

PROJECT PHOENIX



TAMPA BAY REGIONAL PLANNING COUNCIL

Rehearsing recovery:
a model for regional
resilience

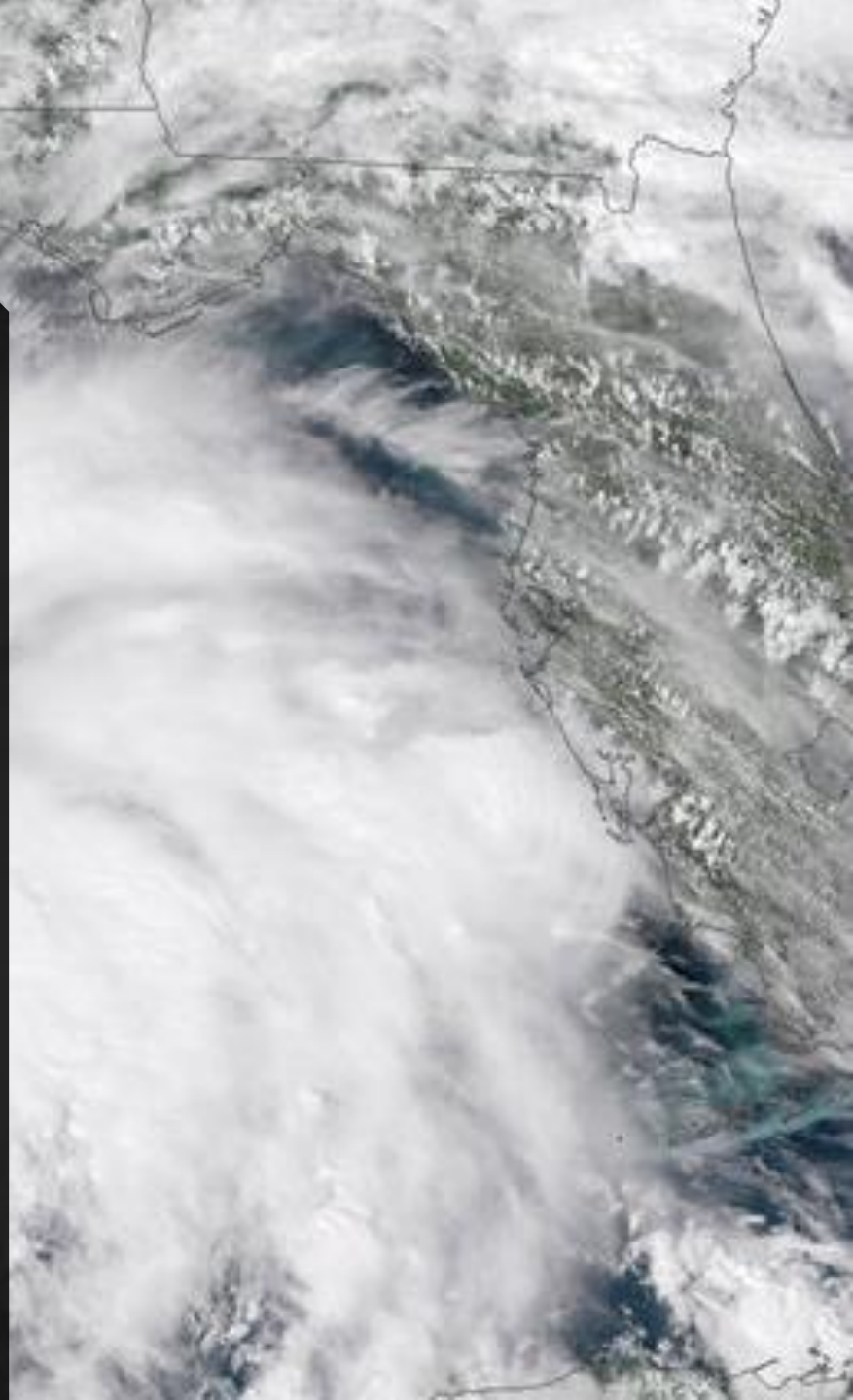


TBRPC

TAMPA BAY REGIONAL
PLANNING COUNCIL

Alison Prater

Disaster Recovery Coordinator



project team



Federal Funding



Project Lead



Exercise & Training



Videography

A special thank you to the **community partners, local government staff, and small business representatives** that made this project possible.

Strengthening Resilience Through Collaboration

Who We Serve:

- 6 Counties
- 23 Municipalities
- 13 Gubernatorial Appointees
- 3 Ex-Officios

Focus Areas:

- Emergency Preparedness
- Economic Development
- Resiliency Planning
- Environmental Planning



MISSION STATEMENT:

To serve our citizens and member governments by providing a forum to foster **communication, coordination, and collaboration** in identifying and addressing needs regionally.



Project purpose

NATURAL DISASTER IMPACT		
IMMEDIATE	ONE YEAR LATER	THREE YEARS LATER
40% OF SMALL BUSINESSES WON'T REOPEN	25% MORE SMALL BUSINESSES WILL CLOSE	75% OF BUSINESSES WITHOUT A CONTINUITY PLAN WILL FAIL

Every **\$1** spent on resilience and disaster preparedness,
saves the community **\$13** in economic impact, damages, and cleanup costs*

*U.S. Chamber of Commerce, The Preparedness Payoff

Tampa Bay Times

FLORIDA'S BEST NEWSPAPER

tampabay.com

★★★★ Sunday, January 23, 2022 | \$3

A Tampa Bay Times special report

RISING THREAT

Flooding will get worse in Tampa Bay. Tropical Storm Eta showed how.



Water splashes against the seawall along Pass-a-Grille Way as squalls from Eta move through Pinellas County on Nov. 11, 2020. Times (2020)

BY LANGSTON TAYLOR AND ZACHARY T. SAMPSON | Times Staff Writers

It was only a tropical storm. In November 2020, Eta's eye brushed by Tampa Bay, winds blowing about 70 mph offshore. The storm sent waves crashing onto the Howard Frankland Bridge, flooded thousands of properties and caused millions of dollars in damage, stunning people who expected a soft blow.

Within a generation, the toll could be much worse. Eta, hitting at tides peaked, was a preview of the way sea level rise around Tampa Bay will make even weak storms more destructive.

The Tampa Bay Times, in a first-of-its-kind partnership with the National Hurricane Center, sought to measure how much. The

results are daunting.

If the same storm struck again 30 years later, 17,000 properties might flood, nearly twice as many.

That's the best case. The worst would be more than 40,000 properties inundated, almost five times as bruising.

Tampa Bay faces an inescapable, and growing, threat.

The unlucky circumstances that made Eta's floodwaters so brutal could be normal by 2050.

"That came in because the tide was really high," said Linda Portal, the community development director of Madeira Beach, which was hit hard by Eta.

"Well, what if the tide is always high?"

See FLOODING, 3A

PART 1: TODAY

The Tampa Bay Times partnered with the National Hurricane Center for a revealing look at future storms.

PART 2: NEXT SUNDAY
Even weak hurricanes can cause huge storm surges. Experts say people don't understand the risk.

PART 3: FEB. 6

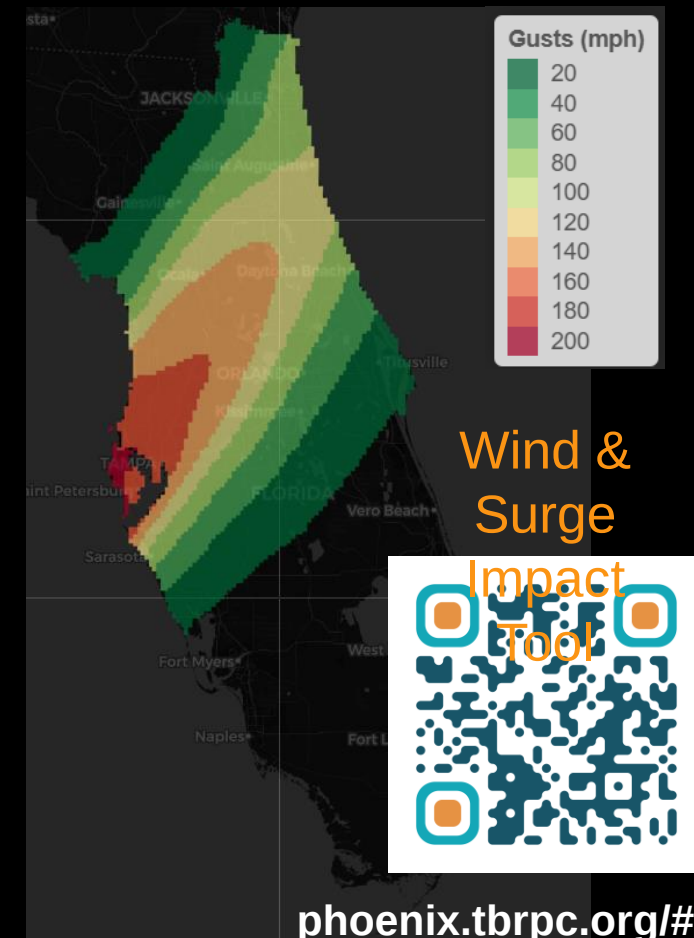
We offer practical advice for grasping and managing the threat — both individually and collectively.

ONLINE

Read more at tampabay.com/risingthreat

FLOOD RISK INTERACTIVE
Play the flood risk game. Random probabilities determine whether your property floods. tbrpc.org/100yearflood

What if a Category 5 hurricane struck the Tampa Bay region?



BRINGING THE HURRICANE SIMULATION TO LIFE

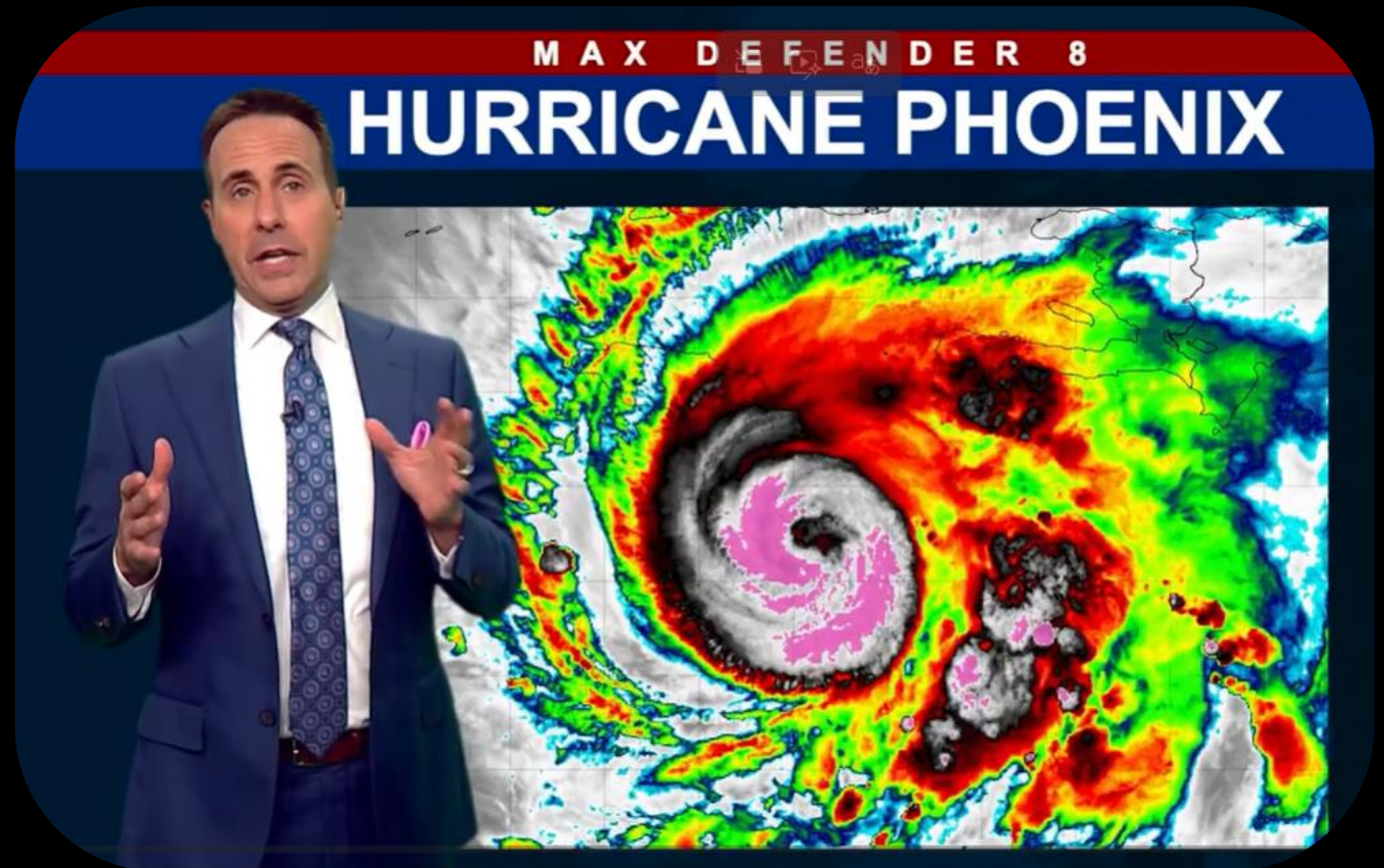


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- Real storm footage & newscasters
- Regional landmarks
- Small business & local official recovery stories

Did you know?

Facts are 22x more likely to be remembered when they are wrapped up in a story.*

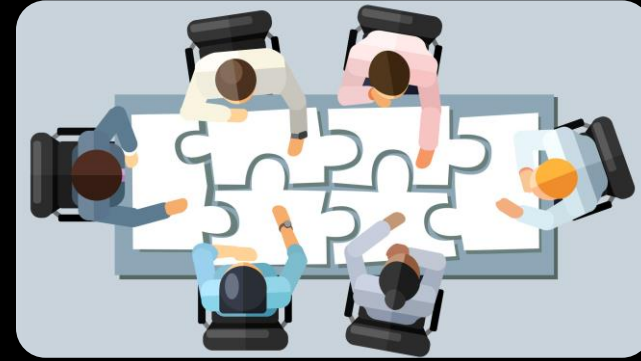


*Work by cognitive psychologist Professor Jerome Bruner

REHEARSING DISASTER

RECOVERY What is a Tabletop Exercise?

- Simulates a disaster scenario
- No-fault, informal, & stress-free
- Facilitated discussions



PREPAREDNESS

Ongoing



RESPONSE

1 Day

SHORT-TERM

1 Week

INTERMEDIATE

1-6 Months

LONG-TERM

1 Year





Tabletop exercise Objectives



Objective 1: Increase small businesses' understanding of how local governments respond to hurricanes and how recovery proceeds.

Objective 2: Improve communication between local governments and the business community.

Objective 3: Increase emergency managers' understanding of the problems small businesses face before, during, and after a major hurricane.

Objective 4: Identify ways to restore economic and business activities to a healthy state and to develop new business and employment opportunities that build an economically resilient community.



regional Themes:



- 1. Community recovery depends on small business recovery**
- 2. Emergency management & economic recovery remain loosely**
- 3. integrated**
- 4. Information gaps persist in the business community**
- 5. Public-private relationships are a major recovery asset**

Long-term economic recovery requires preparation before disaster strikes

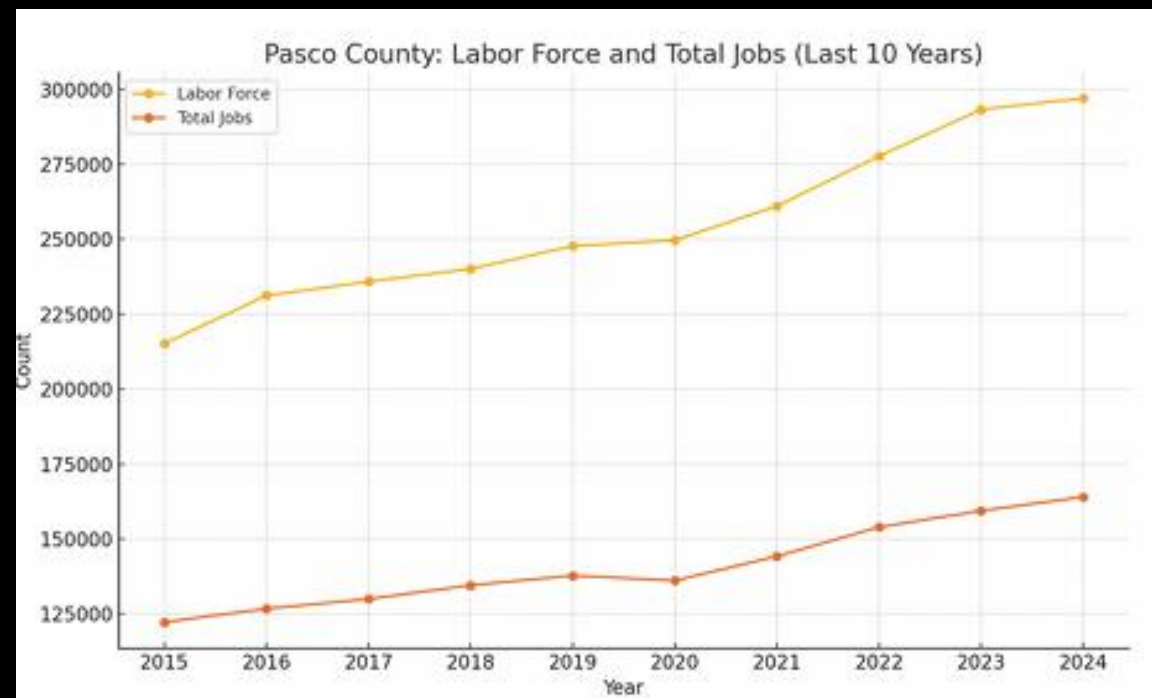
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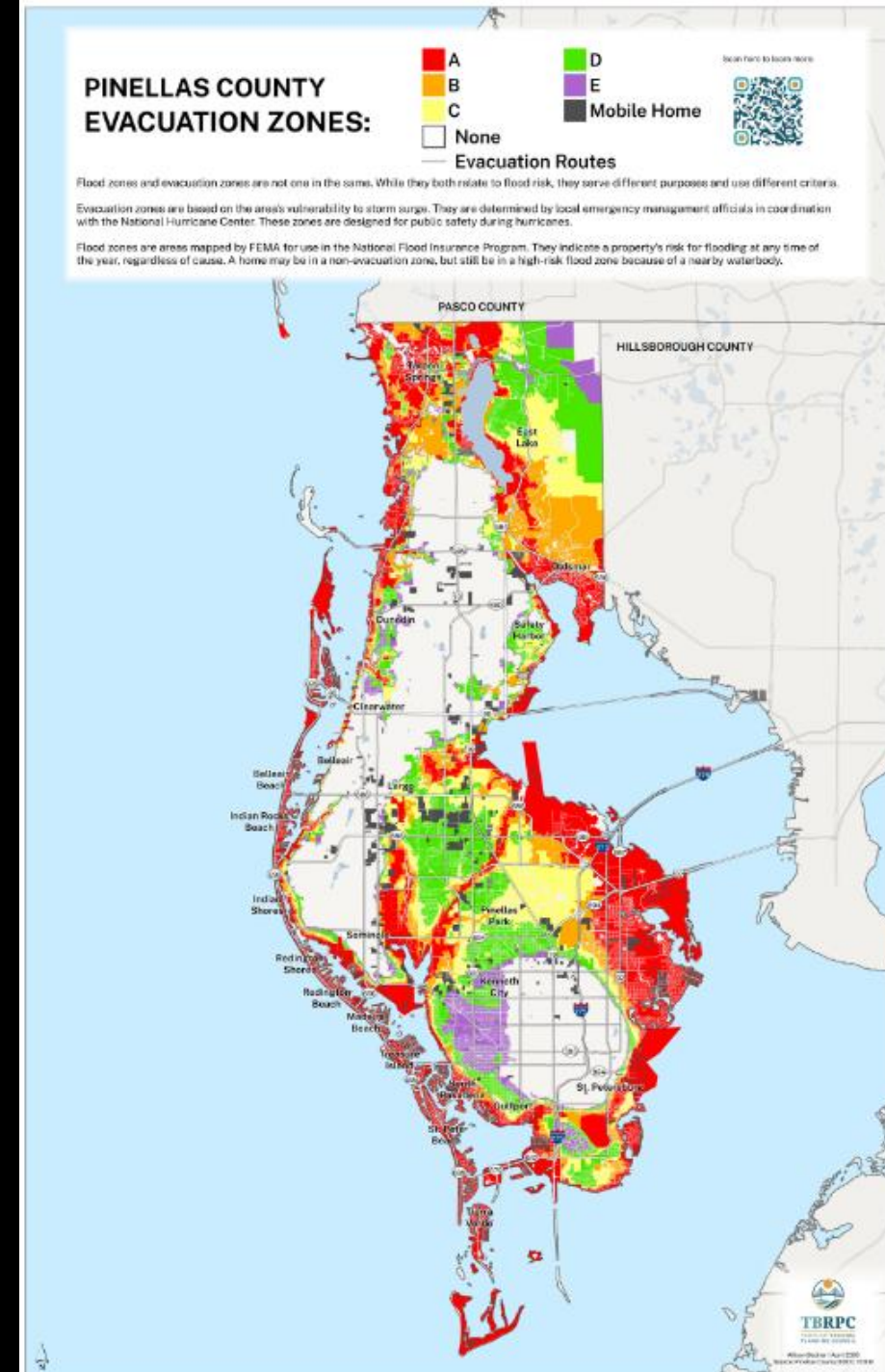
regional Themes:

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regional Themes:

3. Information gaps persist in the business community



regional Themes:

4. Public-private partnerships are a major recovery asset



regional Themes:

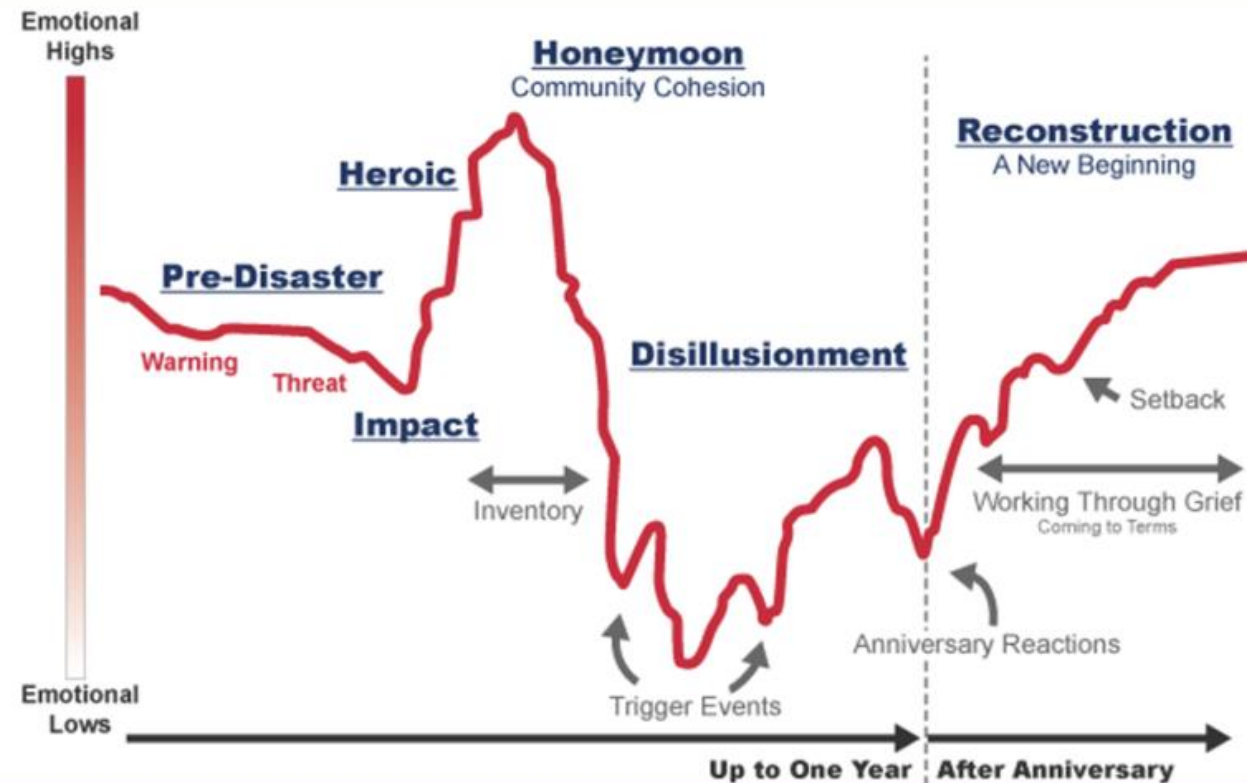


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5. Long-term economic recovery requires participation before disaster



Community Emotional Recovery Phases



Project adaptability



Project Phoenix is a replicable, scalable, and customizable framework. It can be tailored to any organization, jurisdiction, timeline, or disaster.



Phoenix Resources

1. Simulation & Interview Videos
2. Presentation Slides
3. Facilitation Guide
4. Participant Situation Manual
5. After-Action Reports
6. County Evacuation Zone Maps
7. Surge & Wind Impact Viewer
8. Small Business Recovery Resources
9. Social Media Resources



Public
SharePoint



Project
website



Lessons Learned

1. Rely on community partners
2. Coordinate with emergency management professionals
3. Be flexible
4. Utilize a disclaimer on all materials



Project Phoenix: Questions or comments?



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