



# Working Toward Disaster Resiliency

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“A Few Steps Toward Disaster Risk Reduction by  
Empowering Individuals”

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# Overview

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- Introductions
- What is Resiliency?
- How is this different?
- Basic Rules for Resilience
  - Focusing on the Individual
- Resilient Communities
- Q&A



# Resilience

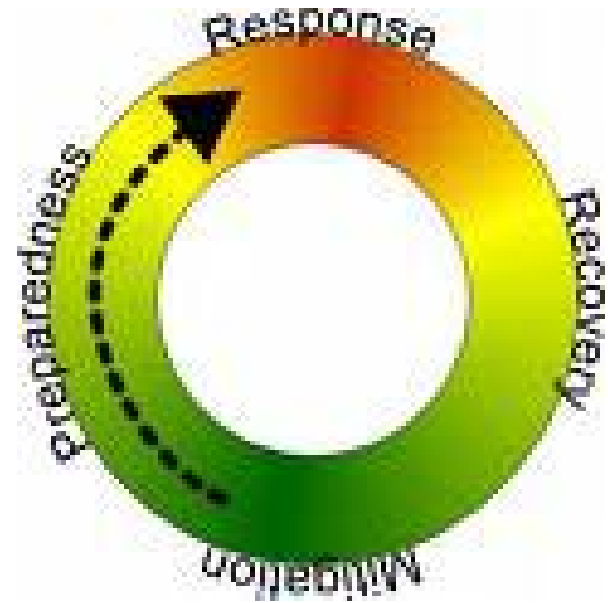
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- Resilience is an attitude. There is no standard...
  - Every action you take to educate and prepare your community makes it more resilient.
  - Every action of a local government has a corresponding action for the individual.
  - There will ALWAYS be ways to become more resilient:
    - Focusing on building resilience allows for steady increase in preparedness on a solid foundation.



# Resilience

- What is a Disaster Resilient Community?
  - Mitigation begins with the individual, and is a cultural norm all the way up.
  - Preparedness is a team effort. All community partners are involved.
  - Response is because individual plans will fail, not because individuals fail to plan.
  - Recovery becomes mitigation.





# How is this different?

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- Emergency Management has historically been a “reactive” process.
  - Historical lack of emphasis
  - Staffing shortages
  - Organizational misplacement
- Disaster Resilient Communities are “proactive” communities.
  - Private Sector BCP principles have been proactive for years
  - IT and CI/KR in Private Sector is focused on resiliency, not response





# Rules for Resilience

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- Resilient Government
  - Continuity of Government
  - Continuity of Operations
  - Critical Infrastructure Protection
  - Redundancy in all critical systems
- Resilient Business and Industry
  - Business Continuity Planning
  - Effective liaison between government and private industry
- Resilient Individuals
  - Mitigation and preparedness begins at home
  - Public education designed around individual responsibility
  - Plan early to provide the tools, so that your ready for the help



# Rules for Resilience

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- Rules for Government
  - Governmental Institutions should be near-absolute.
  - Set high standards for construction AND operation of facilities, schools, and hospitals
    - Risk-based requirements
    - CPTED
  - Critical Infrastructure and Key Resources should be prioritized and protected.
  - Rules should be focused on resilience.
    - Floodplain Management
    - Surge Inundation Zones
    - Effective transportation regulations
    - Encourage intelligent development
  - Planning should lend itself to success rather than failure.
    - Plans that are designed only to pick up the pieces will most likely succeed, but that doesn't make it right
    - Plans should inspire preparedness
    - Have a Plan B, even if you are fully confident Plan A will work every time



# Rules for Resilience

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- Rules for Business and Industry
  - Make local business and industry part of the team from the planning process forward.
    - Develop formal relationships NOW
    - Insure redundant communication with ALL community partners
    - Establish industry-specific Liaison
      - Use Rotary Clubs, EDCs, Chamber reps
      - Tailor communication to specific need
      - Allow for upward flow of information
      - Insure all are involved in all emergencies.
    - Coordinate CI/KR protection and allow for private-sector participation in governments operation



# Rules for Resilience

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- Rules for Business and Industry
  - Educate
    - Like schools, businesses should be treated like captive audiences ready to learn
      - Mitigation and Preparedness for Businesses
      - Encourage/Assist in BCP process
      - SIP and Shelter/Evacuation Training
      - Emergency Information Programs
        - » Quickly get info out to community
        - » Stop the rumor mill
  - Remember that a failure of business and industry will lead to a failure of the community



# Rules for Resilience

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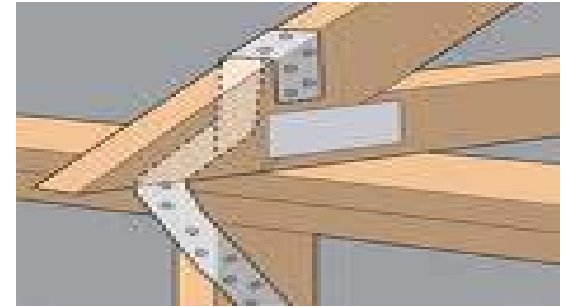
- Rules for Business and Industry
  - Mitigation
    - Assist local industry in conducting Hazard Analysis
      - Benefits both business and government
        - » Business learns risk and vulnerability and is able to better mitigate and prepare
        - » Government learns about the business
    - Collaboration identifies trends, leads to focused effort



# Rules for Resilience

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- Rules for Individuals
  - Mitigation and Preparedness
    - For the Home
      - Structural Mitigation training
      - Partner with local builders to disseminate information
      - Use floodplain and other permitting offices
        - » Institute “up-sell” policies for information
        - » Use “Welcome Packages”
    - For the Family
      - Offer a broad range of educational opportunities
        - » Schools, churches, social groups all provide forums for teaching individuals to be more resilient.





# Rules for Resilience

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- Rules for Individuals
  - Engage the public in the process
    - Citizens Corps
      - Use Citizens Corps for full spectrum
        - » Response and Recovery
        - » Public Information Distribution
        - » Education and training
    - Good Neighbors
      - Develop programs to train a “calling-all-hands” force
      - Focus training on neighborhood restoration
        - » Utilities and Electric
        - » Debris Removal
        - » The right way to check on your neighbor





# Rules for Resilience

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- Rules for Individuals
  - Volunteer Organizations
    - Develop autonomous VOAD leadership
      - Empowers the citizens
      - Allows for strategic disassociation
    - Channel specific functions to VOADs
      - Have organization established in advance
      - Partner VOAD organization with all local volunteer groups not already involved in other processes



# Rules for Resilience

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- Rules for Individuals
  - Institutions of Learning
    - Forge partnerships
      - Nursing
      - Political Science
      - Graphic Design
    - Provide opportunities for faculty
    - Reach out to schools before disaster





# Resilient Communities

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- Education programs do work
  - Tilly Smith and the Boxing Day Tsunami (2004)



"It wasn't devastation or death that won the day. It was humanity that triumphed, The shining victory of generosity, courage, love."

– *Tilly Smith*



# Resilient Communities

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- Communities can be designed to withstand
  - Rancho Santa Fe
    - Witch Creek Fires of 2007
    - Five SIP communities spared
    - Processes partially derived from Australia SIP practices in place since 1994





# Resilient Communities

- Citizens are willing to become the workforce
  - 2009 Flooding in North Dakota
    - Red River Flood
    - Nearly 2000 volunteers
    - 2 million sandbags
  - 2004 Hurricane Ivan
    - Over 70 CERT mobilized around Eglin AFB
    - PODS, Leaflets, Safety watch





# A Disaster Resilient Community

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- A resilient community:
  - Places individual responsibility on the shoulders of individuals
  - Provides for all interested parties to get the help they need in order to help themselves
  - Allows the government to step in only when needed, rather than being relied upon in all cases
  - Bounces back

“In order to succeed, people need a sense of self-efficacy, struggle together with resilience to meet the inevitable obstacles and inequities of life”

- Albert Bandura



# Questions?

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