ACT: Making the Resilience Business Case
Engage early & often

- Resilience action is directly dependent on early & ongoing community planning and support.
- This is the resilience prime directive: connect and engage.
- Make the business case for resilience
  - Plan how to frame the project
  - Back up strategies with data and solid information
The Local Ground Team

• Work with city and county executive teams to craft a staff-level recommendations for resilience actions.

• Identify senior sponsors to shepherd initiative goals through planning & budget processes.

• Brief all advisory & regulatory commissions, local associations, the business community & community-based groups.

• **Participatory budget** processes in cities throughout the nation are successful—private/public discussions about community finances yield solid results that demonstrate community confidence and partnership
Resilience on the Front-Burner

• Develop briefing plan for senior decision makers to establish program priorities.
• Present incremental, feasible solutions to address long-term challenges.
• Build on community dialogue & integrate practical next steps that align with or improve existing organizational practice.
The Community’s Long Game

• Consider the full cost accounting of projects—how achieve the triple bottom line—while annually balancing general fund budgets.

• Ensure that climate and disaster risk reduction improvements make sense across sectors and meet financial, environmental & social goals.

• Current practice aligns the quadruple bottom line integrating intergenerational equity – conventional practice at municipal and regional levels.
Conduct Resilience Tours

• Invite the state’s Office of Emergency Services & regional FEMA Grants teams to visit the jurisdiction’s resilience team, philanthropy partners & community leaders.
• Connect with funding program officers at state!
• Lead groups on community tours to demonstrate needs for resilience funding and resources
Connect

• Meet with the State Hazard Mitigation Officer

• Register to receive all public outreach communications on available grant funding, application processes, and proposal deadlines.

• Monitor social media postings and funding alerts
Meet Regularly

• Invite staff from philanthropy partners, federal agencies such as FEMA, EPA, HUD and other potential funders to quarterly briefings

• Convene these meetings with state counterpart agencies, as well as state and federal elected representatives.

• Include community and commission leaders to ensure strengthening the ties among the stakeholders & resource agencies.
Do your homework!

• What is important to the funder?
• What are their priorities?
• How can your project meet their needs?
• Can you develop a story, or make the case that your project will help them with their mission?
Who is your audience?

- Foundation
- Private Equity
- Govt Grantor
- City Manager
Tell your story

- Why is the project important?
- How does this link to the funders needs?
- How do you know it will work?
- What are the key components?
- What is your story?