

Purpose

Economic recovery has not been substantially addressed in a post-disaster redevelopment plan (PDRP) to date. The ability of a community's economy to rebound after a disaster however will shape all of the community's recovery efforts. The return of jobs, tourism, and other indicators of economic health are intertwined with housing recovery, infrastructure restoration, and health and social service provision. Economic recovery and redevelopment is a complicated issue that is not easily conducted through traditional government action and requires participation from the private sector. Consideration must be given to the different obstacles to recovery that small businesses will have, the decisions large employers will have to make about possibly relocating, and the opportunities to recruit new jobs to fit the changed workforce and market conditions after a major disaster. The purpose of this Economic Redevelopment Technical Advisory Committee (TAC) is to gather the expertise necessary to identify the economic issues and opportunities Hillsborough will face after a disaster and determine methods for a successful rebound.

Quick Facts

Economic Hub – The Tampa Bay region is a major economic hub impacting not just local communities but many throughout Florida and the nation with its port, airport, and large workforce. Hillsborough County has the largest workforce (610,328) of the counties in the Tampa Metropolitan Statistical Area (Greater Tampa Chamber of Commerce, 2008). In addition to Hillsborough residents, Hillsborough businesses employ 92,996 commuters from neighboring counties (Census, 2000).

Major employers – Some of the major employers in Hillsborough County are actually public entities. The top five include Hillsborough County School District (25,487), Verizon Communications (14,000), MacDill Air Force Base (12,000), University of South Florida (11,607), and Hillsborough County Government (10,886) (Greater Tampa Chamber of Commerce, 2007).

Small businesses – 99.7% of Hillsborough County businesses have 500 employees or less which is a threshold for small business consideration by the SBA for most industries (County Business Patterns, 2006). Small businesses are typically the hardest impacted since they have limited resources and loan assistance is often too slow.

Economic Redevelopment Issues

Prioritize the issues based on importance and how soon they need to be addressed.

- Business resumption and retention (major employers, i.e. MacDill, Port)
- Small business assistance
- Business attraction/incentives to replace failed businesses
- Temporary business space
- Workforce onsite temporary housing
- Economic diversification
- Identification of most vulnerable industries and priority industries/employers for recovery
- Employment assistance, job training
- Community Redevelopment Agency (CRA) and other economic/multi-use redevelopment projects

- Addressing changes in market and workforce composition, temporary or permanent
- Tourism renewal
- Marketing/Branding

Additional issues and/or actions:

Data and Analysis Needed for Land Use Issues

Prioritize the analyses based on most important to accomplish during this planning period (by December)

- Industry interdependencies to show those that are most relied on for recovery (business pyramid)
- Industries highly vulnerable to disruption losses and their distribution among high hazard areas
- Business structures vulnerability and vulnerability concentrations within CRAs for potential redevelopment areas

Additional suggestions for data and analysis:

TAC Planning Tasks

1. Finalize and prioritize economic redevelopment issues and actions that can be taken to address each issue.
2. Determine what data and analysis are necessary to address all of the issues and identify existing data sources if needed. The project team will work on needed analyses and provide output as time allows.
3. Identify existing policies, procedures, and programs that may affect economic recovery not already identified by the project team. (Already identified items will be supplied at a later date.)
4. Identify existing resources for addressing economic redevelopment (staff capacity and capabilities, funding resources, etc. – a list of questions will be provided to assist). Will this be adequate or are other resources necessary?
5. Pick one or more actions to work on during the planning process. Ideally, some action will be addressed by March 2009 to jump start implementation of the plan. (Suggestions for actions to work on during planning process will be provided at first TAC meeting.)
6. Assign responsibilities, timeframe for completion, and estimates of costs and benefits to each action.

7. Approve of the draft plan components developed by the project team using TAC inputs. One of the draft components will include a list of benchmarks or goals for economic redevelopment tied to the recovery timeline that will require TAC input.

Additional suggestions for tasks or comments on above tasks:

Suggested TAC Meeting Schedule

August	Discuss tasks and how to accomplish; identify missing stakeholder representatives; finalize and prioritize issues (#1); discuss data needs (#2)
September	Discuss existing data sources and detailed data needs(#2); review existing policy analysis and identify additional policies/procedures(#3); begin developing actions for the issues(#1); pick an action or more to work on (#5)
October	Identify existing resources (#4); continue developing actions for the issues (#1); continue work on action(s) (#5)
November	Continue developing actions for the issues (#1); begin assigning implementation info to each action (#6); continue work on action(s) (#5)
December	Continue assigning implementation info to each action (#6); continue work on action(s) (#5); discuss draft benchmarks for recovery (#7)
January	Complete assigning implementation info to each action (#6); continue work on action(s) (#5); approve of public meeting draft materials (#7)
February	Complete work on action(s) (#5)
March	Approve of draft plan (#7)

Anticipated Stakeholders Meeting Schedule (All TACs together)

October	Each TAC's issues presented; discuss interdependencies between TAC issues; data and analysis completed to date
December	Status on actions; discuss January public workshops
February	Draft plan presented; status on actions implemented during planning process

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Purpose

A disaster can greatly impact the natural environment a community has worked to preserve. A post-disaster redevelopment plan (PDRP) can lay out a strategy for dealing with long-term negative impacts that require human intervention. Environmental restoration is interconnected with other recovery needs such as health and social services, land use, and economic redevelopment. Issues including clearing waterways of debris, cleaning up hazardous materials spills, and restoring recreation areas can affect economic activity and residents' safety and quality of life. Considering the long-term environmental impacts of infrastructure repairs and temporary housing and debris sites is also important during recovery efforts. The purpose of the Environment Restoration Technical Advisory Committee (TAC) is to make sure these issues that can be easily overlooked in the rush to rebuild are addressed and their impact on community redevelopment is identified.

Quick Facts

Hazardous Materials – The Port of Tampa is one of the largest potential areas for a hazardous materials spill in the Tampa Bay region (Hillsborough County website, 2008).

Habitats that provide natural hazard mitigation – There are approximately 17,800 acres of salt marsh and mangrove wetlands bordering Tampa Bay. However, many miles of urbanized shoreline have been bulkheaded with vertical seawalls and rip-rap. Approximately 94% of the coastal properties in Hillsborough County are in private ownership, limiting public access and wetland restoration opportunities while increasing community vulnerability to storm surge. (Hillsborough Comprehensive Plan, 1999)

Conservation and Recreation – The Hillsborough Environmental Lands Acquisition and Protection Program has acquired 41,300 acres of conservation land that could be degraded by a disaster and there are more than 70,000 acres of parkland in the county that would need to be reopened (ELAPP, 2005).

Environmental Restoration Issues

Prioritize the issues based on importance and how soon they need to be addressed.

- Restore urban forests
- Habitat restoration on conservation lands
- Waterway debris removal, pollution
- Hazardous materials, debris contaminates
- Wetland restoration
- Environmental review of temporary sites

Additional issues and/or actions:

Data and Analysis Needed for Environmental Issues

Prioritize the analyses based on most important to accomplish during this planning period (by December)

- Identify wetland and other habitats that offer natural hazard mitigation benefits and areas where restoration of these habitats is needed
- Identify hazardous materials locations that are in storm surge or flood zones

Additional suggestions for data and analysis:

TAC Planning Tasks

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2. Determine what data and analysis are necessary to address all of the issues and identify existing data sources if needed. The project team will work on needed analyses and provide output as time allows.
3. Identify existing policies, procedures, and programs that may affect environmental restoration after a disaster not already identified by the project team. (Already identified items will be supplied at a later date.)
4. Identify existing resources for addressing environmental restoration (staff capacity and capabilities, funding resources, etc. – a list of questions will be provided to assist). Will this be adequate or are other resources necessary?
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Purpose

Having a plan to finance redevelopment activities as they are needed during the recovery timeline is almost as important as knowing what those redevelopment activities are. After a disaster, there are many sources of state and federal aid that are available as well as private donations that could be directed to the most necessary uses. The county should not rely on all of its needs being met by outside resources, however. In the Midwest towns impacted by recent floods, it is anticipated that there will not be enough federal mitigation funds to meet the demands for voluntary private property buy-outs. County and municipality services that will be needed more than ever after a disaster will be endangered by decreased local public revenues. These financing issues can be analyzed before a disaster occurs and strategies for obtaining and wisely using redevelopment funds can be included in a post-disaster redevelopment plan (PDRP). The purpose of this Financial Administration Technical Advisory Committee (TAC) is to anticipate the post-disaster financial sources and needs of the community and to work closely with the other TACs' on estimating the costs of their recommended redevelopment actions and identifying potential funding sources.

Quick Facts

Budget Sources – Twenty-five percent of Hillsborough County's funds are from ad valorem taxes and another 25% is fund balance from the previous year. The ad valorem taxes compose approximately 40% of the county's FY08 revenue sources. Other taxes are 10% of the FY08 budget and some come from sources that can be impacted by the weak economy and would be impacted further by a disaster (Adopted Biennial Budget for FY08 & FY09).

Budget Uses – Hillsborough County is using 56% of its revenue for FY08 for its operating budget and 28% for reserves (Adopted Biennial Budget for FY08 & FY09).

Financial Administration Issues

Prioritize the issues based on importance and how soon they need to be addressed.

- Coordinate private and public funding
 - Recommend the coordination of internal and external resources for achieving mitigation opportunities during recovery (Ord. 93-20 (c)(1)).
 - Determine the types of assistance available to the county and the types of assistance most needed (Ord. 93-20 (c)(3)a.2.(i)).
 - Identify funding sources including local match if appropriate for acquiring damaged property after a disaster (Ord. 93-20 (a)).
- Project revenue shortfalls, pre-develop options for sustainably cutting services or finding other revenue sources
- Retain high bond ratings
- Enforce equitable disaster assistance

Additional issues and/or actions:

Data and Analysis Needed for Financial Administration Issues

Prioritize the analyses based on most important to accomplish during this planning period (by December)

- Staff and budget allocations needed for ongoing pre-disaster implementation
- Revenue sources that will be impacted by a disaster
- Cost estimates for post-disaster, long-term redevelopment activities

Additional suggestions for data and analysis:

TAC Planning Tasks

1. Finalize and prioritize financial issues and actions that can be taken to address each issue.
2. Determine what data and analysis are necessary to address all of the issues and identify existing data sources if needed. The project team will work on needed analyses and provide output as time allows.
3. Identify existing policies, procedures, and programs that may affect financial administration not already identified by the project team. (Already identified items will be supplied at a later date.)
4. Identify existing resources for addressing redevelopment financing (staff capacity and capabilities, funding resources, etc. – a list of questions will be provided to assist). Will this be adequate or are other resources necessary?
5. Pick one or more actions to work on during the planning process. Ideally, some action will be addressed by March 2009 to jump start implementation of the plan. (Suggestions for actions to work on during planning process will be provided at first TAC meeting.)
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Purpose

A key determinant of successful community recovery is the level of social vulnerability that exists and the extent to which health and social services are effectively provided. New Orleans's continuing struggles with recovery from Hurricane Katrina offer an example of what can happen with high social vulnerability and few preparations for dealing with social and health needs in a post-disaster environment. The Hillsborough County Post-Disaster Redevelopment Plan (PDRP) can address the long-term recovery health and social needs that will be exacerbated by a disaster and prepare for providing the best possible services in such a situation. The purpose of the Health and Social Services Technical Advisory Committee (TAC) is to address a spectrum of social issues that could affect the recovery of the community and to identify needs for enhancing services or opportunities for meeting goals to lower social vulnerability and increase community resilience for the next disaster.

Quick Facts

Income levels – 29% of households have an annual income of less than \$25,000 (Demographics USA, 2004). 92,834 households have a housing cost burden of over 30% (Shimberg Center, 2005). 11.8% of Hillsborough residents are living below poverty (Census, 2004).

Diversity – 72.7% of the population is white, 16.2% African-American, 2.6% Asian Pacific, 20.4% Hispanic (Demographics USA, 2004). 20.9% speak a language other than English at home (Census, 2000).

Special needs – There were 197,799 persons with a disability in Hillsborough in 2000. 11.5% of the population is over 65 years of age and 7.1% is under 5 years of age. (Census, 2000)

Health and Social Services Issues

Prioritize the issues based on importance and how soon they need to be addressed.

- Hospital, clinics, and medical office restoration
- Medical personnel retention, recruitment
- Mental health assistance
- Assisted living, nursing home safety
- Long-term assistance for special-needs populations
- Health-related pollution, environmental justice
- Low-income assistance
- Public transportation restoration/ improvement
- Homeless programs
- Public safety service levels reestablished throughout county
- Children/family services
- Daycare, after-school, teen programs restored
- Schools, higher education reopened
- Recreation, cultural activities restored
- Coordination, assistance for non-governmental organizations and volunteers

Additional issues and/or actions:

Data and Analysis Needed for Health and Social Services Issues

Prioritize the analyses based on most important to accomplish during this planning period (by December)

- Special-needs populations that may require long-term assistance during recovery, i.e. low-income, elderly, disabled
- Amount of affordable housing available that is not highly vulnerable
- Number of low-wage workers in highly vulnerable industries, such as tourism and agriculture
- Job training and other community assistance resources currently available that will need to be continued or expanded, such as counseling or child mentoring programs
- Medical facilities located in high hazard areas

Additional suggestions for data and analysis:

TAC Planning Tasks

1. Finalize and prioritize health and social service issues and actions that can be taken to address each issue.
2. Determine what data and analysis are necessary to address all of the issues and identify existing data sources if needed. The project team will work on needed analyses and provide output as time allows.
3. Identify existing policies, procedures, and programs that may affect health and social services after a disaster not already identified by the project team. (Already identified items will be supplied at a later date.)
4. Identify existing resources for addressing health and social services (staff capacity and capabilities, funding resources, etc. – a list of questions will be provided to assist) Will this be adequate or are other resources necessary?
5. Pick one or more actions to work on during the planning process. Ideally, some action will be addressed by March 2009 to jump start implementation of the plan. (Suggestions for actions to work on during planning process will be provided at first TAC meeting)
6. Assign responsibilities, timeframe for completion, and estimates of costs and benefits to each action.
7. Approve of the draft plan components developed by the project team using TAC inputs. One of the draft components will include a list of benchmarks or goals for health and social services tied to the recovery timeline that will require TAC input.

Additional suggestions for tasks or comments on above tasks:

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Purpose

After a disaster, housing is one of the most obvious needs that must be met by both temporary and permanent rebuilding. Many residents will have the means to temporarily house, repair, or rebuild on their own but will need clear guidance from local government on the process and methods they can use. This is an opportunity to promote inclusion of hazard mitigation as well. Others in the community will require much more assistance in locating temporary housing, understanding disaster assistance programs, wading through insurance claims, finding reputable contractors, understanding their renter's rights, and simply making decisions on whether to rebuild their home, to name a few. The post-disaster redevelopment plan (PDRP) can clearly articulate all of the issues affecting housing recovery and lay out a strategy for rapidly returning residents to safe homes. Decisions made about rebuilding housing can directly affect the neighborhood fabric of the community and therefore should be made in consultation with the land use, economic redevelopment, public outreach, and health and social services technical advisory committees (TACs). The purpose of the Housing Recovery TAC is to identify these issues, document in one place all of the local existing methods of assisting housing recovery, and determine what else should be done before and after a disaster to speed housing recovery in a planned and acceptable manner for Hillsborough County and its municipalities.

Quick Facts

Current Housing – There are 492,988 residential units in Hillsborough County (Tampa Electric Authority, Feb. 2008) 28.8% are multi-family structures. There is a 64.1% homeownership rate and the median value of owner-occupied housing units is \$97,700 (Census, 2000).

Housing vulnerability – There are approximately 74,394 single-family homes at risk from flooding with 16,387 within storm surge zones in Hillsborough County. There are 40,976 mobile homes and 28,351 multi-family structures within the 100-year floodplain. 574 mobile homes are in storm surge zones while 3,571 multi-family structures are at risk from storm surge. (Florida Department of Community Affairs, 2006)

Housing Trends – As with the national housing slump, there has been a decline in new housing starts. Housing permits are down 52.8% between 2006 and 2007 (Hillsborough County City-County Planning Commission). Many studies of community recovery after disasters have found that trends before the disaster often continue or strengthen during recovery.

Housing Recovery Issues

Prioritize the issues based on importance and how soon they need to be addressed.

- Temporary housing provision and removal
- Rapid repair permitting
- Temporary housing siting criteria
- Non-conforming structures/ substantial damage
- Code enforcement and contractor licensing
- Adequate construction materials/ debris material reuse
- Available contractors and skilled construction workers
- Blight and abandoned homes
- Neighborhood preservation and gentrification issues

- Affordable and workforce housing
- Mitigation during rebuild
- Funding assistance and insurance problems
- Historic homes

Additional issues and/or actions:

Data and Analysis Needed for Housing Recovery Issues

Prioritize the analyses based on most important to accomplish during this planning period (by December)

- Statistics on the amount, type, and concentrations of vulnerable residential structures (wind vulnerability through age/ code standards, surge and flood vulnerability through location + age/ requirement for flood mitigation)
- Composition of the existing housing stock that is not considered vulnerable, i.e. single-family, multifamily, affordable, rentals, vacation units
- Historic homes inventory
- Housing Market and Vacancy Rates (to estimate whether trailers or temp units will be needed or if there will be adequate vacancy to absorb the need and whether displaced persons will be able to afford available housing)

Additional suggestions for data and analysis:

TAC Planning Tasks

1. Finalize and prioritize housing recovery issues and actions that can be taken to address each issue.
2. Determine what data and analysis are necessary to address all of the issues and identify existing data sources if needed. The project team will work on needed analyses and provide output as time allows.
3. Identify existing policies, procedures, and programs that may affect housing recovery not already identified by the project team. (Already identified items will be supplied at a later date.)
4. Identify existing resources for addressing housing recovery (staff capacity and capabilities, funding resources, etc. – a list of questions will be provided to assist). Will this be adequate or are other resources necessary?
5. Pick one or more actions to work on during the planning process. Ideally, some action will be addressed by March 2009 to jump start implementation of the plan. (Suggestions for actions to work on during planning process will be provided at first TAC meeting.)

Housing Recovery Technical Advisory Committee

- 6. Assign responsibilities, timeframe for completion, and estimates of costs and benefits to each action.
- 7. Approve of the draft plan components developed by the project team using TAC inputs. One of the draft components will include a list of benchmarks or goals for housing tied to the recovery timeline that will require TAC input.

Additional suggestions for tasks or comments on above tasks:

Suggested TAC Meeting Schedule

August	Discuss tasks and how to accomplish; identify missing stakeholder representatives; finalize and prioritize issues (#1); discuss data needs (#2)
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Purpose

The need for rapid restoration of infrastructure and critical public facilities after a disaster is an obvious recovery need and one that is addressed in response and short-term recovery plans of both the local government and private utilities and infrastructure companies. There are however long-term redevelopment considerations for infrastructure restoration that must be considered in conjunction with land use, environment, and economic redevelopment issues. Taking advantage of opportunities to upgrade, mitigate, or even relocate infrastructure or public facilities during repairs are items that can be addressed in a post-disaster redevelopment plan (PDRP). The purpose of the Infrastructure and Public Facilities Technical Advisory Committee (TAC) is to consider the long-term recovery implications of damaged infrastructure and public facilities and determine the most disaster-resilient way to restore them.

Quick Facts

Roadways - There are approximately 1128 miles of functionally classified roadways within the area of unincorporated Hillsborough County. Of the functionally classified roadways, 684 miles are state roadways and 444 miles of roadway are under County jurisdiction (Hillsborough County Comprehensive Plan).

Commercial transportation – The Port of Tampa is the largest Florida port handling approximately 50 million tons of cargo per year with the top commodity being petroleum (Tampa Port Authority, 2008). There are also the three major highways, CSX rail, and the international airport which brought in approximately 85,500 tons of cargo in 2003 (Greater Tampa Chamber of Commerce).

Costs of public infrastructure - A total of \$1,106,945,000 has been/will be spent between FY1994-2015 on public infrastructure including transportation, public parks, water and wastewater, stormwater management and solid waste (Hillsborough County Comprehensive Plan).

Infrastructure & Public Facilities Issues

Prioritize the issues based on importance and how soon they need to be addressed.

- Transportation repair/ mitigation/ improvement
- Commercial transport restoration (rail, port)
- Airport restoration
- Potable water, sewer, stormwater repair/ mitigation/ improvement
- Coordination with power, natural gas, and telecom company restoration efforts
- Solid waste, debris management
- Public facility repair/mitigation

Additional issues and/or actions:

Data and Analysis Needed for Infrastructure & Public Facilities Issues

Prioritize the analyses based on most important to accomplish during this planning period (by December)

- Identify public facilities within flood or surge zones
- Assess highly vulnerable infrastructure that could be mitigated or relocated

Additional suggestions for data and analysis:

TAC Planning Tasks

1. Finalize and prioritize infrastructure issues and actions that can be taken to address each issue.
2. Determine what data and analysis are necessary to address all of the issues and identify existing data sources if needed. The project team will work on needed analyses and provide output as time allows.
3. Identify existing policies, procedures, and programs that may affect infrastructure repair after a disaster not already identified by the project team. (Already identified items will be supplied at a later date.)
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Purpose

Land use is one of the most controversial and central issues to address in a post-disaster redevelopment plan (PDRP). Damage from a disaster can bring opportunities for a community to change previous decisions that may no longer be desired or to leap forward in implementing its vision for the future and becoming more resilient to disasters. Waiting until after a disaster to make all land use decisions may not allow a community to take advantage of these opportunities. On the other hand, making detailed decisions on where and how to rebuild before a disaster occurs is most likely not politically feasible or practical since the impact of a disaster can be estimated pre-disaster but can't be predicted with 100% certainty. The purpose of this Land Use Technical Advisory Committee (TAC) is to wade through these issues and determine to the best of its combined knowledge what can and should be done before and after a disaster in relation to land use for Hillsborough County and its municipalities.

Quick Facts

Coastal High and Special Flood Hazard Areas – Forty percent of the County is susceptible to flooding, with 6.2% of the land area is in the Category 1 storm surge zone and/or level A evacuation zone. Thirty-three percent of this high-hazard area is currently developed as single-family residential and another 17% is used for government, institutional, education, or hospitals. Twenty-one percent of the Coastal High Hazard Area is designated on the Future Land Use Map for residential development with a density of 6 dwelling units per acre or higher. (Florida Department of Community Affairs, 2006)

Land Use Issues and Potential Actions

Prioritize the issues based on importance and how soon they need to be addressed.

- Enhance hazard mitigation, open space, habitat conservation, recreation, or public access
 - Identify priority areas or criteria for post-disaster land acquisition (for hazard mitigation, conservation, recreation/public access, or redevelopment use) or rezoning (Ord. 93-20 (a),(c))
- Ensure new development and temporary uses are consistent with land use plans
 - Determine criteria for temporary uses to be consistent with current and future uses
 - Phased building moratoria for planning most impacted areas
- Focus redevelopment in safe and desired areas, ease reconstruction processes in these areas
 - Identify priority redevelopment receiving areas and priority land use types for recovery (Ord. 93-20(c)(2)h)
 - Recommend blanket reductions in non-vital zoning regulations and development standards to minimize the need for individual variances or compliance determinations prior to reconstruction (Ord. 93-20(c)(2)i)
- Opportunities to modify existing land uses
 - Identify non-conforming uses and consider policies for remedying post-disaster
 - Identify criteria for reducing development if possible, i.e. repetitive damaged property (Ord. 93-20 (a))
 - Develop policies for redeveloping land areas that have sustained repeated damages from storm events, i.e. increased mitigation requirements, reduced intensity, special permit requirements, etc. (Ord. 93-20 (a))

- Address private property rights potential issues by considering various methods of compensation including possible transfer of development rights
- Consider alternative future uses in high hazard areas where possible

Additional issues and/or actions:

Data and Analysis Needed for Land Use Issues

Prioritize the analyses based on most important to accomplish during this planning period (by December)

- Concentrations of non-conforming and repetitive damaged structures identified
- Historic resources located in high hazard areas identified
- Property not developed to highest future allowed use in high hazard areas
- Cost estimates for acquiring highly vulnerable properties
- Areas that are not vulnerable and could be encouraged for redevelopment identified
- Highly vulnerable areas with potential for fulfilling conservation, recreation or public access needs identified

Additional suggestions for data and analysis:

TAC Planning Tasks

1. Finalize and prioritize land use issues and actions that can be taken to address each issue.
2. Determine what data and analysis are necessary to address all of the issues and identify existing data sources, if needed. The project team will work on needed analyses and provide output as time allows.
3. Identify existing policies, procedures, and programs that may affect land use during redevelopment not already identified by the project team. (Already identified items will be supplied at a later date.)
4. Identify existing resources for addressing land use redevelopment (staff capacity and capabilities, funding resources, etc. – a list of questions will be provided to assist). Will this be adequate or are other resources necessary?
5. Pick one or more actions to work on during the planning process. Ideally, some criteria, procedures, or new policies will be drafted by March 2009 to jump start implementation of the plan. (Suggestions for actions to work on during planning process will be provided at first TAC meeting.)
6. Assign responsibilities, timeframe for completion, and estimates of costs and benefits to each action.

7. Approve of the draft plan components developed by the project team using TAC inputs. One of the draft components will include a list of benchmarks or goals for land use tied to the recovery timeline that will require TAC input.

Additional suggestions for tasks or comments on above tasks:

Suggested TAC Meeting Schedule

August	Discuss tasks and how to accomplish; identify missing stakeholder representatives; finalize and prioritize issues (#1); discuss data needs (#2)
September	Discuss existing data sources and detailed data needs(#2); review existing policy analysis and identify additional policies/procedures(#3); begin developing actions for the issues(#1); pick an action or more to work on (#5)
October	Identify existing resources (#4); continue developing actions for the issues (#1); continue work on action(s) (#5)
November	Continue developing actions for the issues (#1); begin assigning implementation info to each action (#6); continue work on action(s) (#5)
December	Continue assigning implementation info to each action (#6); continue work on action(s) (#5); discuss draft benchmarks for recovery (#7)
January	Complete assigning implementation info to each action (#6); continue work on action(s) (#5); approve of public meeting draft materials (#7)
February	Complete work on action(s) (#5)
March	Approve of draft plan (#7)

Anticipated Stakeholders Meeting Schedule (All TACs together)

October	Each TAC's issues presented; discuss interdependencies between TAC issues; data and analysis completed to date
December	Status on actions; discuss January public workshops
February	Draft plan presented; status on actions implemented during planning process

This handout is yours to keep and make notes on. A digital version will be made available as well. Your ideas will be discussed and collected at future TAC meetings and/or by email.

Purpose

Effective communication is one of the most significant roles of government after a disaster, especially during long-term redevelopment when the media focus has decreased. The Hillsborough County Post-Disaster Redevelopment Plan (PDRP) can identify, before a disaster, the needs for public outreach that will occur during long-term post-disaster redevelopment and the methods that can be used to successfully inform or involve the public in redevelopment activities. In addition, pre-disaster efforts to educate businesses and the public of the county’s redevelopment plans for recovery can be included in the PDRP. The purpose of this Public Outreach Technical Advisory Committee (TAC) is to develop initiatives for public outreach that correspond with the other TACs’ recommended redevelopment actions and to also incorporate public outreach during this planning process.

Quick Facts

Population – Hillsborough County has 1,157,738 people that it must try to reach through public education programs (Census, 2006). The population is diverse in its communication needs with 20.9% of the population speaking a language other than English at home (Census, 2000).

Businesses – There are 31,905 non-farm business establishments in Hillsborough County that will need to be reached (Census, 2005).

Public Outreach Issues

Prioritize the issues based on importance and how soon they need to be addressed.

- Effective communication of recovery status, available assistance
- Transparency in recovery decisions
- Public understanding of redevelopment policies before a disaster
- Public participation in land use and other recovery decisions
- Pre-established outreach methods
- Clear message about population return
- Well-distributed recovery centers

Additional issues and/or actions:

Data and Analysis Needed for Public Outreach Issues

Prioritize the analyses based on most important to accomplish during this planning period (by December)

- Identification of existing outreach methods and determination of which of those would also be successful during long-term recovery efforts
- Recovery decisions and programs that would require significant outreach efforts

Additional suggestions for data and analysis:

TAC Planning Tasks

1. Finalize and prioritize public outreach issues and actions that can be taken to address each issue.
2. Determine what data and analysis is necessary to address all of the issues and identify existing data sources if needed. The project team will work on needed analyses and provide output as time allows.
3. Identify existing policies, procedures, and programs that may affect public outreach after a disaster not already identified by the project team. (already identified items will be supplied at a later date)
4. Identify existing resources for addressing public outreach (staff capacity and capabilities, funding resources, etc.- a list of questions will be provided to assist). Will this be adequate or are other resources necessary?
5. Work on public outreach materials and sources of distribution for the current PDRP planning process.
6. Assign responsibilities, timeframe for completion, and estimates of costs and benefits to each action.
7. Approve of draft plan components developed by the project team using TAC inputs. One of the draft components will include a list of benchmarks or goals for public outreach tied to the recovery timeline that will require TAC input.

Additional suggestions for tasks or comments on above tasks:

Suggested Meeting Schedule

August	Discuss tasks and how to accomplish; identify missing stakeholder representatives; finalize and prioritize issues (#1); discuss data needs (#2)
September	Discuss existing data sources and detailed data needs(#2); review existing policy analysis and identify additional policies/procedures(#3); indentify planning process outreach needs (#5)
October	Identify existing resources (#4); begin developing actions for the issues (#1); continue work on planning process outreach (#5)

Public Outreach Technical Advisory Committee

- November Continue developing actions for the issues (#1); begin assigning implementation info to each action (#6); continue work on planning process outreach (#5)
- December Continue assigning implementation info to each action (#6); continue work on planning process outreach (#5); discuss draft benchmarks for recovery (#7)
- January Complete assigning implementation info to each action (#6); continue work on planning process outreach (#5); approve of public meeting draft materials (#7)
- February Complete work on planning process outreach (#5)
- March Approve of draft plan (#7)

Anticipated Stakeholders Meeting Schedule (All TACs together)

- October Each TAC's issues presented; discuss interdependencies between TAC issues; data and analysis completed to date
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