

Public/Private Regional Resiliency: Good for Business

The world is changing. We work to position Northeast Florida to thrive in that change.

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 use the lens of the City Resiliency Framework and use it to address our challenges and organize our ideas. 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. (Partners: USGBC, NEFBA, AIA, FLASH, Building Code Committee- Jim Shock is local rep.)
- 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. (Partners: NFLT)
- P2R2 is convening interested parties to participate in a discussion on the mechanisms that could be used to incentivize growth to locate in less vulnerable areas. After reviewing an array of approaches, P2R2 thinks that Community Redevelopment Areas (CRA) hold the most potential in Northeast Florida now. An initial discussion on the CRA will take place on June XX, 2015, to be followed by a stakeholder input discussion to explore the issues such an approach might entail, and a summary of the observations of the group so that communities can consider their options from an informed perspective, if they desire to implement incentives.

P2R2 advocates for local governments in the region to include vulnerabilities associated with climate change into their PDRPs and LMS plans.

P2R2 advocates for a private sector-led fundraising effort to fund education for interested elected officials to learn about governing with a goal of resiliency in times of change.

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 Departments, Insurance Institute for Building and Home Safety, FLASH and Chambers of Commerce all have programs to support local businesses in assessing their vulnerabilities, preparing for a disaster and getting running again quickly. The P2R2 and NEFRC sponsored “R2 Challenge” will tie these efforts together to help us meet our goal of XXX businesses in the seven counties of our region developing a Continuity of Operations Checklist (?) based on a storm and flooding scenario we provide. (Partners: Listed above)
- 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. (Partner: Northeast Florida CRS Users Group)
- Regional Resiliency Rebuild (R3) is a design competition sponsored by P2R2 to interest the region in creative ideas to address our vulnerabilities. (Partners: APA FL, AIA, FPZA)
- Add resiliency to financial literacy training and financial advising and add resiliency considerations to mortgage pre-qualification discussions and letters. (Regions Bank, Wells Fargo Advisors?)

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. (Partners: North Florida TPO, ?)

- We are building energy efficient buildings. (Partners: USGBC NF, NEFBA, ?)

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.
- JEA is burying power lines where the site is suitable.
- The City of Fernandina Beach is doing coastal planning with the goal of an overall resiliency plan for the City.
- P2R2 has used the model created by San Francisco to create a checklist that communities can use when considering infrastructure investments. We are working with UNF to develop cost/benefit assumptions to assist them in decision-making informed by the checklist. (Partner: UNF)

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 of 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 and where wetland enhancement projects can increase resiliency.
- 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.
- We follow the progress of the Navy in planning for independence from the power grid.

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.

METRICS

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