

Emergency Management Strategic Committee

Jordan Newby Anchor Library

May 20, 2019, 2:00-3:30pm & 5:30-7pm Combined

Minutes

Purpose

This Committee is an effort to bring together leaders from throughout the community and capture a more realistic “ground truth” assessment of how emergency preparedness is perceived and how it may be improved throughout the community. The meetings are facilitated by the Director of Emergency Preparedness and Response. All civic leagues are invited.

Two sessions are offered to accommodate as many participants as possible: one in the afternoon and one in the evening.

Attendees

2:00-3:30pm

Mr. Lawrence Brown, Campostella Height Civic League
Ms. Andria McClellan, Councilwoman
Mr. Rickey Ross, Meadowbrook Woods Civic League

5:30-7pm

Dr. Joshua Behr, Old Dominion University / VMASC
Ms. Michelle Johnson, Director, Neighborhood Development

Discussions

While both meetings experienced meager attendance, the conversations were very real and very productive. The foundational issue which serves as an underlying barrier to most all preparedness strategies and otherwise impedes the true resilience of the community is race. Until the issue of race is addressed, trust will be lacking. Without trust, we are not a resilient community. The City of Norfolk’s new Diversity and Inclusion Officer will also be appointed to the Strategic Committee.

Trust issues were also exposed during Hurricane Florence as it pertained to evacuation orders. It takes more than the government to order an evacuation; many in the community look to their formal and/or informal leaders within their own neighborhoods for guidance. Therefore, relying on city ‘ambassadors’ is imperative. Moreover, the creation of Community Emergency Hubs where problem-solving can be accomplished at the most local level immediately after a disaster. Through building this network, relationships will be built, and trust nurtured. With

the president of Campostella Heights, Mr. Brown, in attendance, the group identified the Southside Task Force as the community to pilot the Community Emergency Hub concept.

Goal: Improve neighborhood-level resilience.

- **Objective:** Partner with the Southside Taskforce to develop a functioning Community Emergency Hub by the end of the year.
 - **Tactic:** Meet with the three Civic League Presidents which make up the Southside Taskforce: Berkley, Campostella, and Campostella Heights. Include Neighborhood Development and NRHA Tenant Management Council as well as members of the faith and business community.
 - **Tactic:** Create a trusted point of contact residents can call and report status who can then help meet the need or contact the EOC for assistance.

Goal: Increase awareness of the Know Your Zone campaign as well as the number of Norfolk Alert subscribers.

- **Objective: “Market the Storm.” Don’t perform outreach, use sales strategies.** Go to where the people are, build trust and rapport, find and communicate the value to the resident or business owner and be persistent.
 - **Tactic:** Partner with MarComm and Norfolk Public Schools for a *Know Your ABC’s* campaign.
 - **Tactic:** Go to where the people are; attend and meet people at events like prayer breakfasts, PTA meetings, Berkley Reunion,
 - **Tactic:** Create and distribute talking points to Council members who also attend numerous civic events.
 - **Tactic:** Rather than limit outreach to a week or a month campaign, devote one day a week throughout the hurricane season to share information.
- **Objective: Increase exposure to evacuation zones.**
 - **Tactic:** Consider adding stickers or signage to existing stop signs, etc.
 - **Tactic:** Partner with City’s new “Artist-in-Residence
 - **Tactic:** Emergency Preparedness & Response staff partnering with businesses to place evacuation zone window stickers.
 - **Tactic:** Place evacuation window stickers at all schools and city buildings; place evacuation zone information on first floor of City Hall during Hurricane Season.
 - **Tactic:** Consider refrigerator magnets for residents in Zone A.
- **Objective: Eliminate assumptions about evacuation zones protecting “higher value” residents.**
 - **Tactic:** Work with MarComm to create a video explaining exactly how the evacuation zones were developed.

Goal: Contribute toward ensuring a resilient community where diversity is appreciated and racism is extinguished.

- **Objective:** Work in synch with the City's Diversity and Inclusion Officer
 - **Tactic:** Partner with and invite the City's Diversity and Inclusion Officer to participate on the Emergency Management Strategic Committee; Director of Emergency Preparedness and Response to participate on the Diversity and Inclusion Committee.
 - **Tactic:** Request the members of the Diversity and Inclusion Committee review all disaster-related plans.
 - **Tactic:** Support the Diversity and Inclusion Committee to facilitate community conversations and other activities focused on the topic of race relations and racial resilience.

- **Objective:** Ensure all plans within the Team Norfolk Emergency Operations and Resilience Framework are inclusive and real through the lens of racial equality.
 - **Tactic:** Include the issue of racism in the City's hazard mitigation plan outlining the hazard identification / risk assessment as well as goals and objectives to minimize or eliminate the hazard altogether.

Next Meetings:

Monday, July 15: 2-3:30pm and 5:30-7pm

Topics

Dr. Behr's Hurricane Florence post-storm survey results.

Draft Mitigation Plan Annex on Racism

Update on Southside Taskforce Pilot Program

Monday, October 14: 2-3:30pm and 5:30-7pm

Topics

To Be Determined