

The Northeast Florida Regional Planning Council has looked at our vulnerability to sea level rise. They estimate that up to \$25B in private property value is at risk right now from the storm surge associated with a powerful hurricane, and rising seas will only make it worse. The Council has a regional action plan on the topic. It includes only actions we can control. No whining about science, no excuses because of lack of funds, no waiting for government to act. The plan says that leadership here should come from business. So the Council recruited us last year as leaders in our fields of expertise; not as advocates of adaptation to climate change but to offer different perspectives and ideas. We became the Public/Private Regional Resiliency (P2R2) Committee.

The world is changing. We work to position Northeast Florida to thrive in that change. We started first with a baseline. Northeast Florida is already advancing resiliency in every sector, and we are doing so because we are commercially enlightened.

We found:

- Work being done on alternative fuels for fleets, vessels and personal vehicles.
- The green building and retrofit movement, driven by owners who want to save money and businesses who want to make it.
- Realtors “greening” the Multiple Listing Service, so purchasers know their options.
- Local governments that are considering resiliency when they make siting and investment decisions, and those that are planning for resiliency.
- Conservationists that have robust data on the resiliency services provided by our natural areas.
- That our largest regional employer, the US Navy, has been implementing a green infrastructure policy for years, so we have hometown examples of how it works.
- The Rockefeller Foundation supports Jacksonville as part of its 100 Resilient Cities Program, with the vast potential for technical assistance, national and international collaboration which this designation implies.

How else can business advance resiliency?

- Identify vulnerable areas. Identify less vulnerable areas.
- Get local folks involved in choosing what resilient building techniques work here, so when you build or renovate, your choices are local and clear.
- Convene lawyers and experts to think about the ways to incentivize investment to go to less vulnerable areas and to fund resiliency in renovation so that communities know what options they have.
- Maximize the usefulness of flood insurance.
- Partner with the insurance sector to help businesses to be prepared.
- Host a resiliency design competition, so that the smart and creative people here can share their ideas, even without the massive funding and support that accompanied this approach after Superstorm Sandy.
- Weave resiliency into the financial discussions businesses and residents have with financial institutions.

- Watch and share examples of resiliency implementation. Duplicate the good ones, and learn from the failures.
- Use natural systems to provide services that will protect people, property and ecosystems.
- Think of the failures of other regions. Imagine Superstorm Sandy here and test the resiliency of sectors that failed elsewhere.
- Market Northeast Florida as a region that is vulnerable, smart and unafraid, because we are commercially enlightened and resilient.

Join us. We are a group of folks who care about business who formed to help Northeast Florida prepare for change. We are proactive and do not need or want to be told what is best for us. We hope to see you at “Do P2R2” on July 17, as we announce the actions we are undertaking to capitalize on the good work that is already happening to make us more resilient and more marketable as a region.

P2R2 Committee:

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