

# Resiliency is Good Business in Northeast Florida

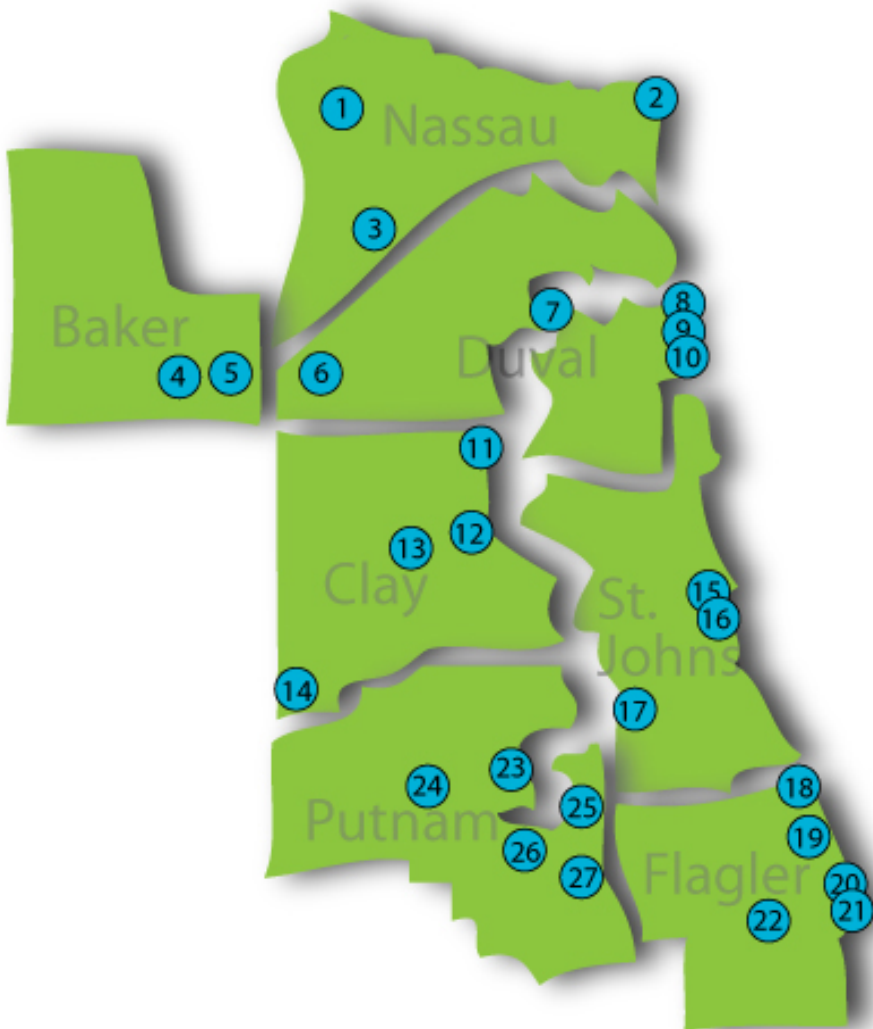
Florida Coastal Management Program

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May 16, 2017



Northeast Florida: 1.5 M+ population, 8% of all business sales in FL, 2 Navy Bases, 2 Deep Water Ports, Historic Sites



### 7 Counties and 27 Municipalities

- |                        |                         |
|------------------------|-------------------------|
| 1. Hilliard            | 15. St. Augustine       |
| 2. Fernandina Beach    | 16. St. Augustine Beach |
| 3. Callahan            | 17. Hastings            |
| 4. Glen St. Mary       | 18. Marineland          |
| 5. Macclenny           | 19. Palm Coast          |
| 6. Baldwin             | 20. Beverly Beach       |
| 7. Jacksonville        | 21. Flagler Beach       |
| 8. Atlantic Beach      | 22. Bunnell             |
| 9. Neptune Beach       | 23. Palatka             |
| 10. Jacksonville Beach | 24. Interlachen         |
| 11. Orange Park        | 25. Pomona Park         |
| 12. Green Cove Springs | 26. Welaka              |
| 13. Penney Farms       | 27. Crescent City       |
| 14. Keystone Heights   |                         |

# Who we are and how we work

- The Northeast Florida Regional Council (NEFRC) unites Baker, Clay, Duval, Flagler, Nassau, Putnam and St. Johns Counties.
- NEFRC has run a Regional Leadership Academy since 2006. Graduates become members of the non-profit “policy think tank” Regional Community Institute (RCI).
- 2008-11: RCI volunteers do First Coast Vision, action item: climate change. NEFRC call for input on climate change.
- 2012-13: Regional Action Plan for Sea Level Rise.
- 2013-14: Regional Action Plan for Thriving Small Business.
- Each was proposed by RCI and adopted as NEFRC policy without change.

# Policy Work: Sea Level Rise

- “The Northeast Florida Regional Council asks the Regional Community Institute of Northeast Florida, Inc. to consider Sea Level Rise and its potential to impact Northeast Florida. If they determine our Region is vulnerable, we ask them to determine working assumptions for level of rise and planning timeframe, to assist local governments in assessing their resiliency, and to recommend regional strategies if they believe it appropriate.”

Motion of NEFRC, August 2012

# We are vulnerable. Assumptions:

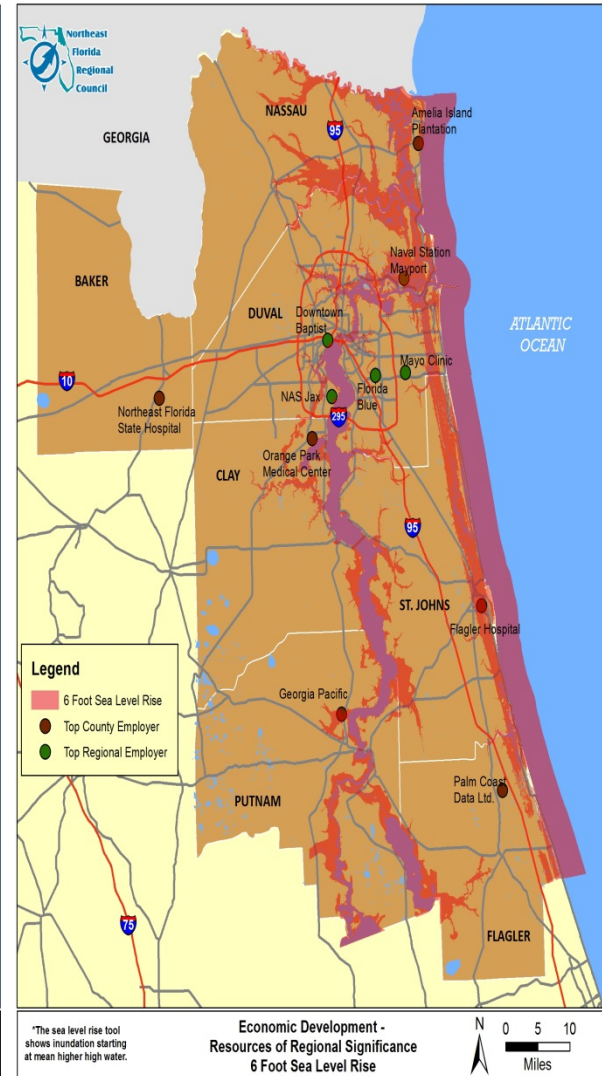
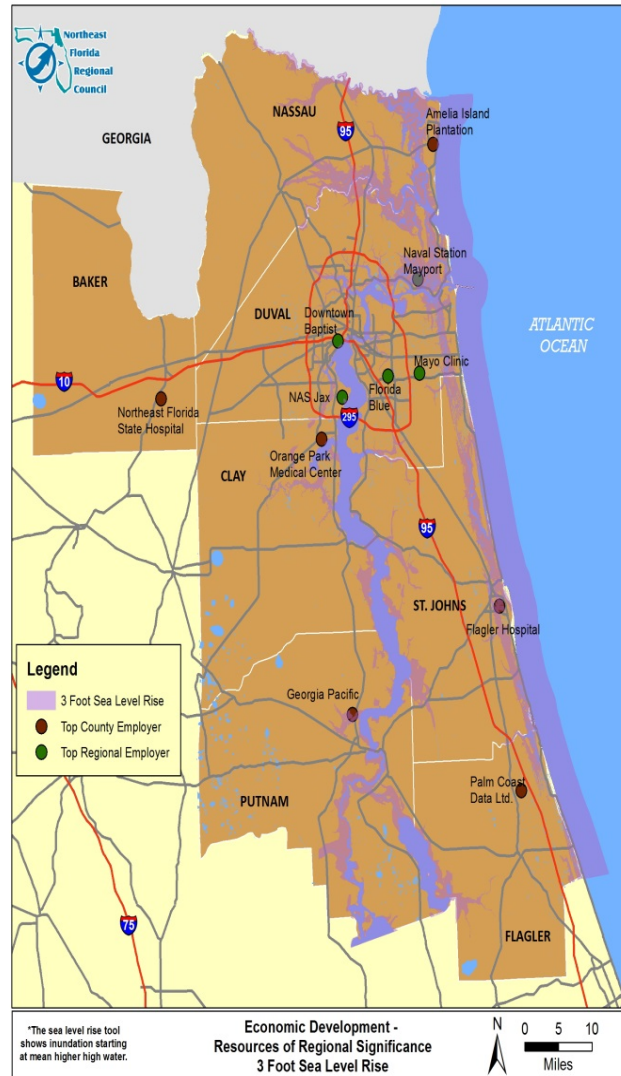
- 1'-3' by 2060 (3' to match GTM NERR Study)
- 3'-6' by 2110
- Keep an eye on science and start the conversation
- Use vulnerability review and input from nine Community Resiliency Assessments to identify policies for Regional Action Plan

# Vulnerability: Economic Development

## One Foot

## Three Feet

## Six Feet

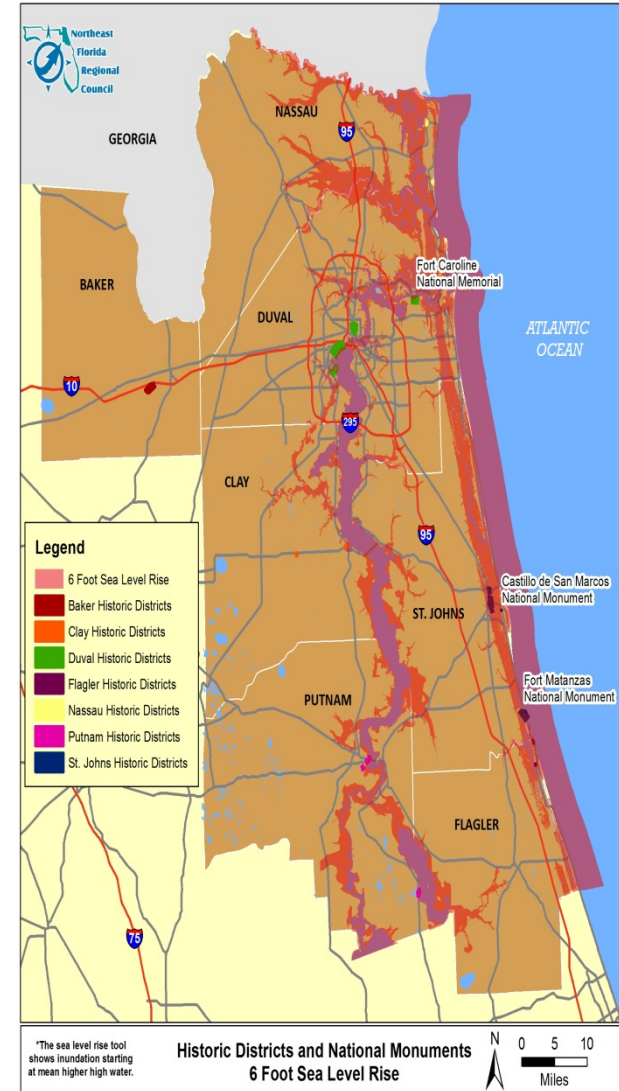
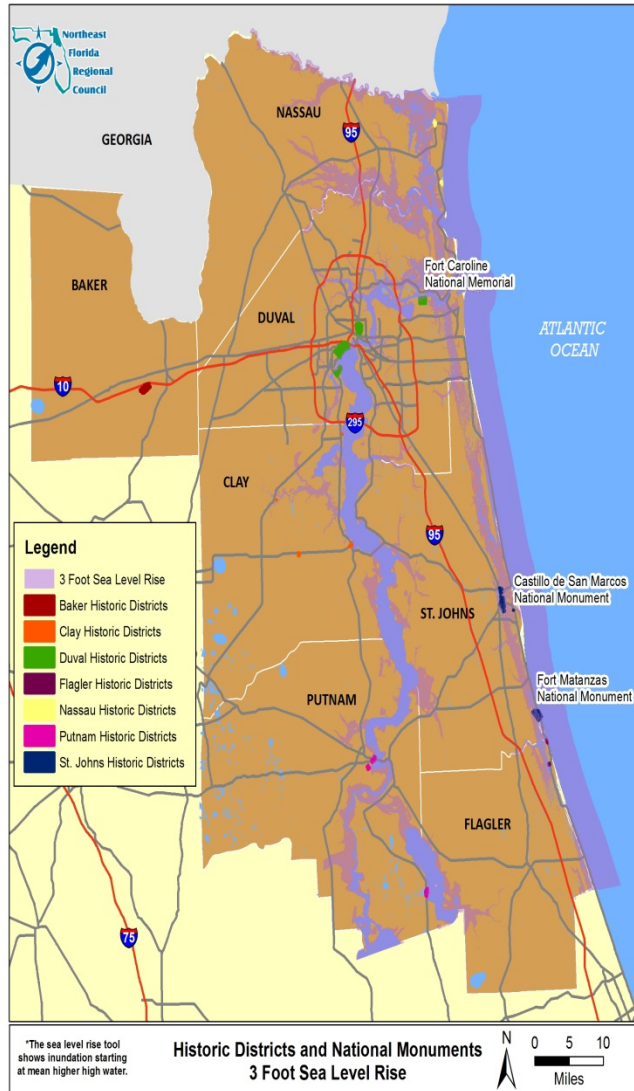
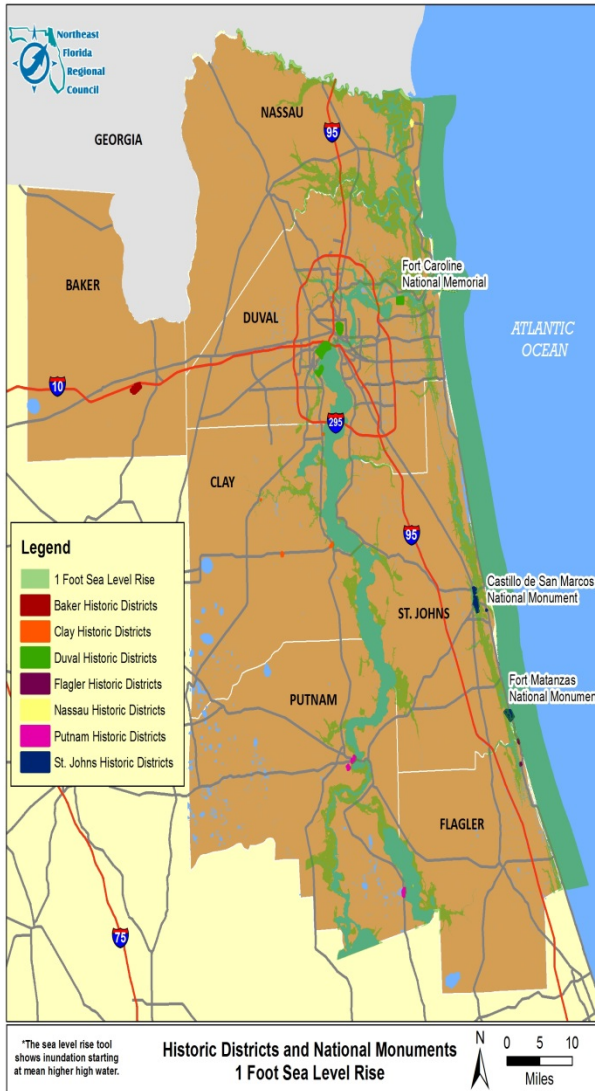


# Vulnerability: National Monuments

## One Foot

## Three Feet

## Six Feet



# Vulnerability: Transportation

## One Foot

## Three Feet

## Six Feet





# Regional ACTION Plan on Sea Level Rise

- Create a Clearinghouse on Understanding Risk
- Engage the Community
- Save Money
  - NFIP/CRS and Infrastructure Cost/Benefit
- Collaborate and Leverage Success
- Engage the Business Sector in Long Term Resiliency





**P2R2**

**Public/Private Regional Resiliency**

# Northeast Florida Private Real Estate Investment Vulnerability

Impact Area	% of Parcels	Private Parcels	Private Acres	Private Value
Storm Surge 1-5	31.2%	247,000	398,000	\$25.4B
1' Sea Rise	3.9%	31,000	48,000	\$1.6B
3' Sea Rise	5.9%	47,000	74,000	\$2.9B
6' Sea Rise	11.2%	87,000	123,000	\$6.4B

Source: 2013 Northeast Florida Regional Evacuation Study, NOAA, Florida Department of Revenue



# What are we doing as a region?

- In 2014, Public/Private Regional Resiliency Committee found lots of initiatives already underway (alternative fuels, green building, NAS Jax environmental stewardship, etc.)
- In 2015/16, P2R2 worked on building more resiliently (how to do it and how to pay for it), testing our readiness for storm events and how we might rebuild (or not- R3 Challenge), emphasizing the business perspective.
- In 2017, P2R2 is convening bankers and insurers, developing new approaches to save on flood insurance, and education.
- Next up- Business leadership can encourage government to make it easier to thrive in change.

# Results of the First Phase of Action!

## Health and Wellbeing

### 1. Are We Ready?

We worked with those who serve vulnerable populations to see if we are ready for a major event and to try to learn from the experiences of others. First up? Health care providers. Check out what we learned at the [April 27, 2016 event](#).

### 2. Building Resiliently in Northeast Florida

We convened local folks to choose the resilient building techniques that work here, so when builders build or residents renovate, their choices are local, durable and clear. [Here is what we found](#).

### 3. Regional Resiliency Rebuild

We engaged with the arts and education communities and others to help us imagine the future through a design and ideas competition that asked how we might rebuild to thrive after a disaster. The winning images are posted [here](#).

## Infrastructure and Environment

### 4. Vulnerable Areas

Our [vulnerabilities page](#) contains examples of ways to look at our vulnerabilities. We will assemble better data specific to our region as it becomes available so that businesses and communities can assess their risk when considering investment.

### 5. More Resilient Areas

Northeast Florida has an assessment of the vulnerability to sea level rise of lands that provide ecosystem services. We tested a process to determine what lands may be more resilient and where new development might be encouraged. An overview of the process and our findings is [here](#).

### 6. Infrastructure Checklist and Adaptation Cost Benefit

We developed a [checklist](#) for communities to use to ensure resiliency is fully considered before infrastructure investments are made, and reviewed an approach to considering the [costs and benefits of adaptation](#) approaches.

## Economy and Society

### 7. Business Risk Survey

We created a [survey](#) to get folks thinking about the resilience of their business, NEFRC will not be tracking or analyzing any data provided by those taking the survey, it is simply a tool to help businesses think through their risk before a disaster happens. We found very [helpful links](#) that will assist with planning.

### 8. Resiliency and Financial Literacy

We have been encouraging financial institutions to add resiliency to the topics they cover in financial literacy programs, and to include the topic in discussions preceding mortgage pre-qualification. Here is an [overview](#) of the topics that might be covered.

### 9. Incentivize Development in Less Vulnerable Areas

We convened land use attorneys and experts to identify ways to incentivize investment to go to more resilient areas and to fund resiliency in renovation so that communities know their options. The results of their discussion about what might work in Northeast Florida is [here](#).

## Leadership and Strategy

### 10. Leadership Training

We will continue to advocate for training for elected officials, and will seek sponsors from the business community to offset costs if required, so they can better understand, champion and communicate resilience and the challenges we face?

### 11. Metrics

We have established a baseline for property and tax base at risk from a major hurricane and 1', 3', and 6' of sea level rise. We will track metrics we feel can help us evaluate how we are doing at addressing resiliency.

### 12. We Can Dream: Vulnerability Assessment

We no longer consider this just a dream, one that we previously thought was impossible without significant funding. See above.

## Action Items

### 1. Education

We will create a presentation and train volunteers to visit organizations in Northeast Florida and discuss our risks and the benefits of resilience.

### 2. Insurers

We will reach out to insurers to build relationships and understand how their business works. We will use this understanding as we consider the actions of the Community Rating System Users group and related policies specific to Northeast Florida.

### 3. Program for Public Information

This type of program is a relatively new way for communities to get points (which can result in saving their residents money on flood insurance) in the Community Rating System. We will use the partnerships and resources identified in the first Action Phase to create a regional PPI with the potential to benefit all communities in Northeast Florida.

### 4. Comprehensive Plan Policies Related to Flood Risk

NEFRC will develop drafts of these for the consideration of local governments as they update their plan as related to 163.3178 Florida Statutes.

### 5. Regional Evacuation Planning

NEFRC and county partners will work together to prepare for evacuations.

### 6. Vulnerability Assessment

Regional Partners will meet to determine what data is already available, and what is needed for the various types of decisions to be made regarding resiliency issues. They will determine what data and/or analysis gaps exist, and work together to develop an approach to close the gaps.

Questions?

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