Emergency Management Strategic Committee
Jordan Newby Anchor Library
February 4, 2019, 2:00 – 3:30pm & 5:30 – 7:00pm Combined

Minutes

This is a consolidated summary of the discussions which occurred over the afternoon and evening sessions.

Attendees

2-3:30pm
Rabbi Jeffrey Arnowitz, Congregation Beth El
Mr. Lawrence Brown, Campostella Heights CL
Councilwoman Mamie Johnson, Ward 3
Dr. Glenn E. Porter, Queen Street Bapt. Church
Mr. Rickey Ross, Meadowbrook Wood CL
Admiral Kevin Slates, USN, Ret.

5:30-7pm
Dr. Joshua Behr, ODU/VMASC
Mr. Brian Donegan, Talbot Park CL
Ms. Barbara Hamm Lee, Sharing Info, LLC
Ms. Cathy Lewis, WHRO

Neighborhood Preparedness / Neighborhood Hubs
The vision discussed for the Emergency Management Strategic Committee is to establish a culture of preparedness at the individual and neighborhood level. The planning assumption is that a neighborhood will be inaccessible for at least 72 hours. As such, the individuals and families must be prepared and trained to respond and otherwise help each other until help can arrive. One strategy which resurfaced is that of neighborhood hubs - areas throughout the city where folks know that they can go for safety, information, supplies, etc.

To start looking at potential hub locations, the suggestion was made to review the neighborhood asset maps which identified strengths. These maps were created during the Vision 2100 planning process (summary attached). Second, tours of the various neighborhoods should be scheduled/conducted for the Strategic Committee to help identify potential hub site locations. Outreach should be made with schools, houses of faith, non-profit organizations and even private sector partners to discuss their potential role in their neighborhood’s resilience efforts.

There are over 100 civic leagues in Norfolk, and it was acknowledged that some are more active than others. Furthermore, civic league membership typically consists of a small percentage of residents in their respective neighborhood. There are 12 neighborhood task forces throughout the City which consist of City Council members, city administration, neighborhood representatives and business owners. Norfolk Neighborhood Development and Emergency
Preparedness and Response are partnering for a preparedness-related session of the Neighbors Building Neighborhoods Academy. The group will pursue interested civic league leaders at that time.

It was suggested disaster preparedness outreach should occur outside of hurricane season, specifically March, April and May timeframe with the focus on all-hazards. Likewise, when presenting to a civic league, the information should be interactive and shared in a way most relevant to that neighborhood.

Access & Functional Needs
The need to identify, educate and inform individuals with varying needs and abilities was discussed. It was announced the City did have a “special needs registry” since 2010 but with little to no success for the fact individuals did not want to provide such personal information to the government. The group agreed “the government” may not be the best messenger, but instead trusted community and faith leaders might find more success. The registry website will be dusted off, updated and made available for new registrants so they may receive a wellness check (phone or visit) before, during and after an incident.

Hurricane Evacuation / Know Your Zone
Conversation regarding Hurricane Florence had much to do with confusion over evacuation zones. Many were unaware of their zone designation, what to do, where to go whether they evacuate at all.

One rumor which was shared had to do with the perception evacuation zones were designed to protect one segment of the population and otherwise neglect the others. This must be addressed during community outreach with additional steps taken to establish and nurture trust. One action item in particular is to physically visit various locations ahead of a storm event and provide specific information on shelter availability, contact information to request transportation, and more. Another is to establish year-round relationships – not just during times of emergency. One idea is to offer preparedness-related programs for children in 6th grade to high school. Additionally, there is an opportunity for resilience through relationship building with the People First initiative at St. Paul’s.

As for increasing awareness of evacuation zones, there are additional steps to take. Currently, Southside Hampton Roads localities are partnering with Hampton Roads Transit to advertise on their buses. Recommendations discussed at the meeting included placing signage on government buildings, private businesses and modifying City-owned stop signs. Another suggestion was to use a similar strategy for modified trash collection: posting signage throughout the neighborhood informing them of their evacuation zone. Lastly, there was a request for Emergency Preparedness and Response to put out a master list of all neighborhoods identifying their zones (it’s important to note the zones are not organized by
civic boundaries, but rather topography. Therefore, properties within the same civic league will have different evacuation zone designations).

One suggestion had to do with providing real-time situational awareness through online mapping. Having an online GIS (Geographical Information System) with various layers for planning, but also something to reflect an impending threat based on the forecast.

**Outreach**

Effective outreach strategies were discussed at length for the fact disaster preparedness during non-emergency situations does not compete with other daily priorities.

One idea put forwarded came from a House of Worship – their “Plus 1” program. Similar to reaching out and inviting just one person to attend the next worship service, this Plus 1 would be designed to reach out to one person in your neighborhood to partner up, plan together and otherwise look out for each other during a disaster.

Ms. Diedre Love and *Teens With a Purpose* were recommended for their interpretive talents and how they could be related to community preparedness. *Emergency Preparedness and Response* to reach out to Ms. Love.

It was mentioned Norfolk’s Houses of Worship could assist with a Preparedness Registry and Norfolk Alert outreach. Dr. Porter announced Queen Street Baptist Church would be willing to have an Emergency Preparedness Sunday where after the sermon to assist with registrations. Information could be inserted in church bulletins. Dr. Porter would like to have individuals who can testify to how signing up for the registry/Norfolk Alert has helped them. Rabbi Arnowitz recommended improving communications before, during and after a storm. He would be interested in having Congregation Beth El serve as a distribution center.

**Attachments:**

Vision 2100 Asset Mapping Summary and Map
Community Asset Mapping

What?
In Spring 2016 the City’s Planning, Neighborhood Development and Communications departments joined forces with the Resilience Office to launch workshops and an online campaign to ask residents “What Do You Love?” about Norfolk. The effort sought to assess and map Norfolk’s most important assets – places, people, events and other aspects of neighborhoods and the city itself – that make Norfolk strong and a great place to live.

Why?
Over time, communities change. We wanted to identify assets to protect, strengthen, replicate, grow and nurture as the city evolves into an even greater place to live, work and play. An Asset Mapping exercise – identifying and plotting those features -- was designed to understand what makes people choose this city and their neighborhoods. Then we can build on the assets that make Norfolk a great place to live -- not the individual buildings or spaces, but what happens in those buildings and spaces— that is the experience people are buying in Norfolk and what makes them stay here.

Cities compete for diverse residents including millennials, retirees, and families. People choose where they live, assessing factors such as housing, neighborhood, city and region. Their choice includes a decision on the experience they believe they are buying. People do not buy a beautiful house in a neighborhood they do not want to live in—no matter how great the house is. Likewise, residents do not choose to live in a neighborhood in which they feel unwelcome, that does not share their values, and does not have the amenities that make their lives good.

How?
Residents provided information about what makes Norfolk great during six asset mapping hands-on workshops, through an online survey and on social media including Facebook and Twitter.

What Did We Learn?
A lot of people had a lot to say about why they love their neighborhoods and Norfolk as a whole. In small workshop groups around the city, through an online survey and social media, people easily identified what they valued about Norfolk and why.

Number of Participants: Approximately 530 participants, in person or via survey or social media
Data Collected: Nearly 4,000 data points collected

The collected data demonstrates that a combination of assets - including places, events, people and things - and the experiences these assets provide make Norfolk strong and a great place to live. The list below describes the Top 7 high level takeaways across all the datasets, along with a snapshot of residents’ comments:

Top 7 Takeaways:

- **Focus on a Combination of Assets**: Residents value Events (such as festivals, sporting events, neighborhood activities), People (such as formal and informal community leaders) and Things (characteristics such as diversity, history vibe, accessibility, walkability.) For instance, how can we capitalize on and combine people’s love for affordable world class art events, diversity of people and
cuisine, sense of history, accessibility, walkability, the Tide, interaction with nature and a waterway view in an event, demo project, neighborhood revitalization/redevelopment effort?

- **Focus on Experience**: A person’s specific experience with a place creates value. For instance, Norfolk Zoo and Botanical Gardens scored high among assets due to their aesthetic appearance, beautiful views, native plant material, interaction with animals and the impact they had on childhood memories.

- **Protect and Strengthen Green**: Participants identified interaction with and experience derived from natural elements such as green and open spaces including parks, gardens and other outdoor venues and easy accessibility to these spaces as among the city’s most important assets. Family time, exercise, escape from the city, gathering with friends, connectivity to nature and other people, feeling of inclusiveness were the most common experiences associated with these physical places.

- **Focus on Water**: Water appears to be an undervalued asset. While residents across all datasets datasets (workshops, survey, social media) identified interaction with water, including access to, enjoyment and economic utility of waterways, waterfront, city staff had expected to hear more about Norfolk’s water-related assets. Beaches in particular seem to be a largely “forgotten” asset.

- **Preserve Diversity of People, Places, Events, Things and Overall Experience**: Pride in diversity of people (including ethnicity, ages, professions such as the military and young entrepreneurs) restaurants/cuisine, affordable (and yet world class) arts, sport and other community events, shopping opportunities, views, modern versus historic were consistently identified as major assets.

- **Preserve and Enhance Accessibility and Connectivity**: Easy access to the places, events and things noted above was identified as a key asset. The TIDE light rail, walkability and biking were the most frequently mentioned assets related to accessibility.

- **Protect Opportunities that Allow People to Build Human Capital, Social Cohesion and Connect with Each Other**: Neighborhood, arts, sports and other community events and other opportunities that bring strangers, neighbors, friends, university students, military personal, families, entrepreneurs, civic leagues and other community members together were consistently ranked as major assets. Friendliness, openness and progressiveness of Norfolk residents, community groups and community formal and informal leaders were key characteristics and experiences people valued.

### How Will Asset Data Be Used?

The collected asset data will inform a number of key initiatives:

- **Neighbors Building Neighborhoods**: Neighborhood Development will use the data for neighborhood community revitalization efforts. Neighborhood stakeholders (residents, businesses, nonprofits, city staff, etc.) will work together to build on identified neighborhood strengths.

- **Vision 2100**: The city’s Planning Department will use the data and work with residents to create a long-term land use plan for the city — informing development, zoning, infrastructure investments, etc. in light of changing economic, demographic and sea level rise conditions. Collected data provide information about assets that the city should protect, strengthen, or replicate to ensure that they remain part of the future Norfolk. Later this Spring, the collected data will be used during another set of community meetings during which the city departments will work with residents to develop the vision in Norfolk in the 22nd century and beyond. The vision will represent a new chapter in plaNorfolk2030.

- **Long-term Recovery Plan**: The Department of Emergency Management and Response will use the findings to inform the development of the long-term recovery plan.
Overall Resilience Efforts as Applicable – The Resilience Office will use the data to inform initiatives to advance the three overarching resilience goals as applicable: Create the coastal community of the future; Create economic opportunities by advancing efforts to grow existing and new industry sectors; Advance initiatives to connect communities.
Asset Mapping

Assets...

...and the values they represent.