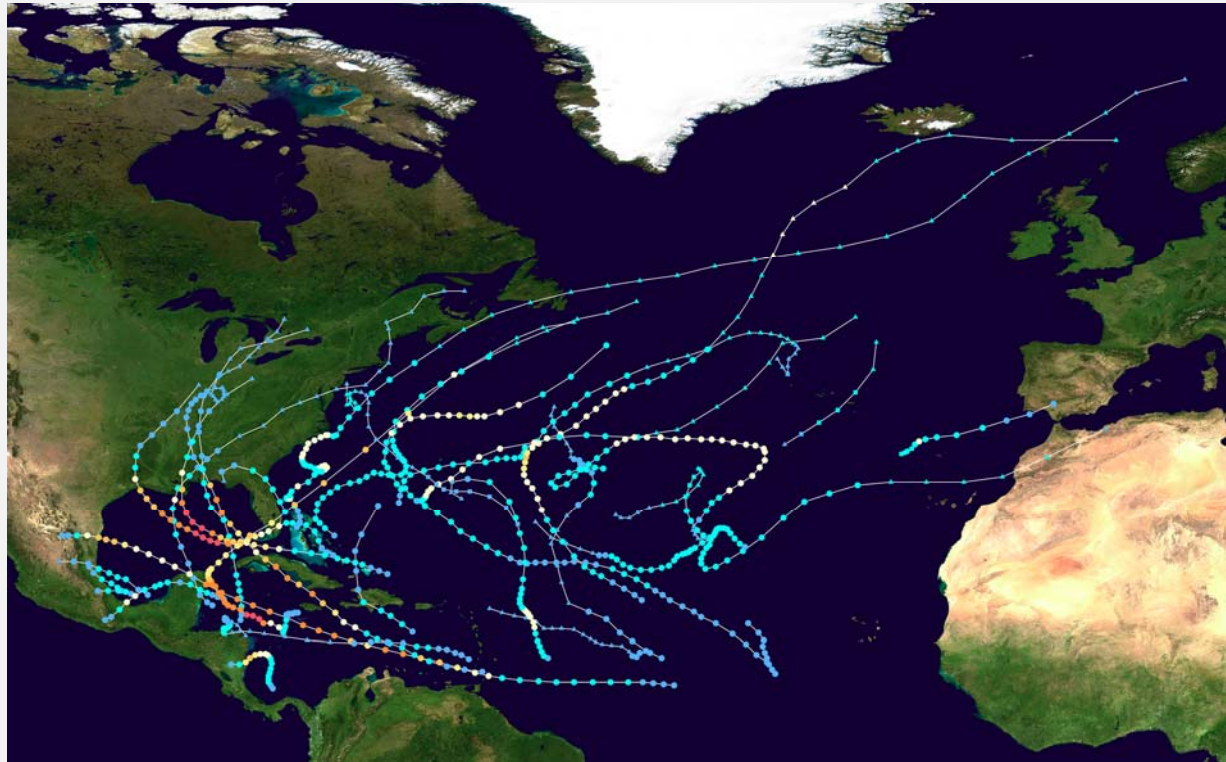
Focus on educating people about downed powerlines

Requirements to bury powerlines in new developments

Recognition of impact of vegetation choice on damage

Homeowners start turning off their sprinklers.

MOVE FORWARD TO 2005





IMPACT OF 2005 SEASON

People were without power for weeks.

Home insurance rates went through the roof.

Serious damage to transportation “hardware”.



RESULTS OF 2005 HURRICANE SEASON:

Better communication between first responders.

Generators in grocery stores and gas stations.

Massive changes in “transportation hardware.”

Massive shift from hurricane panels to accordion shutters and tempered glass by homeowners.

Massive investment by homeowners in portable generators.

Changes in landscaping by homeowners (native plants, wood chips)

Coordinated but informal cleanup by homeowners.



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SO WHY AM I TALKING ABOUT HURRICANES IN FLORIDA?

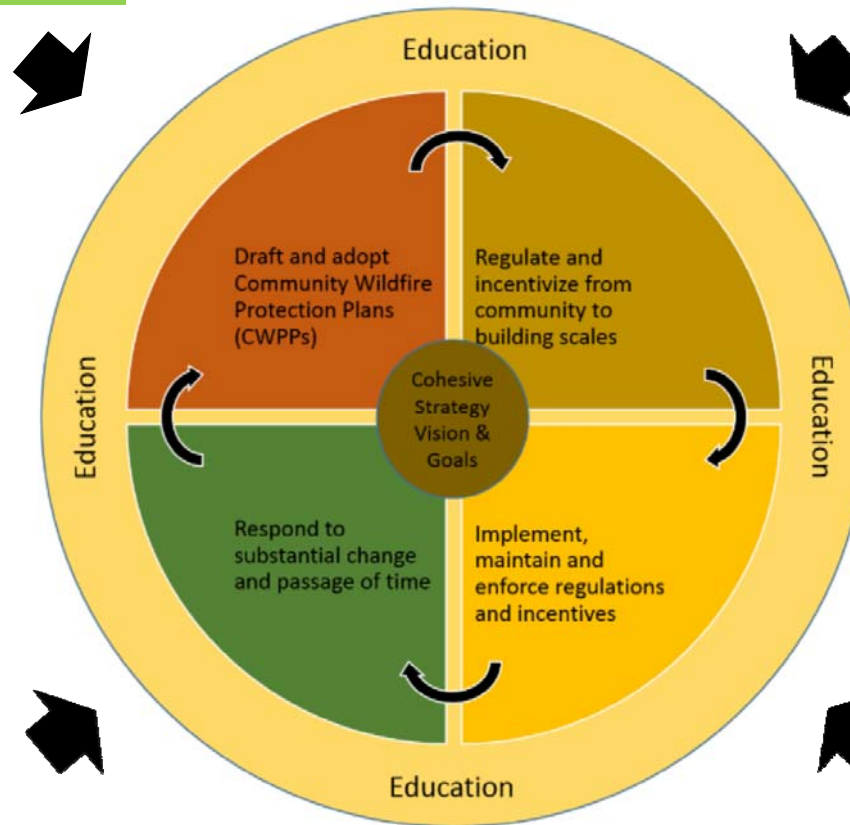
Because today South Florida is better prepared than almost any other location in the US for hurricanes and other emergencies but it took about 15 years to get it done.

CWPP
Wide variety of stakeholders



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Everybody
Federal and State agencies
Scientists
Specific Stakeholders
Fire Community
Insurance Community



Comprehensive Plan
Building Code
Zoning Ordinance

Code Enforcement
P&Z Commission
City Council
HOA
Residents/Landowners



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LESSON 1

Far reaching changes can be achieved very quickly when people are ready.



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LESSON 2

Recovery can be a good time to “fix” problems properly (but make sure not to make the same mistake again).



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LESSON 3

Different players are motivated to become engaged by different triggers.



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LESSON 4

These triggers that motivate action rarely occur at the same time for all stakeholders.



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LESSON 5

Rather than getting frustrated that we can't get everybody around the table and that people don't seem to care, focus on strengthening the weakest link.



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LESSON 6

We need to learn from each other's experiences and take advantage of both “internal” and “external” events.

RECOGNIZE POTENTIAL TRIGGERS

EXTERNAL:

- Fire event
- Recovery event
- Population growth

INTERNAL:

- Update of comprehensive plan
- Update of land use regulations
- Development review



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LESSON 7

In order to be truly prepared there has to be a “culture” change, an understanding that everybody has a unique set of responsibilities.



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LESSON 8

The response to hurricanes is written up in county wide disaster mitigation plans but the only people that use that plan are the emergency management folks.



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LESSON 9

Your preparedness always
depends on your weakest link.



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ADDITIONAL THOUGHTS:

If you want to get more and/or different people around the table, you need to change the topic to something that is relevant (and urgent) to them.



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ADDITIONAL THOUGHTS:

Stakeholders are more likely to actively listen to their peers than a representative from some other stakeholder group.



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ADDITIONAL THOUGHTS:

80 percent of homes burn down because of embers if I had been as informed about wildfires as I am about hurricanes, I would not have bought a home with a wood shingle roof.



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ADDITIONAL THOUGHTS:

How do I make myself
persuasive?

Enlightened self interest.

Put yourself in the shoes of the
person you are talking to.



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ADDITIONAL THOUGHTS:

How do you get the word out?
Know your audience.
Know what triggers their
attention.



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ADDITIONAL THOUGHTS:

Three people showed up.
If we want people to show up we
need to figure out how to frame
the issue on their terms.



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ADDITIONAL THOUGHTS:

How do we connect the two sides of the WUI?

My side of the WUI has limited capacity and is faced with some of the fastest growth in the country



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ADDITIONAL THOUGHTS:

Smokey Bear is not always there to help.

But people think he is, that is the big difference with hurricanes in Florida. You know that you will be on your own.



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TODAY:

- SO YOU DON'T WANT TO DO A CWPP, WHAT SHOULD YOU DO IN YOUR POSITION
- EVERYONE HAS ONE MAYBE YOU WANT TO DO ONE AT A DIFFERENT LEVEL, ARE THEY EFFECTIVE, IS THERE SOMETHING ELSE, SOMETHING BETTER FOR YOUR COMMUNITY
- WHAT ABOUT RECOVERY. IT IS AN OPPORTUNITY FOR CHANGE.