International Recovery Forum 2014

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Elizabeth A. Zimmerman
Deputy Associate Administrator
Office of Response and Recovery
Federal Emergency Management Agency
The Role of Private Sector in the US National Recovery Framework: Roles, Expectations, and the Future
National Disaster Recovery Framework

Describes key recovery principles

- Individual and Family Empowerment
- Leadership and Local Primacy
- Pre-Disaster Planning
- Partnerships and Inclusiveness
- Public Information
- Unity of Effort
- Timeliness and flexibility
- Resilience and Sustainability
- Psychological and Emotional Recovery
Recovery Support Functions (RSF)

Coordinate federal agencies and resources, and support state, local and private sector recovery efforts

- Community Planning & Capacity Building
- Economic
- Health and Social Services
- Housing
- Infrastructure Systems
- Natural and Cultural Resources
Whole of Community Approach

This U.S. initiative is focused on improving our nation’s resilience to catastrophic disasters by increasing partnerships with the “Whole Community.”

- Includes national emergency management, public health, economic development, housing, security, law enforcement, critical infrastructure, medical communities, Federal, State, Tribal and local officials, private sector, non-governmental organizations, voluntary agencies, social and fraternal groups and individuals.
Hurricane Sandy: Overview

- Sandy made landfall in New Jersey on October 29, 2012
- Second-largest Atlantic storm on record, affecting the East Coast from Florida to Maine
- Produced record storm tides and surges in coastal areas of New York and New Jersey
- Impacted most densely populated region in the nation
# Katrina vs. Sandy Comparison

<table>
<thead>
<tr>
<th>Category</th>
<th>Katrina</th>
<th>Sandy</th>
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<tbody>
<tr>
<td>Impacted Area (sq. miles)</td>
<td>93,000</td>
<td>67,000</td>
</tr>
<tr>
<td>Extent of Tropical Storm Winds (sq. miles)</td>
<td>400</td>
<td>1,000</td>
</tr>
<tr>
<td>U.S. Deaths</td>
<td>1,330</td>
<td>94</td>
</tr>
<tr>
<td>Housing/Property Damage</td>
<td>$108 B</td>
<td>$50 B</td>
</tr>
<tr>
<td>Peak Shelter Population</td>
<td>273,000</td>
<td>23,000</td>
</tr>
<tr>
<td>Peak Power Outages</td>
<td>2.5 M</td>
<td>8.5 M</td>
</tr>
<tr>
<td>Debris (cubic yards)</td>
<td>118 M</td>
<td>15.2 M</td>
</tr>
<tr>
<td>Deployed (FEMA)</td>
<td>15,137</td>
<td>11,533</td>
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Hurricane Sandy: Overview (cont.)

- The storm flooded numerous roads and tunnels, blocked transportation corridors, deposited extensive debris along the coastline and displaced hundreds of thousands of people.

- FEMA coordinated the federal government’s response to Hurricane Sandy, working with its partners through the National Response Framework and issuing 425 mission assignments to 29 Federal Agencies.
National Disaster Framework

The Federal Disaster Recovery Coordinator (FDRC) is the lead among the national level Federal Recovery Support Functions (RSF).
Economic Recovery Support Function

Mission: Assist local, state, and tribal governments and the private sector sustain and/or rebuild businesses and employment, and develop economic opportunities that result in sustainable and economically resilient communities.
Importance of Federal, State and Business Association Collaboration

- Major impacts to the New Jersey tourism industry as a result of Hurricane Sandy

- The federal Economic Recovery Support Function partnered with New Jersey State government and the New Jersey Travel Industry Association

- Held a peer-to-peer workshop for industry leadership to learn about recovery techniques and ideas
Private Sector Contributions to Recovery

- Contributions of time, product, and money are of course important

- But more important is private sector commitment to stay in the community, to rebuild, retain employees, even expand and reinvest. This is all about building community confidence critical in recovery.
Private Sector Coordination During Hurricane Sandy

- National Business Operations Center Activated
- Collaboration with insurance and banking industries
- NY City Metropolitan Transit Authority coordination with Times Square Alliance
- National Association of Electrical Distributors worked with FEMA to develop the Sheltering and Temporary Essential Power (STEP) Program
Voluntary and Non-Governmental Organizations Collaboration

- New Jersey Coordination of 300 Private Foundations
- Formation of the New Jersey Recovery Fund
- National Voluntary Organizations Active in Disaster
Private Sector Role in Building Resilience

- Resilience is emerging as an increasingly critical priority for the private sector.
- For the private sector, resilience is anticipating, managing, and responding to sudden change with agility, speed, and resourcefulness.
- But private sector resilience is not just good for employees, suppliers, other businesses and communities.
- There is a strong BUSINESS CASE that can be made for resilience in the face of disruptions.
The Future

- Building stronger partnerships between government and business organizations and associations
- Strengthening the voluntary and NGO community
- Improving coordination and linkage with private sector efforts and government efforts
- Emphasizing shared responsibility among government and private sector for resilience and disaster risk reduction