

Social & Economic Report Out Slides

Presented To: Community Resilience Panel

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Gaps and Needs in Sector

- What are the largest gaps and needs within your sector that need to be addressed in resilience planning and guidance products?
 - Understanding risks/vulnerabilities as they affect the individual
 - Translating resilience to economic incentive. Need business case.
 - Resilience is not understood by community—hard to explain.
 - Need compendium of resilience efforts nationally. How can we bring Guide into it?
 - Are there so many initiatives that communities risk getting confused? What are similarities/differences? What is best fit for my community?
 - What is the integration/coordination between efforts?
 - Social & Economic could be separate groups.
 - Can we better map community to infrastructure functions? Would this improvement benefit the Guide?
 - The underserved are under-represented here.
 - Need best practices for community engagement. We can't leave it up to local gov't to know how to best do this in all cases.
 - Breaking the barriers of the silo approach of community development
 - Community engagement & audience-specific messaging
 - How do we leverage resilience concepts into daily decision-making that builds to a dividend?
 - How do we measure social resiliency? We must be linked with Data and Metrics group

Gaps and Needs in Sector (cont.)

- Identify significant interdependencies and gaps with other sectors that impact resilience.
 - Data metrics sector:
 - How is resiliency measured?
 - Determine the current state of the community
 - Determine metrics by which to measure social resiliency
 - Need a crosscutting review of all other committees to see what the social effect will be. We need to ensure the social aspect is captured.
 - Determine Baseline:
 - What does it cost the community to do nothing?
 - This can be weighed against the cost of implementing resiliency in the community.

How do we solve the problems?

- How do we address the needs and gaps we identified?
 - Develop a communication strategy:
 - Initiate literacy surrounding resiliency
 - Communication between agencies & to community
 - Note: Standards/metrics are developed by many different agencies/bodies.
 - Inventory financial incentives/disincentives
 - Develop portal of positive stories/experiences relating to resiliency
 - Understand & communicate societal expectation and the current state of infrastructure
 - Compendium of processes:
 - Cooperation between work that is currently being done, lessons learned—what has Rockefeller learned for example?
 - Lens of equality/inclusiveness—need method for authentic engagement not just ticking the box.
 - Urge that this committee be involved in rollout/evaluation of pilot implementation of guidelines or any programs with National Academy of Sciences
 - Compile data to characterize the community—e.g., “Tapestry” used by big business for granular level description and mapping of community

How do we solve the problems? (cont.)

- Are there others we need to engage to help us address these needs? Others may include SMEs/groups not at the meeting in your sector or SMEs/groups from other sectors.
 - Service Provider organizations; VOAD
 - CR Funders and program leads from CR initiatives
 - International Association of Emergency Managers
 - American Planning Association; National Association of Regional Councils
 - International City-Council Management Association
 - FEMA/DHS
 - Social/community psychologists; behavioral economists
 - Marketer to sell the message/National Ad Council
 - Educational Sector
 - Faith/community-based organizations; volunteer organizations; White House Initiative on Faith-based Organizations
 - US Conference of Mayors
 - Rural communities
 - *Note: Who didn't have the resources to get here and how do we get them here?*
 - NAS (might be doing a CR initiative in three cities)
 - HUD—CBDG
 - NIST Center of Excellence
 - IEDC-NADO-NFIB-Financial community

Existing Guidance/Ongoing Efforts for Resilience in Sector

- What are existing codes, standards, guidance, goals, and/or protocols that have been published, or are in-process, in your respective sectors?
 - IBHS resiliency standards:
 - Fortified home, commercial, business
 - Open for business
 - ISO (called out in Volume 2 of Guide)
 - For protocols, see need for capturing all of the current efforts