

Public/Private Regional Resiliency: Good for Business

Northeast Florida is advancing resiliency through the business sector based on economic benefits to our communities. To support Jacksonville, Northeast Florida's largest city which is included in the 100 Resilient Cities initiative of the Rockefeller Foundation, we organize our ideas into the four dimensions of the "Resilient Cities" framework. Collaboration will enhance both urban and regional resilience. There is much we are doing, and much more to be done as the business sector moves the Region forward.

Dimensions:

LEADERSHIP & STRATEGY

Development: Northeast Florida can identify growth centers at higher elevations, and can build resiliently so that new and retrofitted communities are safer.

- P2R2 has convened a working group to develop recommendations for the approaches to building resiliently in Northeast Florida.
- P2R2 is working with the North Florida Land Trust to "flip" their natural systems analysis to identify those higher elevation areas most suitable for development.

We advocate for incentives to locate development in higher elevation areas.

Why this approach? Our Region is approximately 50% undeveloped and has higher elevations than some parts of Florida.

Risk Management: About \$25 Billion in private property value is at risk of storm surge in Northeast Florida from a category 5 hurricane.

- The Small Business Development Centers at UNF and UCF, Emergency Preparedness Directors and Chambers of Commerce all have programs to support local businesses in assessing their vulnerabilities, preparing for a disaster and getting running again quickly.
- Northeast Florida has the only regional Community Rating System users group in the state, to assist floodplain professionals in implementing a program that saves communities and businesses money on federal flood insurance. NEFRC partners with floodplain managers to help the community understand how rising seas make potential flooding worse, and how to make structures more resilient.
- Regional Resiliency Rebuild (R3) is a design completion sponsored by P2R2 to interest the region in creative ideas to address our vulnerabilities.

We advocate for Community Redevelopment Areas or transfers of development rights or other funding mechanisms to provide funding to incentivize more resilient development and the retrofit of existing development.

Why this approach? We have been preparing for risk for many years. As our vulnerabilities increase, our strong businesses, institutions, communities and people can recognize the risks and plan for the future in ways that increase our resiliency.

ECONOMY & SOCIETY

Energy: Our businesses save money in the two areas that use the most energy- transportation and buildings.

- We are providing the infrastructure necessary to support businesses that choose to power their vehicles and vessels with natural gas or electricity.
- We are building energy efficient buildings.

Our communities save money by turning waste into energy, and our businesses make money by producing solar infrastructure and turning what used to be waste into commodities and fuel.

We advocate for modernization of our electric grid so that it can incorporate renewable sources and address intermittent source supply, store energy for future use and allow for communication between energy producers and users.

Why this approach? These efforts can simultaneously support new businesses, make businesses more resilient during natural disasters, allow for more choices and release less pollutants into the environment.

Marketing: Northeast Florida is addressing resiliency now so our businesses and communities are safe and profitable in the long term.

INFRASTRUCTURE & ENVIRONMENT

Infrastructure: Our communities are investing in infrastructure that is resilient, so that public investment will provide the best use of our tax dollars.

- The Green Cove Springs Police Headquarters building was reconstructed at higher elevation.

We advocate for all of our local governments to use the P2R2 Checklist, a way to assess the resiliency of plans for infrastructure before anything is built.

Why this approach? Resilient infrastructure remains useful longer than traditional infrastructure, may require less repair and maintenance and may be back on-line sooner after a natural disaster.

Natural Systems: Our communities have the option of using natural systems to provide the coastal/waterfront protection services of infrastructure.

- The North Florida Land Trust has analyzed six of the seven counties in Northeast Florida, and can assess the value on lands within them for provision of Ecosystem Services in the long term. This

helps us understand where public ownership can provide flood control at minimal infrastructure cost.

- The Guana Tolomato Matanzas National Estuarine Research Reserve has studied the vulnerability of Matanzas Basin to sea level rise, and they are testing approaches to address the changes to natural systems that sea level rise will bring. The results of their tests will provide local examples, lessons learned and best practices to address vulnerabilities to natural systems on a regional scale and in locations throughout the Region.

We advocate for utilities to identify strategies to make their facilities resistant to salt water intrusion from a rising water table and to ensure a viable supply of fresh water in the long-term.

Why this approach? We are out ahead of other Regions because we know where natural system investment can replace, often at lower cost, the need to invest in built infrastructure, and because adaptation strategies are being tested on natural systems in the Region.

HEALTH & WELLBEING

Military Readiness: Our largest military presence is the Navy, and their facilities have led the way in water and energy efficiency for years.

- We learn from the lessons of low impact development on Navy bases in Northeast Florida.

Why this approach? Our largest regional employer is a leader by example for the thousands of residents they employ and the hundreds of businesses they support.

Vulnerable Populations: Our Region includes populations that are vulnerable to flooding and natural disasters because of where they live and work, and populations that have limited choices in the event of a disaster.

- P2R2 will develop a scenario for a “Sandy-like” storm, and will invite the various sectors of the community to participate in a “What If?” exercise.

Why this approach? Our exercise allows for thinking through the implications of the long-term impacts of a “mega” storm, and we can use our private sector focus to make emergency management plans in the Region more robust.