



Central Coast Region

BUILDING RESILIENCE WORKSHOP

April 24, 2018

PARTNERS



Association of
Bay Area Governments



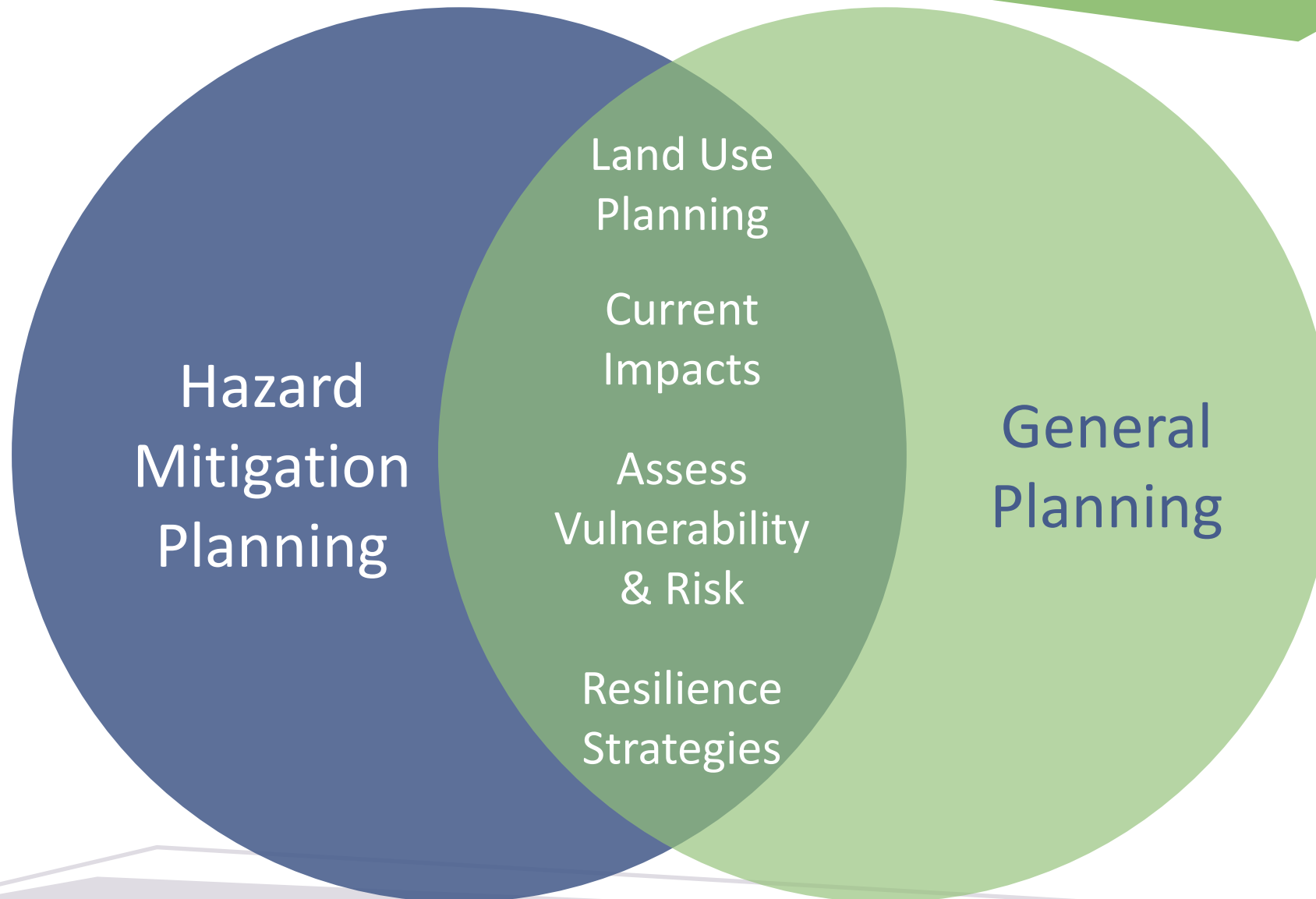


Introduction

Purpose & Need

- Federal, State & Local **policy drivers**
- Multiple planning efforts integrated into a **single process**.
- **Multi-scale regional approach** to amplify and coordinates local action.
- Find **commonality and coordinate** with diverse partners on mutually beneficial projects.
- Emphasis on **action** to move the needle on **resilience-building**.



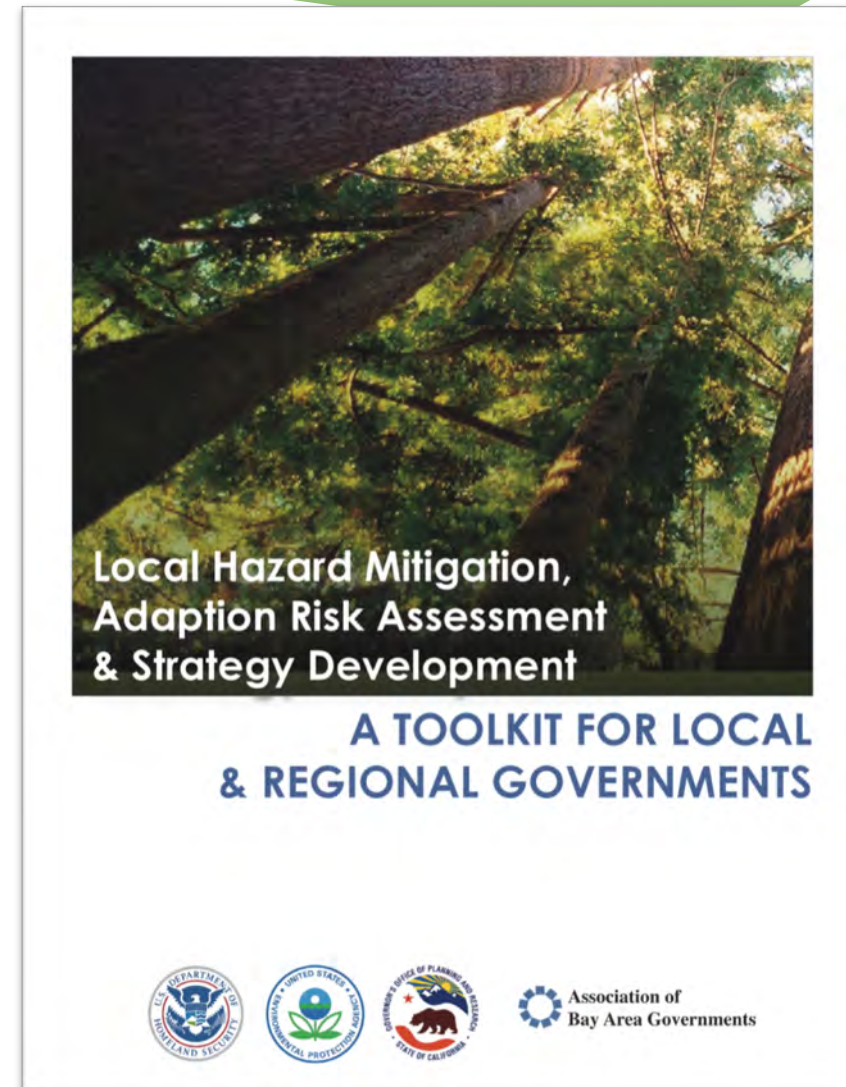
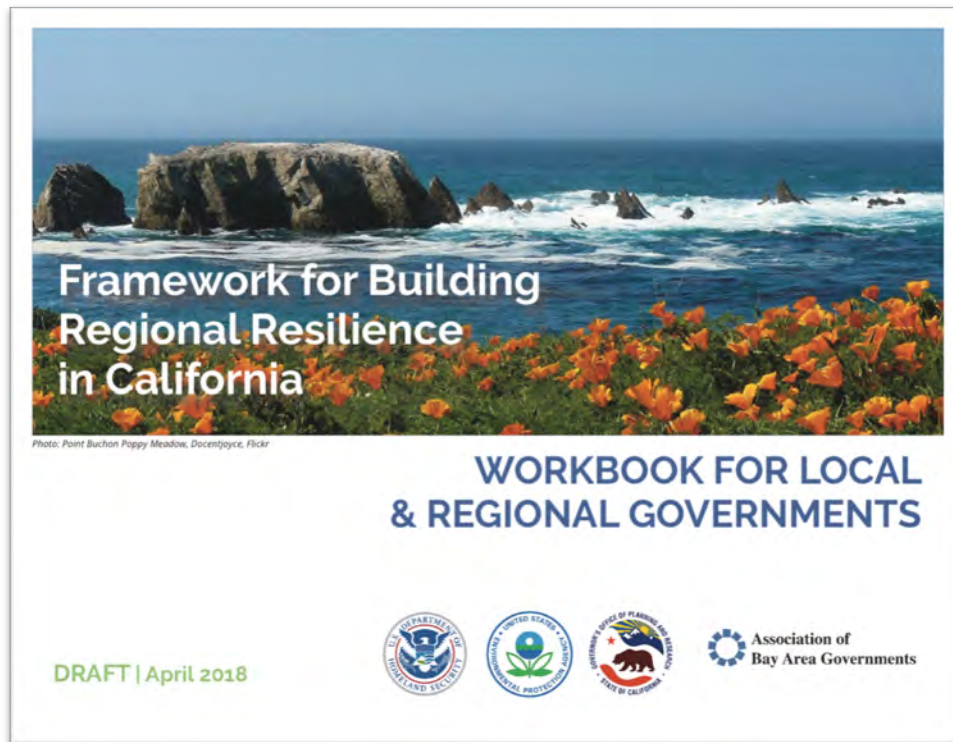


Cascading & Connecting

- Streamline
- Leverage
- Amplify
- Implement!

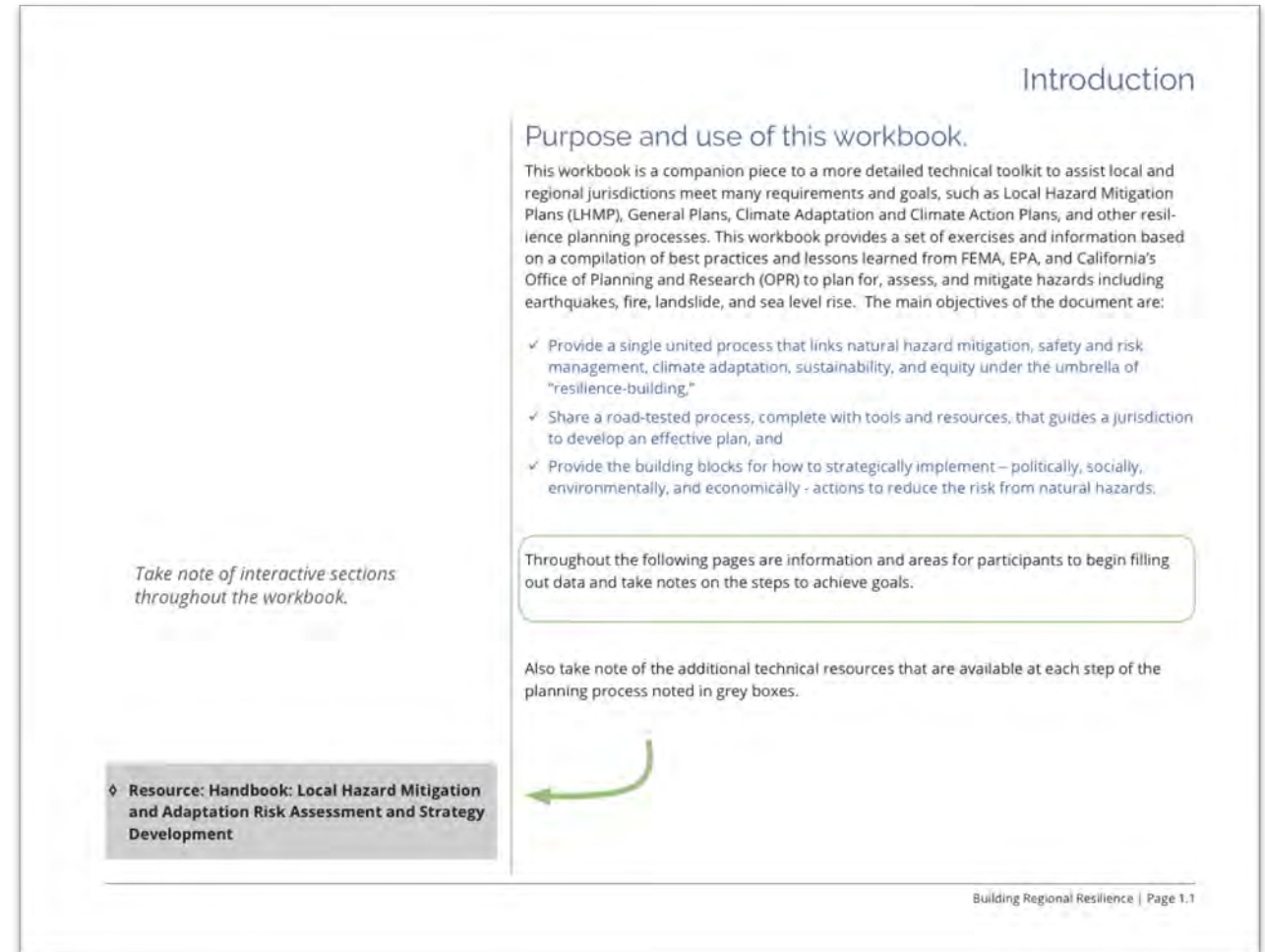


Regional Resilience Workbook & Toolkit



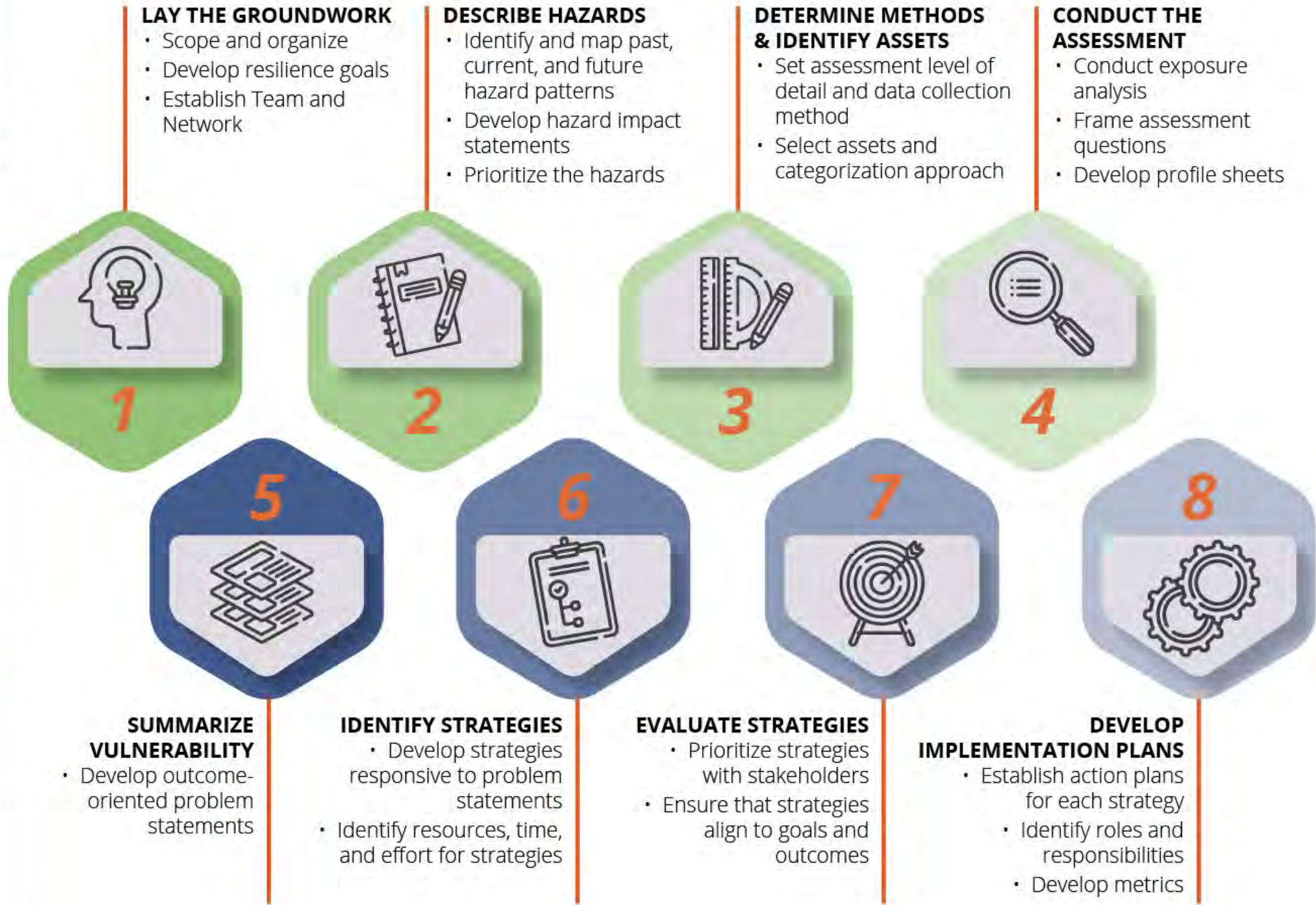
Workbook Contents

1. Ongoing Engagement
2. Identify Hazards & Assets
3. Develop Strategies
4. Take Action
5. Evaluate Results



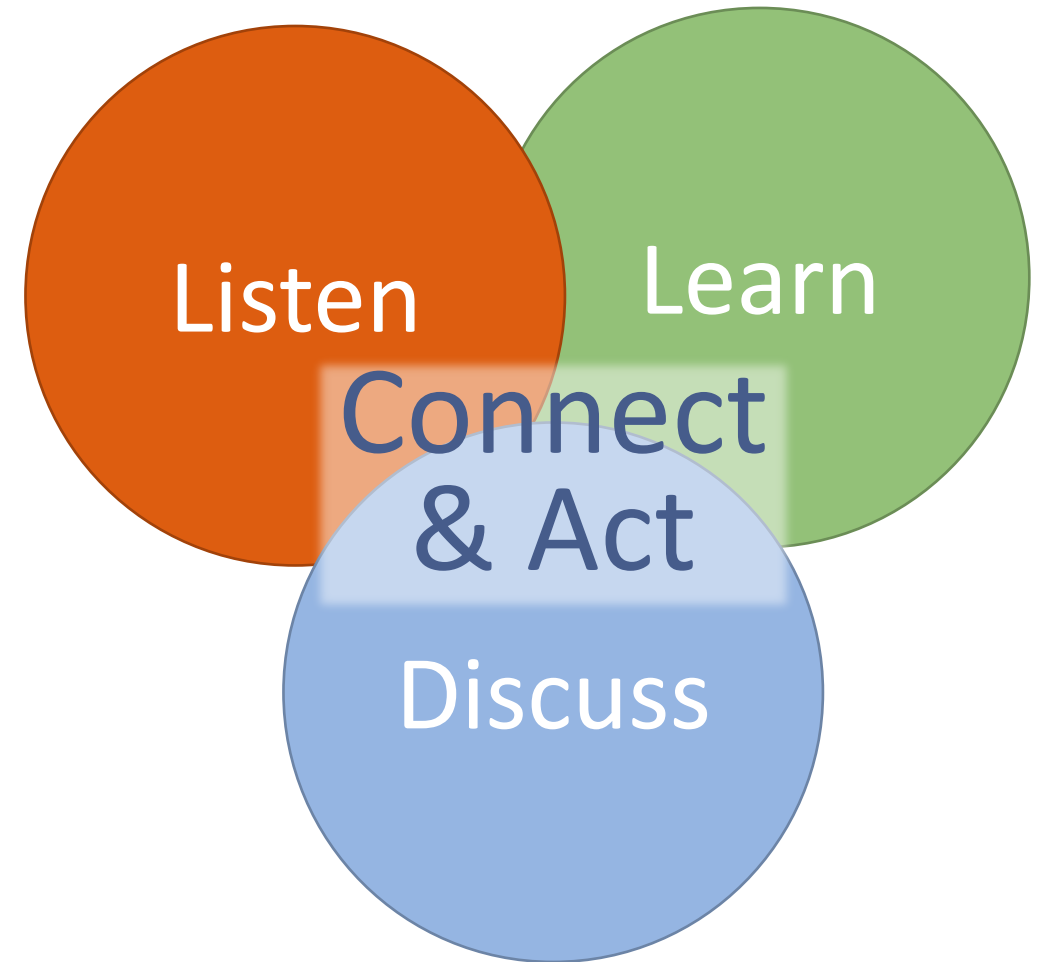
Overall Process





Agenda

- I. Introduction & Setting the Context
- II. Effective Engagement
- III. Assessing Vulnerabilities & Rapid Risk Assessment
- IV. Develop & Prioritize Strategies
- V. Implementing & Financing Projects



Join live cell phone polling during the day!

1. Text 4Cadapts to 22333
2. Enter your responses as queried
3. See what other participants have to say in real time

In one word, what is the greatest Barrier to resilience on the Central Coast?



Respond at **PollEv.com/4cadapts**



Text **4CADAPTS** to **22333** once to join, then text your message





Effective Engagement

Key Principles for Engagement

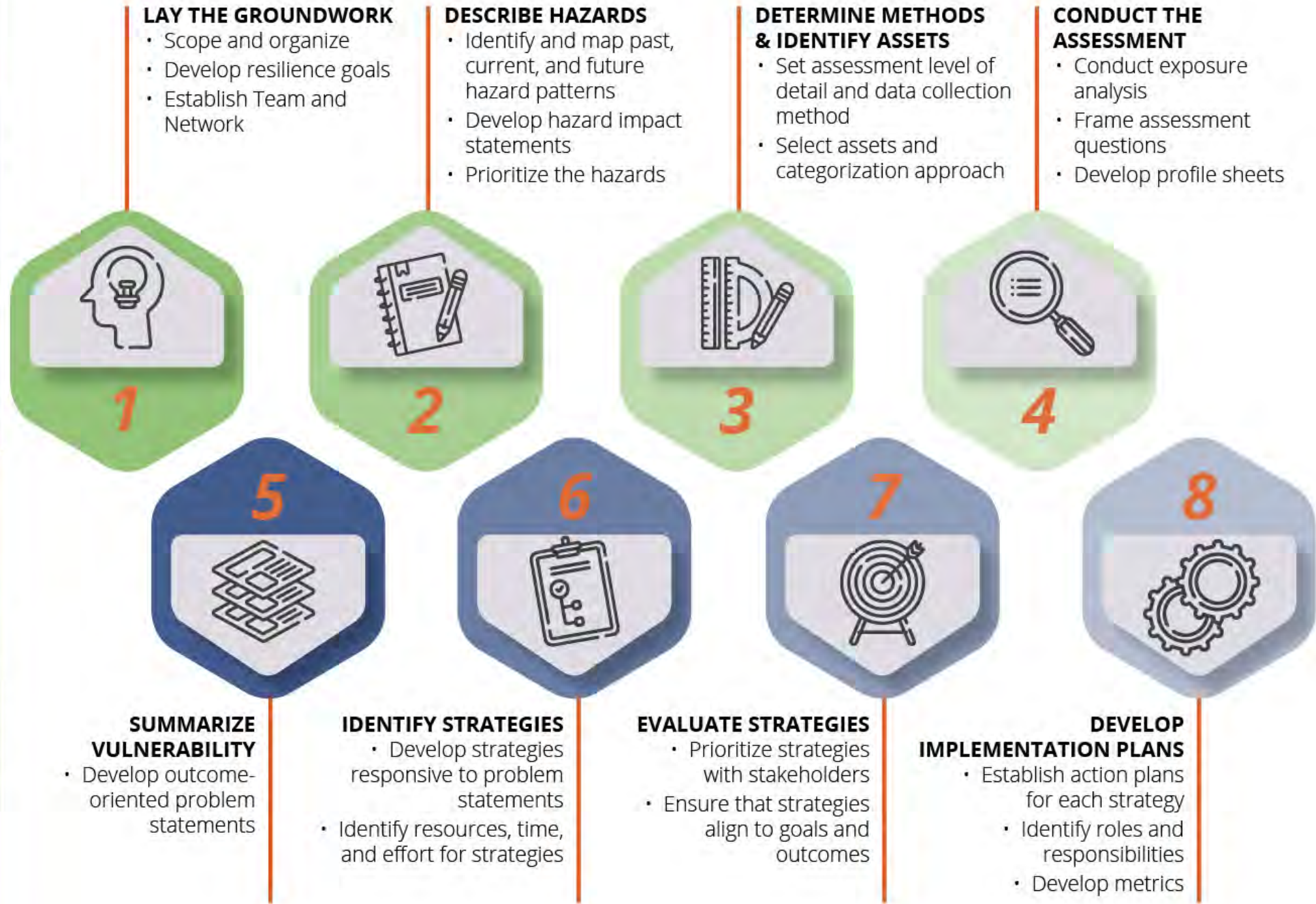
- Build lasting relationships and trust.
- Establish common goals and community vision.
- Be innovative!
- Reach out to engage people where they are.
- Provide multiple paths for engagement - both low tech and high tech.
- Ensure inclusivity, geographically, socio-economically, and culturally.
- Educate and raise awareness
- Respect people's time and provide.

Sample Outline for an Outreach & Engagement Plan

1. Overview
2. Outreach & Engagement Goals
3. Target Audiences
 - Community-wide
 - Technical Stakeholders
 - Underrepresented
4. Key Messages and Benefits by Audience
5. Meeting Type, Frequency, and Format
6. Communication Materials
7. Reach Methods and Delivery Channels
 - Print
 - Online
 - In-Person
8. Evaluation and Effectiveness Measurement



Target Audiences & Stakeholder Engagement





Create Action Focused Strategies

Strategy Development Information				
Problem Statement	This is the problem statement that the strategy is responding to. This should come out of your risk assessment and should include community goals.			
Strategy	Clear, simple strategy statement.			
Strategy Result Summary or Objective	A short description of what the strategy is designed to achieve.			
Hazards Addressed	<i>Wildfires</i>	<i>Flooding</i>	<i>Mudslides</i>	<i>Other</i>
Roles and Responsibilities	Lead Agency: Which agency has the authority, capacity, and knowledge to implement.	Partners: Stakeholders who have some decision-making authority, political influence, policy or regulation authority, or who can assist with implementation.		Staff/Dept Lead: Responsibility party to oversee the project and implement.

Prioritizing Strategies

- Is there a champion?
- Are there resources dedicated to it?
- Is it aligned with other ongoing or planned efforts?
- Is it an “easy win”?
- Is it an “unlocking” strategy?
- Is it connected to a community goal?

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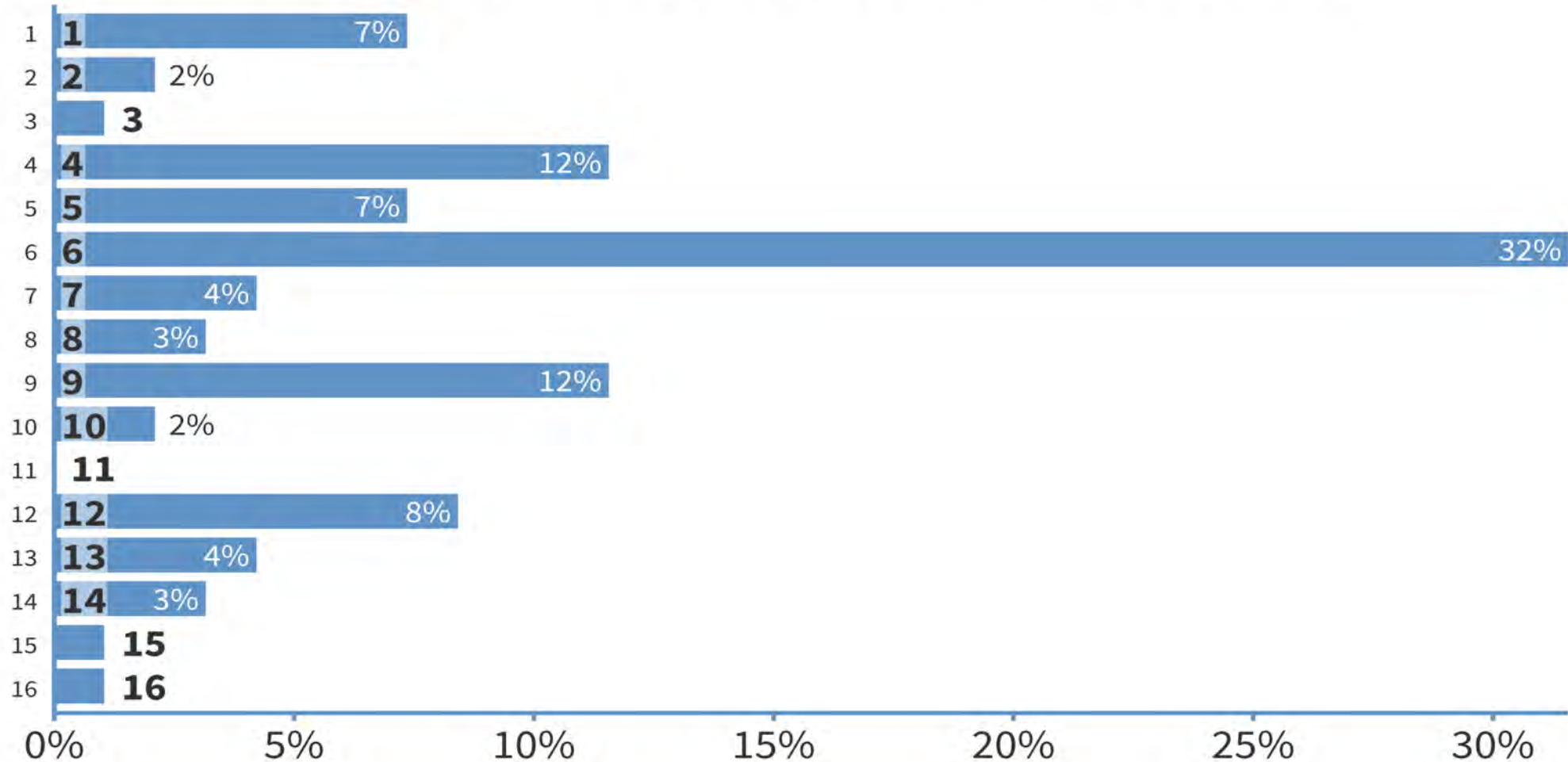
Which regional actions have the best potential for collaboration and success (wildfire)?



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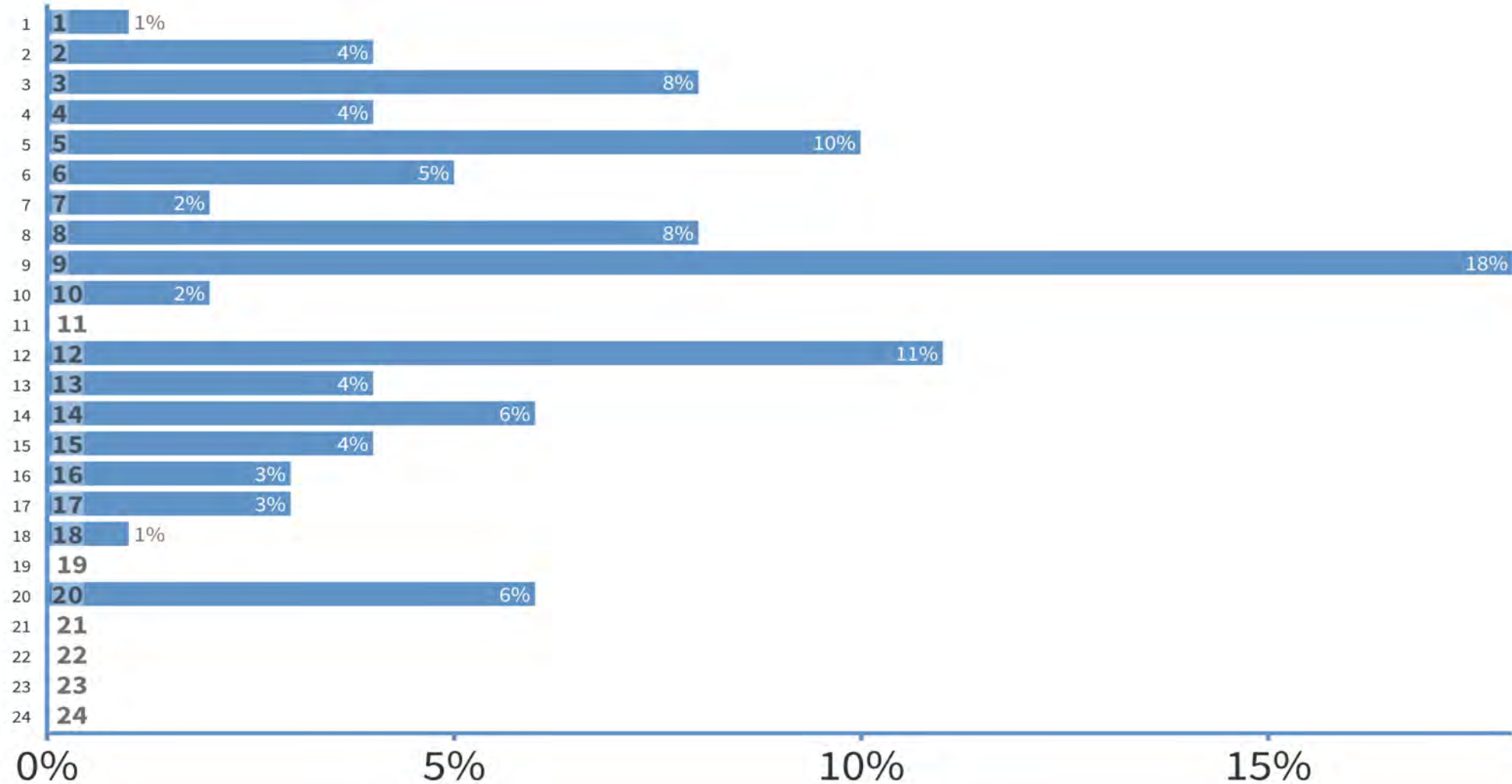


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Which regional actions have the best potential for collaboration and success (sea level rise & flooding)?

i Poll is full and no longer accepting responses





Implementation & Finance

Catalysts (Requirements) for Implementation

- Implementation as a Campaign
- Political Buy-In
- Sustained Commitment
- Focus on the Money
- Demonstrating Results
- Leverage other efforts, funds & projects
- **Be Bold!**





got \$\$\$\$? Financing for Resilience

Make the Resilience Case

- Communities see the rising cost of disaster impacts and experience.
- Recognition that pre-emptive action to reduce environmental/natural hazard risk makes **good business sense**.
- **Acting in advance** saves lives and short-cuts long-term recovery times.
- Every dollar invested in resilience before a disaster **saves at least six dollars** in disaster response and recovery costs.
- Federal support for communities after major disasters may be limited.

Forge Strong Community Partnerships

- Investing in resilience starts with engaging community partners
- Ensure that “resilience” reflects **community values and needs**
- Communities will support investment in issues they care about



Cultivate Internal Allies

- Work with the organization's executive team to **craft staff-level recommendations** for resilience actions
- **Identify senior sponsors** who can shepherd projects through planning & budget processes
- Contribute value-add revenue plans that leverage potential fiscal investment

Enlist Support of Senior Leaders

- Develop briefing plan for decision makers across multiple departments
- Tailor briefings to each department's priorities
- Present **incremental, feasible solutions** to long-term challenges
- Strengthen community dialogue and advocacy
- Integrate practical next steps that align with or **improve existing organizational practice**

Embed Resilience in Budgets

- Resilience funding is often limited to grants or restricted portions of general fund or CIP budgets
- **Incorporate resilience into existing budget planning** and mainstream operations
- Influence community-wide conversation and day-to-day decisions about long-term improvements (CIP)

Weave Resilience into City Operations

- Establish a resilience action agenda through agency planning processes
- **Mainstream resilience implementation** through the General Plan, climate action plan, LHMP, LCP, and more
- Expand the stakeholder circle to include diverse parts of the community, along with organizational and governance partners

Curate a Resilience Finance Menu

- Develop a multi-layered funding plan
- Include local funds (existing & new) and externally-secured funds (regional, state & federal)
- Develop a feasible private-public finance strategy
- Develop multi-jurisdictional strategy (Measure AA)
- Target potential philanthropic contributors

Self-Reliant Financing (more than just grants)

- General obligation bonds
- Special tax assessment districts
- Capital planning budget
- Resilience impact fees
- HUD entitlements
- City reserve funds
- Parametric-triggered catastrophe insurance
- PACE, on-bill resilience financing
- Private sector
 - Leverage accessory dwelling units to fund resilience improvements
 - VC resilience investments
- Existing infrastructure funds
 - Water, safety, microgrids, retrofits, housing, transportation

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A Strategy Checklist

- ✓ Access existing, external financing
- ✓ Repurpose existing internal funding and think about tapping into that
- ✓ Consider new self-generated funding from within jurisdiction
- ✓ Launch incentive programs for building retrofits, financing for affordable housing, PACE for hazard, water & energy upgrades
- ✓ Push for a state and federal fiscal strategy: building partnerships with agencies and relationships program officers

In one word, what is one resilience Action you would like to see happen on Central Coast?

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