

ANOTHER VIEW

Floods: Resiliency is just good business

By Resiliency Committee of
Northeast Florida Regional Council

More than \$25 billion in private property value is at risk from the storm surge associated with a powerful hurricane, and sea level rise will only make that worse, according to a 2015 Northeast Florida Regional Council estimate.

The Public/Private Regional Resiliency Committee of the regional council has been working since June 2014 on actions that will make Northeast Florida more capable of bouncing back after a catastrophic event. We are business-focused, and when we started, we believed that a business focus was the best approach for our region. We wrote our last opinion column in May, 2015, and the start of this year's hurricane season inspired us to provide an update.

We stand by our original mantra: The world is changing. We work to position Northeast Florida to thrive in that change. We are more convinced than ever that business must focus on the issue, but we now better understand the value of other approaches. Everyone who is building a structure now, regardless of its use, should consider the potential impacts of flood, wind, fire, sea level rise and climate change.

We must think about how we construct and where we place building systems so they are resilient. As taxpayers, we must insist that government incorporate resiliency into communities and build resiliently when it builds for us.

So what have we learned?

We learned that Northeast Florida is full of smart people who are willing and able to work on resiliency. Banks have added the topic to financial literacy curricula. Regional experts have met to discuss ways to incentivize investment to go to more resilient areas. Scores of volunteers have assisted with our action items.

We learned that government can lead. The city of Jacksonville made its Coastal High Hazard Area an Adaptation Action Area. Once you get past the planning jargon, this is a big step toward resiliency.

The city of St. Augustine is now out front in the community discussing resiliency. Other cities and communities in our region are having the resiliency conversation as well.

We learned that buildings constructed before there were flood maps are located throughout Northeast Florida, and we do not know their level of risk. We are mapping such structures. When we understand the nature of the problem, we will talk with our

communities to see how one might retrofit these buildings to become more resilient, and with banks to discuss how they might assist with financing this work.

Our youth are leading the charge on this issue. Grownups did not respond to our Regional Resiliency Rebuild challenge, but kids were immediately interested and engaged.

We learned about the importance of natural systems unique to our region. The National Fish and Wildlife Foundation is doing a coastal resilience assessment of the St. Johns River Basin, providing us a baseline from which to develop our regional vulnerability assessment.

So what comes next?

Once we complete our regional vulnerability assessment, we will all be able to have community and regional discussions regarding how to build, where to build and where not to build back.

A region that is having those discussions is marketable and attractive to business and residents. We simply believe that resiliency is good business.

*Information: www.rci-nef.org/P2R2.html.
The P2R2 Committee of the Northeast Florida Regional Council*

from Obama's ear. "She gonna get ALL the money."

The crowd laughed so hard because it was so true.

In jest, Obama was also able to speak for himself without Luther: "Some people still say I'm arrogant, aloof, condescending. Some mb." No one thinks he

outrage beyond the an community about and the deaths of les? Where are mem- s other than those : black caucus? eddie Gray, the suffered spinal inju- ile in police custody, is ent example. ites are too uncertain y to express their ld rather not risk the sh. Even this para-

ide of the coin, we all criminals who have rning and targeting officers "thugs," but ericans — Obama and Stephanie Rawlings- lare to say it. ne that people avoid jects, they seem to bvious lest their preted as an act of group." Politicians are rse of all.

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uld have provided a Republican said it. ks for a swath of

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rashpost.com

JOKES ARE FALLING FROM THE SKY

Look, up in the sky! What could it be? That's your challenge for this month's caption contest.

Come up with something funny, clever and pointed. If you can toss in a local angle, all the better.

The winning entry will be published next Sunday on this page. Deadline for entries is Wednesday.

The winner will receive one of our classic comic strip umbrellas.

To submit an entry, we prefer email:

mike.clark@jacksonville.com.

Fax: (904) 359-4390.

Mail: Mike Clark, Florida Times-Union, P.O. Box 1949, Jacksonville, FL 32231.

Be sure to include your contact info in case you win.

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A business approach to dealing with sea level rise

point of view
resiliency planning group

The Northeast Florida Regional Planning Council has looked at our vulnerability to sea level rise.

They estimate that up to \$25 billion in private property value is at risk 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. 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, rooted in pragmatism.

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 many sectors, and we are doing so because we are focused on sustainable economic growth.

Here is what we found:

- Work being done on alternative fuels for fleets, vessels and personal vehicles.
- The green building and retrofit movement, driven by principled owners who want to save money and increase productivity.
- Realtors "greening" the Multiple Listing Service, so purchasers know their options.
- Local governments are considering resiliency when they make infrastructure investments, and some are planning for resiliency.
- Conservationists have robust data on the resiliency services provided by our natural areas.
- Our largest regional employer, the U.S. Navy, has implemented 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 that 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, durable and clear.

■ Convene land use attorneys and experts to identify ways to incentivize investment to go to less vulnerable areas and to fund resiliency in renovation so that communities know their options.

■ Maximize the usefulness of flood insurance.

■ Partner with the insurance sector to help businesses to be prepared.

■ Host a resiliency design competition, to proactively engage smart and creative people in the region.

■ Weave resiliency into the financial discussions businesses and residents have with financial institutions.

■ Watch and share examples of resiliency implementation. Adopt best practices.

■ Use natural systems to provide services that will protect people, property and ecosystems.

■ Think of the lessons learned in other regions. Imagine Superstorm Sandy here, and test the resiliency of sectors that failed elsewhere.

■ Market Northeast Florida as a region that is prepared to address its risks.

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.

Look to hear more from us on July 16 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.

For more information, go to our website at: www.rcinef.org/P2R2.html.

The P2R2 Committee of the Northeast Florida Regional Council

all over the country — began throwing people in jail on flimsy suspicions, Simon argues.

told all his assistant st today, from this mome signing overtime slips for possession, for sim drug-free zone ... ther standards for what cor thy arrest in Baltimore cantly improve."

Simon traces the arr Freddie Gray to a polic long since abandoned : probable cause when it ping and arresting you the city.

DRUG WAR CHANGED!

"The drug war — we waged as aggressively : city — was transformir police/community rela of trust, particularly be community and the pol ment," he says.

"Probable cause was the drug war."

In the growing conce use in the 1980s and 199 leaders — in Baltimore all over the country — ing people in jail on flir Simon argues.

"Too many officers w a culture that taught the job of policing, but simj the city, jack everyone u the wagon."

POLICE ROUTINES HAVI

Simon reserves his ha for Martin O'Malley, the timore mayor who toute in the crime rate under l his way to the governor' in Annapolis — and, per burgeoning candidacy fi House.

"The stake through th police procedure in Balt Martin O'Malley," Simoi

"He destroyed police v real respects. Whatever when he took over the p ment, if there were two l that were the suggestion that you could have calle ful police work, he found them apart."