

Planning & Preparing for Disaster



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BEFORE THE DISASTER

Lessons learned the hard way

PREPARE
CONNECT
BE READY

Know Your Resources



“

Know who to call
before you need to
make the call.

Know Your Role



“

Know where economic
development fits before
disaster happens.

Build Relationships



“

You cannot build trust
in the middle of a
crisis.

DURING THE DISASTER

Lessons learned the hard way

COMMUNICATE
SUPPORT
KEEP IT MOVING

Over Communicate



“

If you think you're communicating too much, you're probably doing “just enough.”

Document Everything



“

If it isn't documented, do NOT count on being able to prove it later.

Create Momentum



“

Celebrate wins. People need to see that something is getting better.

RECOVERY AFTER DISASTER

REBUILD
LEARN
PREPARE

Lessons learned the hard way

Support your People



“

Recovery becomes a second full-time job. Give leaders assistance & financing.

Know the Rules



“

Good intentions do not override procurement rules.

Learn + Prepare



“

Every disaster should leave your community better prepared for the next one.

DISASTER RESPONSE LESSONS

Know your resources

before you need them

Only send those who **understand the task** & **are capable** of the task at hand.

Over-Communicate.

If you feel like your sharing too much, it's probably just enough.

Fund the Leadership Assistance.

Find a way to get them some kind of paid help.

Know your role

BRE

Build relationships before the disaster.

Planning for it prior!

Humor is OK.

Before you need it:
Build relationships,
BRE, learn plans, systems
& who is in charge.

Plan for the next disaster while recovering from the last one.

Insurance isn't your friend.

Document everything.

Quick Wins: Find at least one quick significant win to help restore hope.

Control only what YOU can control!
Step away if needed.
No idea is Dumb.

30 day Rule:
Governing funds for bidding procedures, procurement & awards.



RESTORE YOUR ECONOMY.ORG



LEADERSHIP IN TIMES OF CRISIS

A TOOLKIT FOR RECOVERY AND RESILIENCY

www.restoreyoureconomy.org



Disaster Philanthropy

General Philanthropic Disaster
Preparedness, Response & Recovery
Resources



Disaster Funds in Iowa



DISASTER RECOVERY
FUND



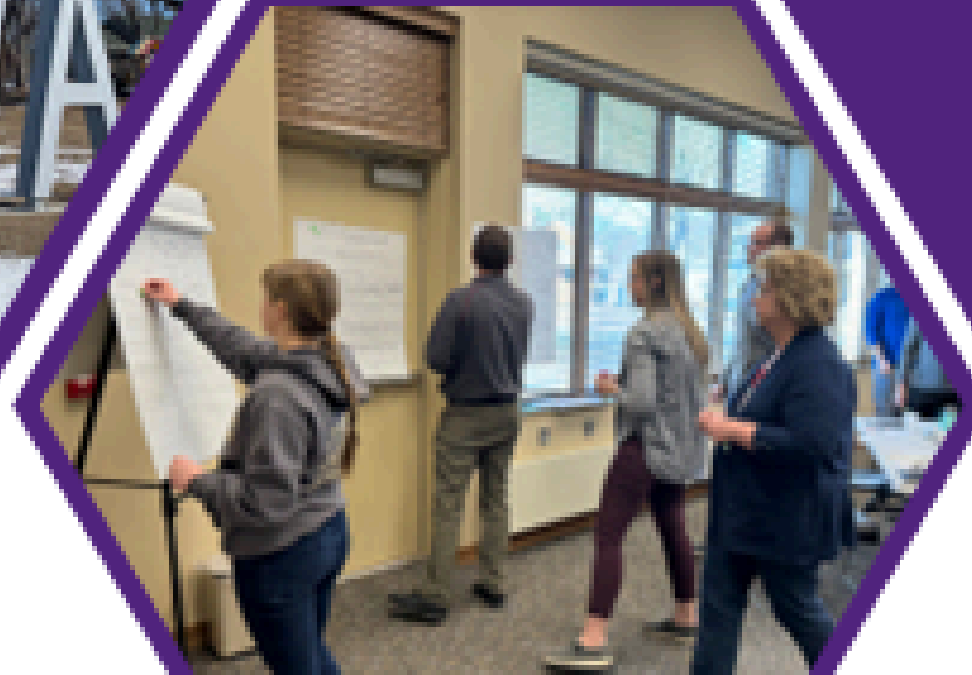
RESILIENCE TOOLKIT

For Small Business

Strategies and actions for business, government, or development organizations to ensure ongoing viability.



Disaster Response Resources Guide – IOWA





Institute for Decision Making
University of Northern Iowa



City of Rock Valley RESIDENTS' FLOOD IMPACT & RESPONSE INPUT

This survey is being conducted by the City of Rock Valley to identify and assess the current challenges, issues and needs of all of our residents and households related to recent flooding. The information will be used immediately to direct response, troubleshoot issues, request assistance and guide recovery efforts.

PLEASE SCAN THE QR CODE
OR VISIT:

Please
Respond
ASAP



SURVEY #1
YOUR INPUT & INFORMATION IS **CRITICAL**

This the first of 3-4 Input Surveys that will be issued over the coming days, weeks and months to help ensure that the City of Rock Valley and service providers are in direct communication with you and your household.

Note: If you have problems with the link or QR Code, please email: idm@uni.edu

**POWERFUL
PARTNERSHIPS:**

**Over 25 Agency's
24 hour Completion
550 Local Responses**

**Launched Recovery
Efforts for housing &
business assistance**

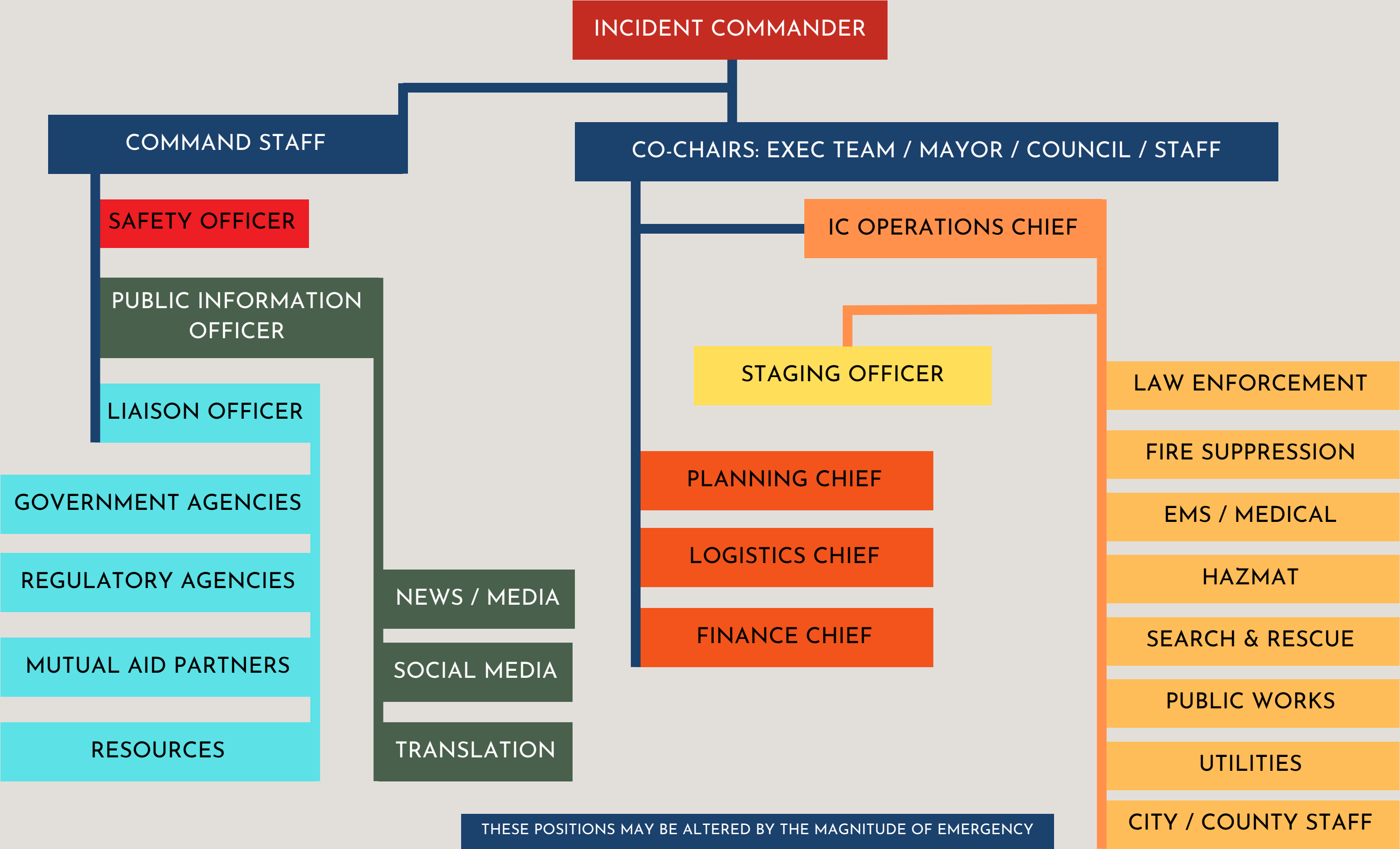
Support for Affected Business, Residents & Community



Governor & State ED Office
State & Federal Representative
Local Gov. + Non-Profits + Foundations
Temporary Spaces / Catalog of Spaces



EXAMPLE OF INCIDENT COMMAND STRUCTURE



NEED 6 VOLUNTEERS



**VOLUNTEERS
WANTED!**

No experience necessary. Poor decision-encouraged!

**“Leadership
RISES...**

**When a
Plan
SINKS”**



Welcome to
RUSTY CORNERS



Est.



1897

Redneck Capital of Iowa



BUBBA'S
★ BAIT & BEER ★

ICE COLD BEER

ENCY BEER

BEAUVILLE
TAXINUIR NAG

BILYEMY
BGO

COOTER'S
AUTO & TOWING

Pigy ROSAST
FRI Ninte!

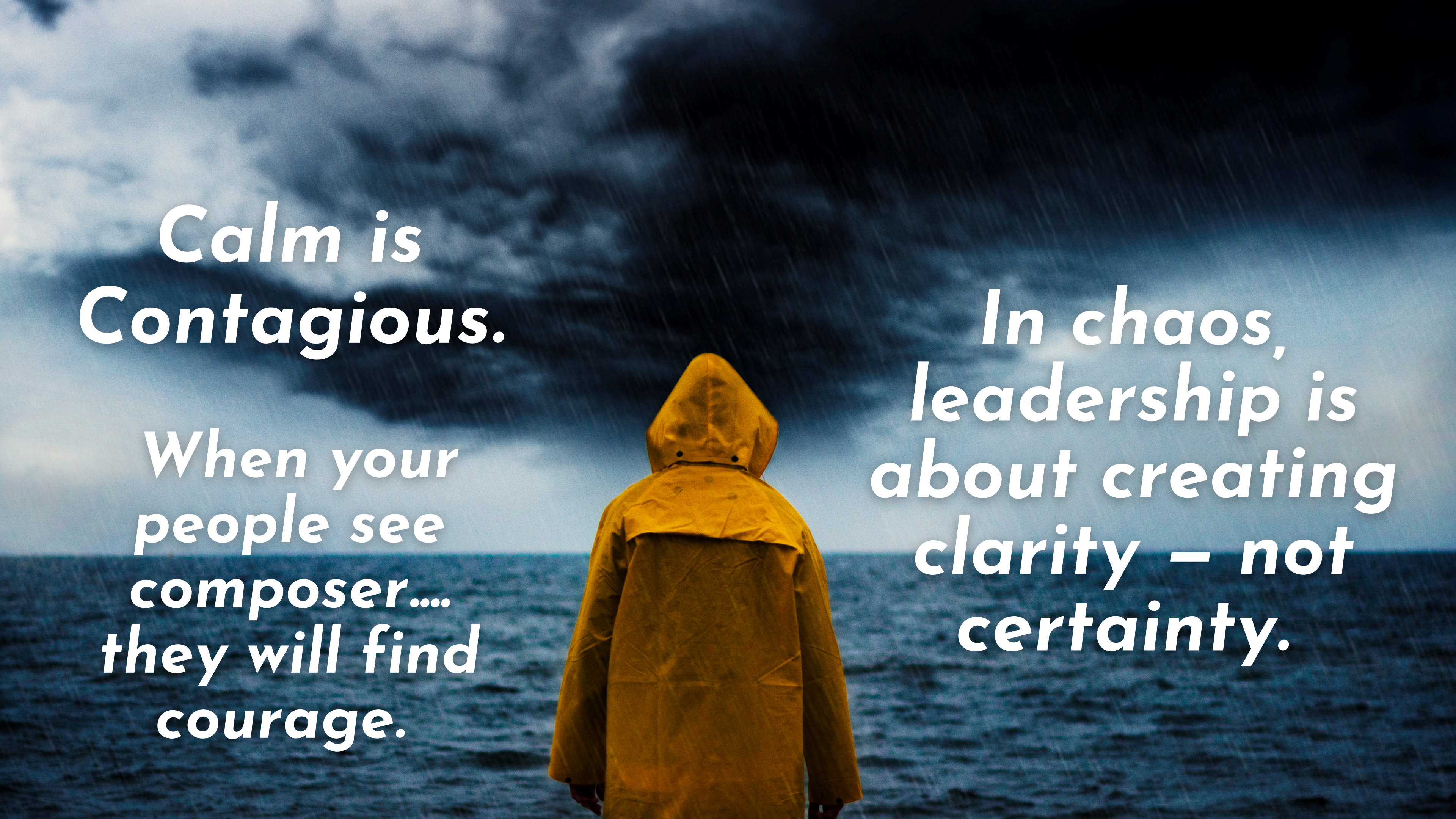
BETTY'S
HAIR HUT

FIREWORKS

Big Wullet
3-600Z SAGE! 100SS







***Calm is
Contagious.***

***When your
people see
composer....
they will find
courage.***

***In chaos,
leadership is
about creating
clarity – not
certainty.***

Key Takeaways?



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Thank you!



End of slides

everything after this can be used as resource or deleted

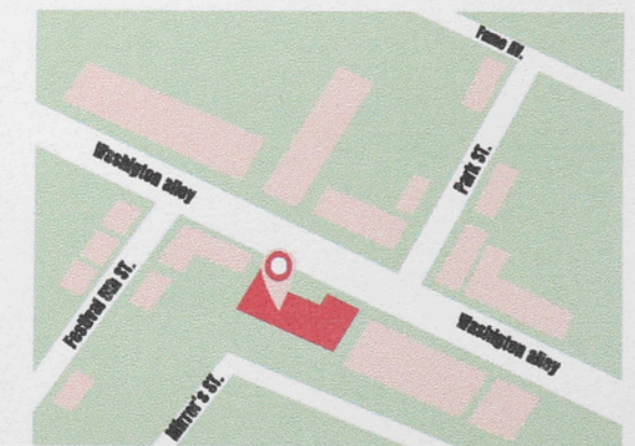
***“Leadership Begins.....
When Plans End.”***



EVACUATION PLAN



LEGENDS



Do you remember the plan for this event?

Have you read your EOP?



**Where can you find
the EOP?**

**Who is responsible
for maintaining,
updating, storing?**

**Who has hard
copies?**

PHASES OF DISASTERS



*SEMP = Strategic Emergency Management Plan



***Waiting for perfect
information costs time
you DO NOT have.***



Communication!



= Collaboration







City of Rock Valley

June 26 · 🌐



🔔 TOILET USAGE NOTIFICATION 🔔

Many residents asking about flushing toilets with the water now coming back on.

A high ranking, unnamed, city official said to post this important info to social media:

🔊 Yellow = Mellow

🔊 Brown = Flush it down

🔔 Notificación para uso de inodoro 🔔

Muchos residentes están haciendo preguntas acerca de si pueden descargar los inodoros ya que se ha prendido el agua.

Un funcionario de alto rango, pero anónimo de la ciudad dictó que se publicará la siguiente notificación en los medios sociales:

🔊 si es pipí = déjalo así

🔊 si es popó = descárgalo See less

Boost post

👍👎 157

18 🗨️ 28 ➦

🔔 Notification for toilet use 🔔
Many residents are asking questions about whether they can flush the toilets as the water has turned on.

A high-ranking, but anonymous city official dictated that the following notification would be posted on social media:

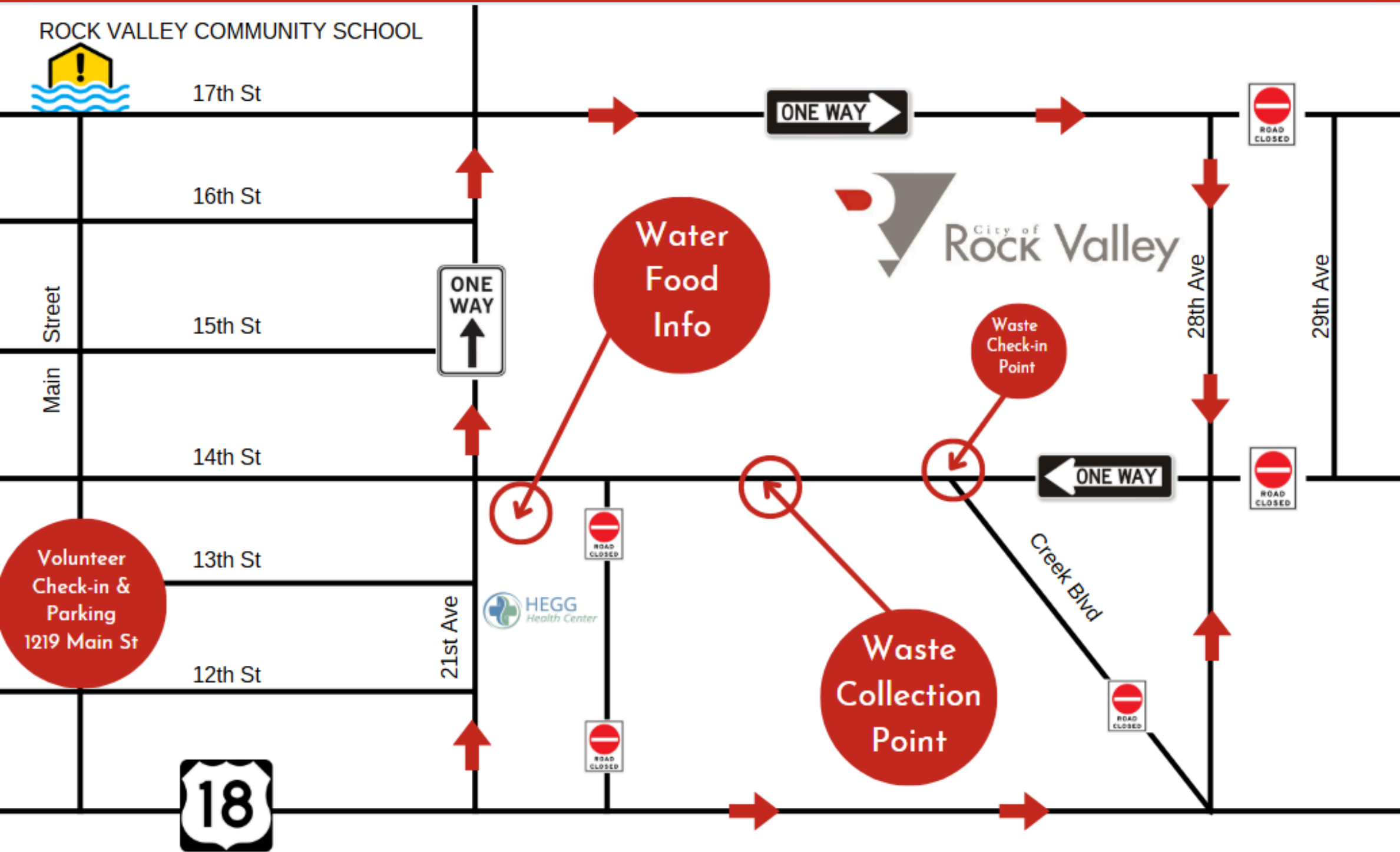
🔊 if it's pee = leave it like that

🔊 if it's ass = download it

⚙️ [Rate this translation](#)



Continuance - Planning

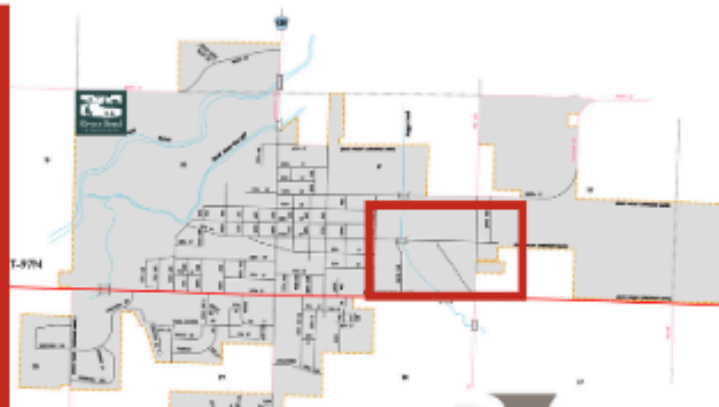


Flood Affected Properties Waste Collection Info

Propiedades afectadas por inundaciones Información sobre recolección de residuos

Hours: M-T-W 9am to 5pm
Separate Hazardous Material &
Appliances

Hours: M-T-W 9am to 5pm
Separe el material peligroso y
Accesorios





Long Term Recovery

utilizing temporary measures





**COMMUNITY
COMEBACK
CELEBRATION**

A decorative graphic of colorful confetti and streamers in shades of orange, red, blue, and purple, positioned to the right of the text.

***Market &
Customer
Re-engagement:***

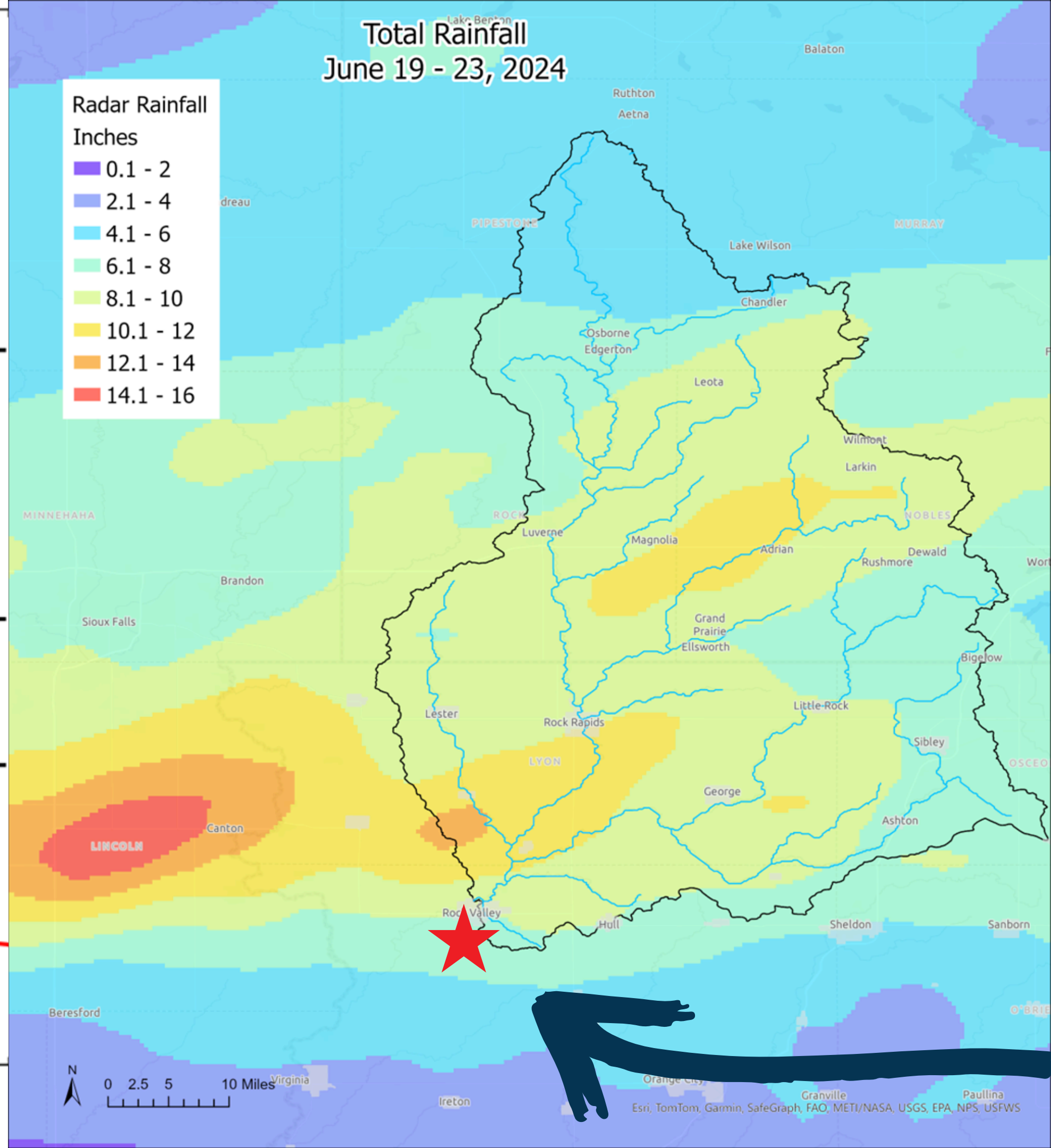
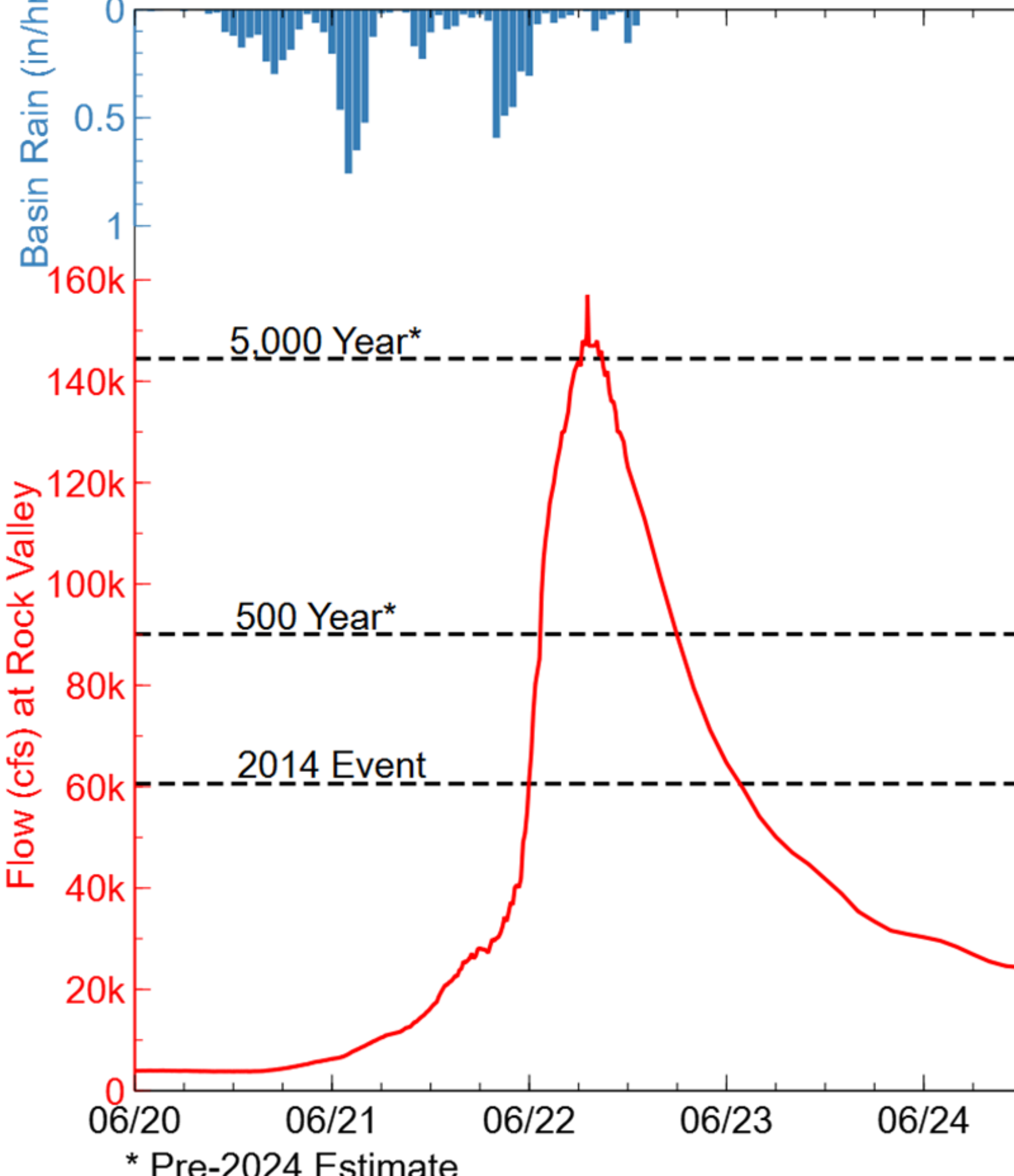
Celebrate Your Wins!

"Open for Business"

Control Narrative



It is OK to LOL!



Mayor Kevin Van Otterloo, City of Rock Valley, Iowa

Hour 36

1700 - June 24, 2024



Reflections: What did you just *hear* & see?



Natural Disasters:



Hurricanes &
Tropical Storms



Floods &
Flash Floods



Thunderstorms
& Lighting



Tornadoes



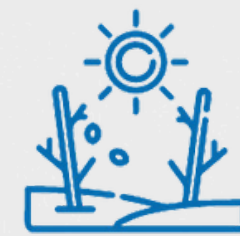
Wildfires



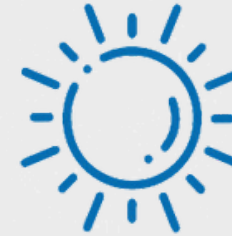
Agricultural
Diseases



Earthquakes &
Sinkholes



Drought &
Water Shortage



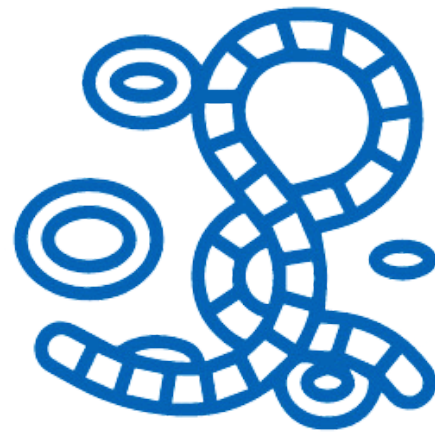
Extreme Heat



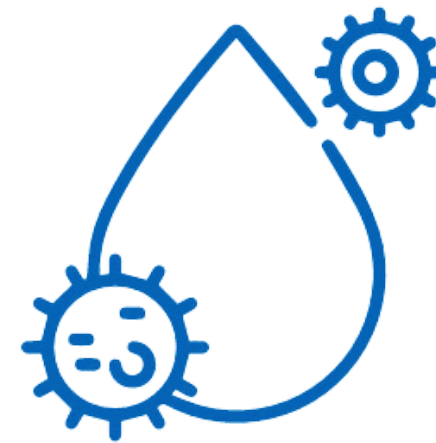
Winter &
Ice Storms



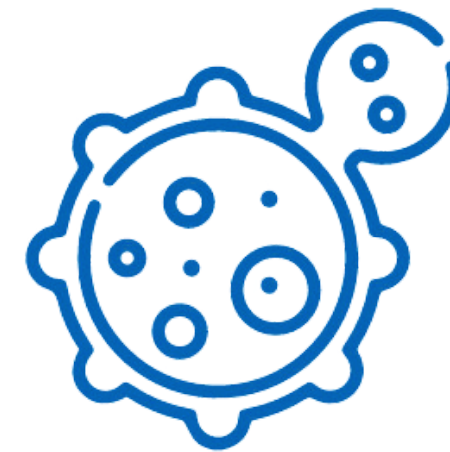
Influenza Type Virus
(SARS, H1N1, Avian Flu)



Airborne Viruses
(Ebola)



Other Viruses
(AIDS)



Diseases
(Acute cancers, particularly
caused by environmental factors)

Public Health / Pandemics:

Man-Made & Technological *Disasters:*



Fraud & Theft



Environmental
Health Issues



Civil Unrest



Terrorism



Radiological
Emergencies



How the Roles of ED Pros Are Impacted by Disaster:

Analyst / Educator

Normal Roles:

Analyzer
SWOT
Data Consumer
Communicator
BRE
Risk Analysis

After Disaster:

Liaison
Facilitator
Communicator
Assess Impacts





How the Roles of ED Pros Are Impacted by Disaster:

Visionary / Catalyst

Normal Roles:

Visionary Leader

Engages Others

Provides Incentives

Cheerleader

After Disaster:

Strategizer

Build Support

Strategic Planner

Connector

How the Roles of ED Pros Are Impacted by Disaster:

Gap Filler

Normal Roles:

Provide
Assistance

Leverage
Financing

After Disaster:

BRE -
Reconnect

Business Support-
Lending / Grants



How the Roles of EDOs Are Impacted by Disaster:

Connector / Advocate

Normal Roles:

Key Liaison
between Agencies

Cheerleader

Coordinator of
Communication

After Disaster:

EMP Business
Advocate

Mitigation /
Preparedness

Advocate for
Policy Changes



Thank you!



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