



Red Hook Recovery Project
Hurricane Sandy
An Urban Disaster

Overview

- Impact of Changing weather
- Urban Preparedness
 - Overview of preparedness efforts
 - Complexities of urban planning (Ex. NYC)
- Understanding Community
- Proposed Models



Points to Consider

- How well do you know the communities you serve?
- What does a “community assessment” look like in for your organization, and who does it serve?
- What does your current long-term community recovery work look like?



Changing Weather Patterns

- The Earth is warmer now than it has ever been
 - What does that mean to emergency management?
- We can anticipate:
 - More hurricanes /More intense hurricanes
 - More flooding
 - More beach erosion
 - Colder Winters /Hotter Summers
 - More droughts /More wildfires



Changing Weather Patterns

- We've built our towns and cities with the local weather in mind, but now that weather is changing
- It's not about how emergency management is changing; its about how the world is changing
- Emergency Management needs to be flexible enough to get out ahead of it.



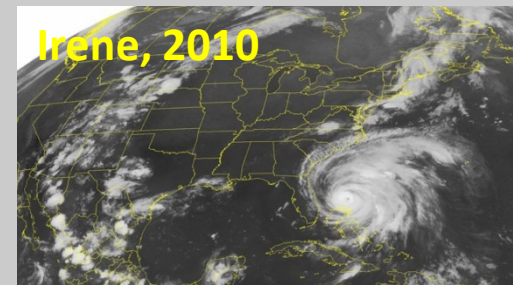
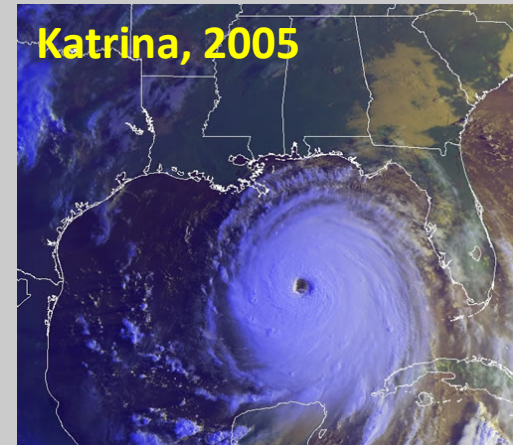
NYC Planning Like Never Before



- Average Tornadoes in NY
 - 1961 – 1990 = 5/year
 - 1991 – 2010 = 10/year
- Significant Storms in NY
 - 1975 – 1999 = 17 over 24 years
 - 2000 – 2012 = 18 over 12 years
- Heat Waves
 - 2012 = 4 Heat Waves in NYC
- Earthquakes
 - Not a new threat, just bigger population

NYC Preparedness

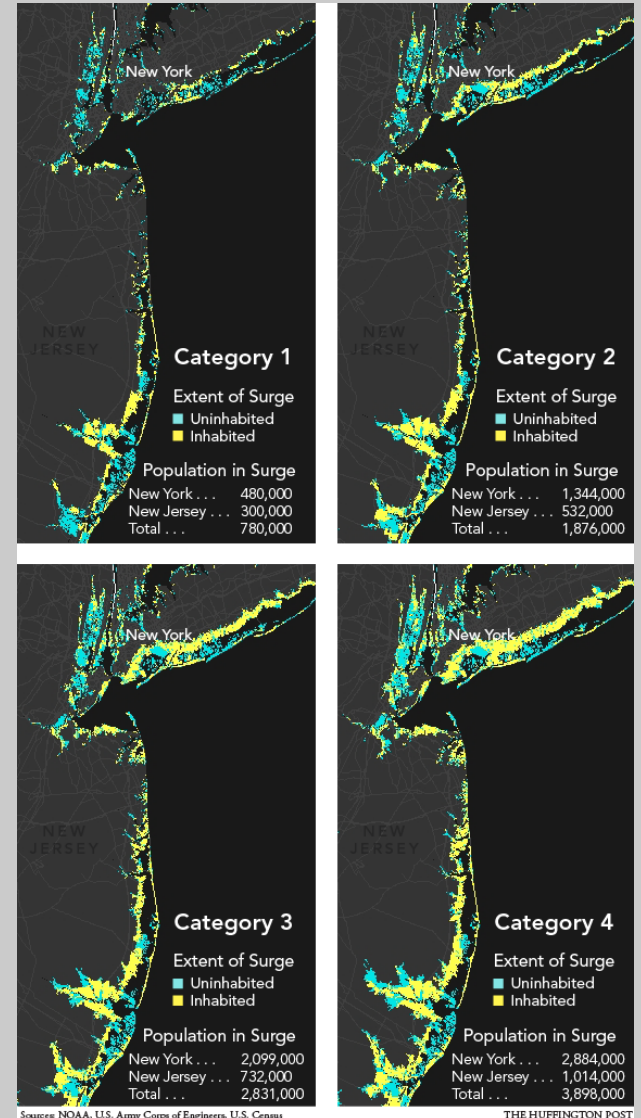
- 2005 - 2006, after Katrina NYC OEM re-drafted Coastal Storm plan
- Regular Nor'easters
- First real test of the CS plan came in 2011, Hurricane Irene



NYC Preparedness

What we Prepared for...

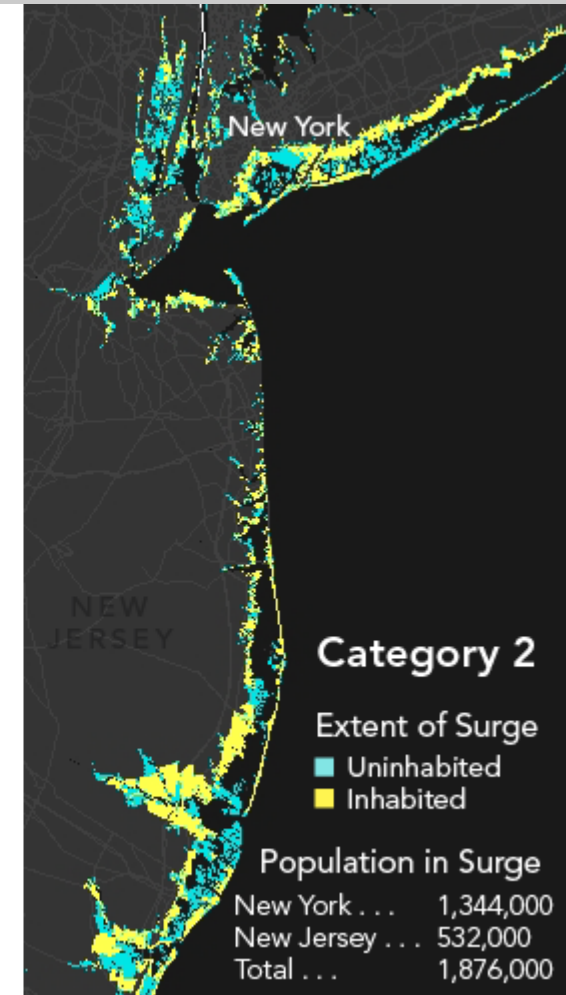
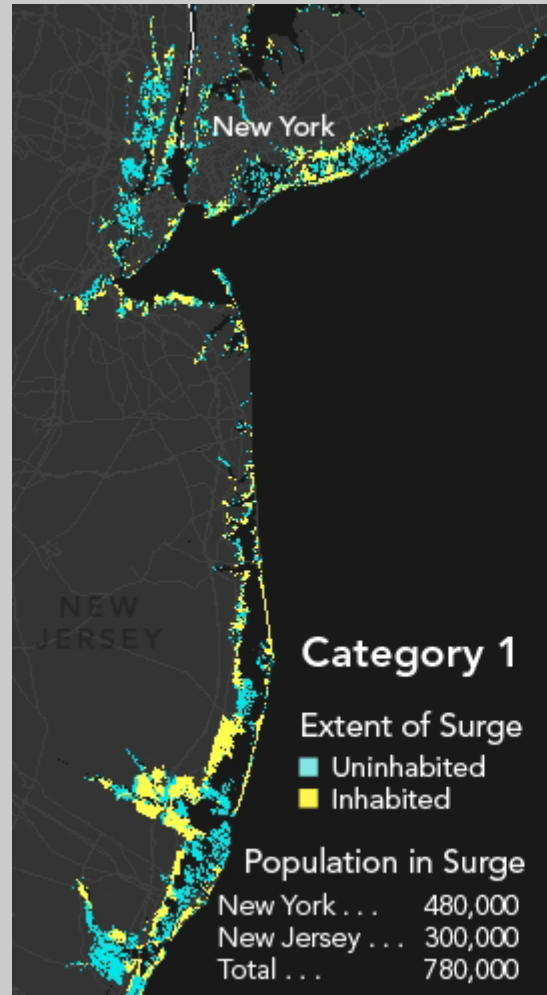
- Flood Maps Published in 1983
- All Zone A was flooded by storm surge as predicted
- Parts of Zone B (at the A/B borders) flooded as well also as predicted (see NYC Coastal Storm Plan)



NYC Preparedness

What we Prepared for...

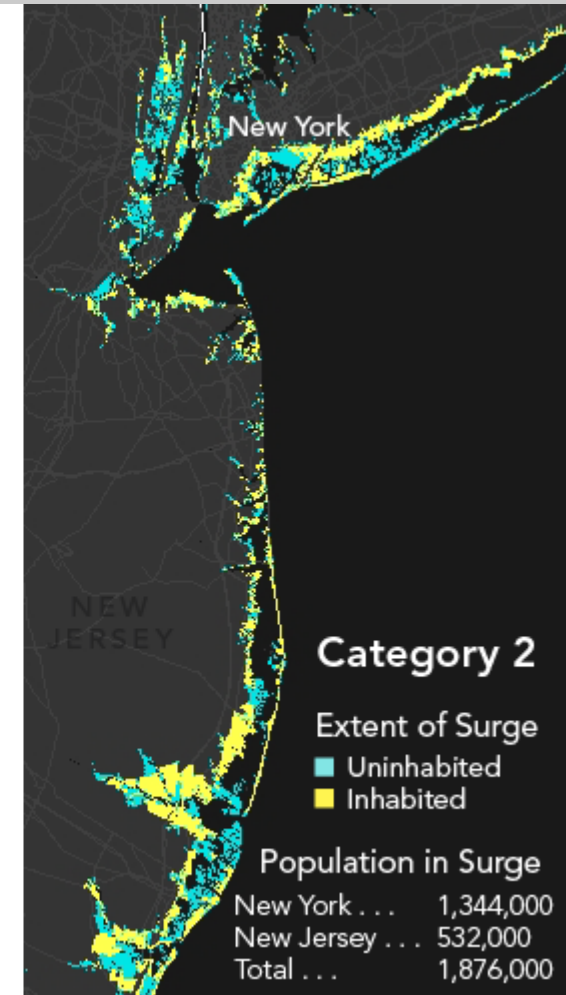
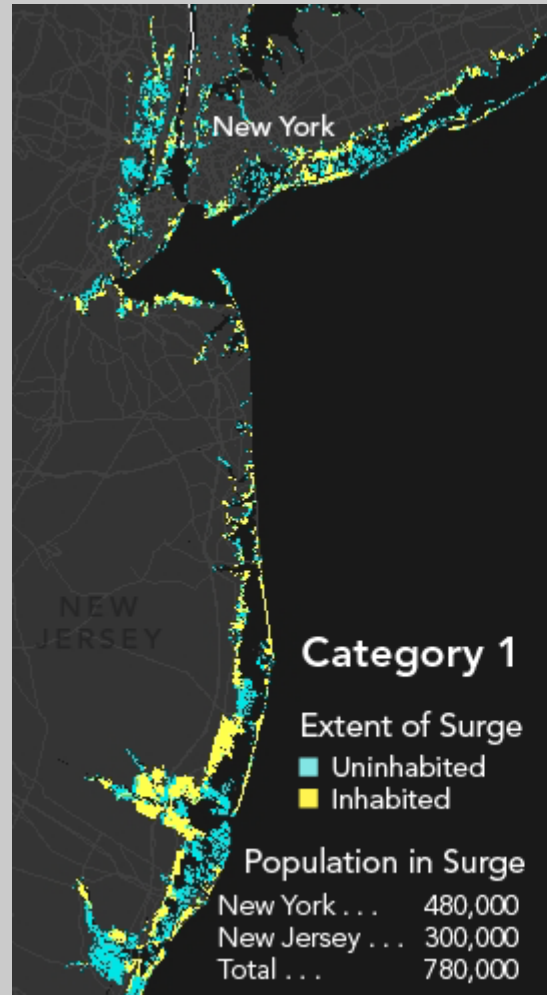
- Sandy was a Cat 3 at its peak
- Estimated a cat 2 at landfall
- Sandy was a cat 1 when it made landfall in New Jersey



NYC Preparedness

What we Prepared for...

- Ordered mandatory evacuation for all of Zone A
- Recommended evacuation for all of Zone B
- Hurricane Shelters opened City-wide
- Transportation shut down City-Wide
- Con Ed Power shut down in flood zones



Flood Zones of NYC



Battery Park City

Red Hook

Fresh Kills Park

New Dorp Beach

Coney Island

The Rockaways

Breezy Point

Tour of NYC

Rockaways

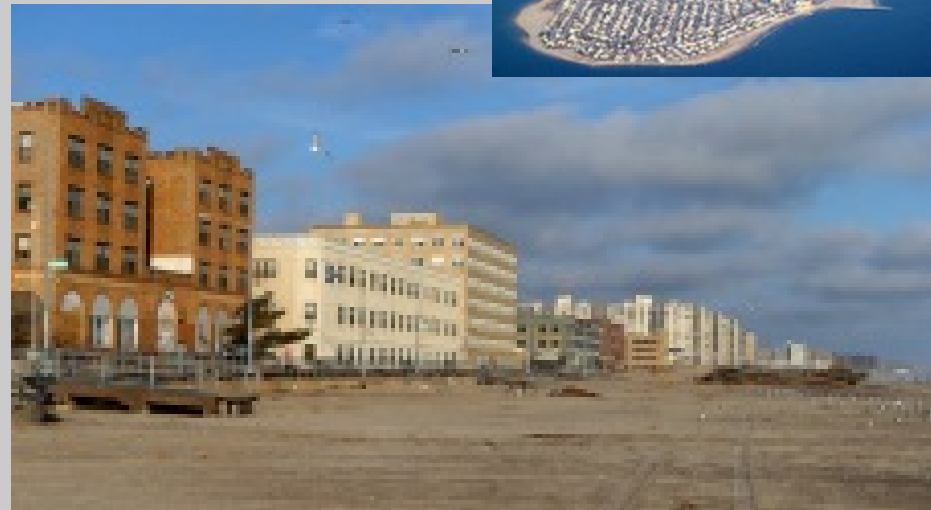
- These are not vacation homes, people live here, the subway runs here
- Water front is only “vacation-like” in this area about 3 months out of the year.



Tour of NYC

Coney Island

- Mostly high-rise buildings, apartments on the waterfront
- Again, not vacation home



Tour of NYC

Staten Island

- Very residential – more suburb
- Smallest borough by population
- Lots of green space
- Fewer rentals, more owner-occupied



Tour of NYC

Red Hook

- More industrial, old warehouses
- An “Up and Coming” neighborhood – more industrial areas, just starting to see a rise in small business, community enrichment outside of City offerings



Tour of NYC



New York City Beaches

What does this mean to EM

- City-wide planning is too broad
- Long-term Community Recovery Planning is needed
- The community knows more than you do

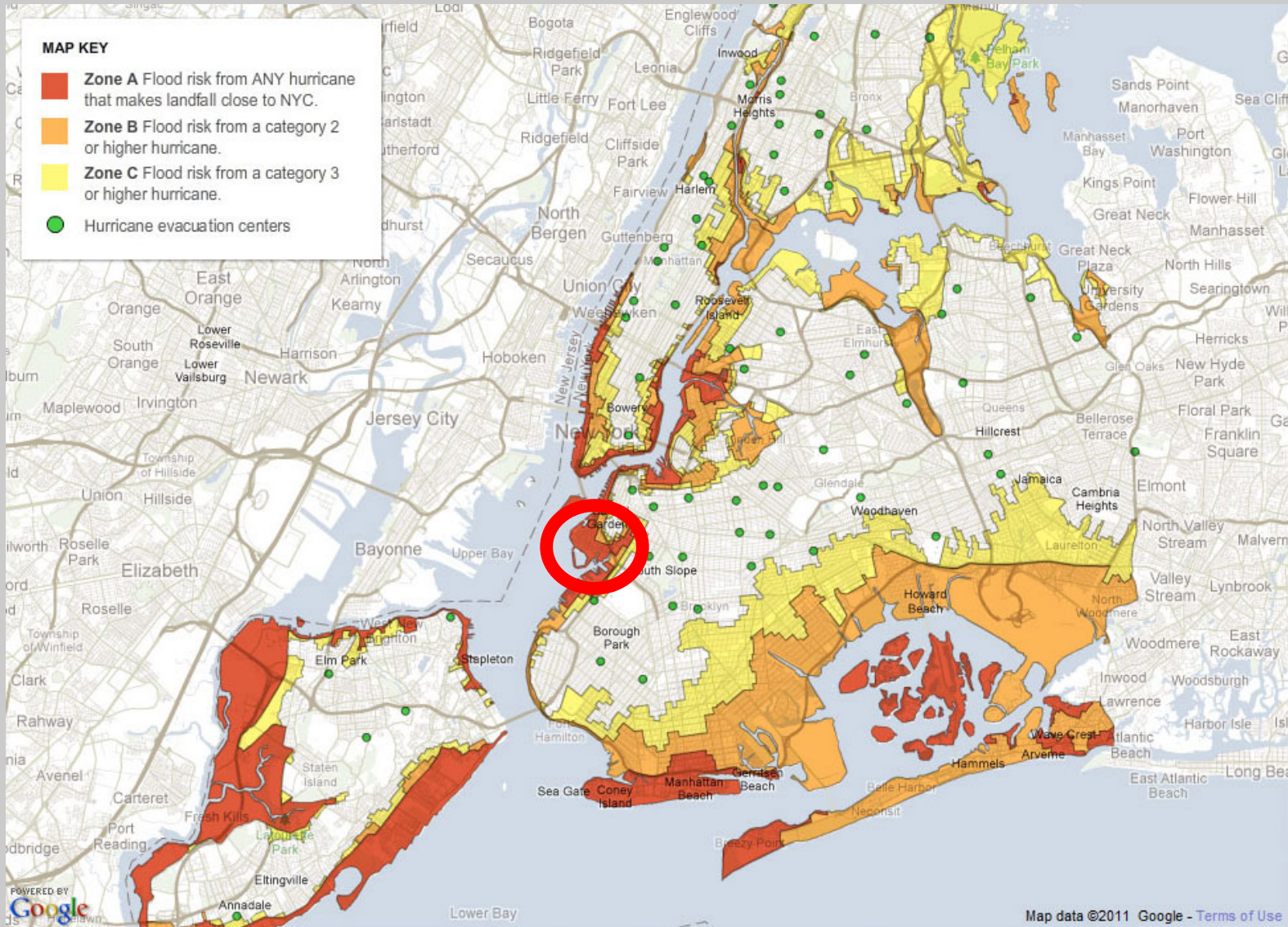




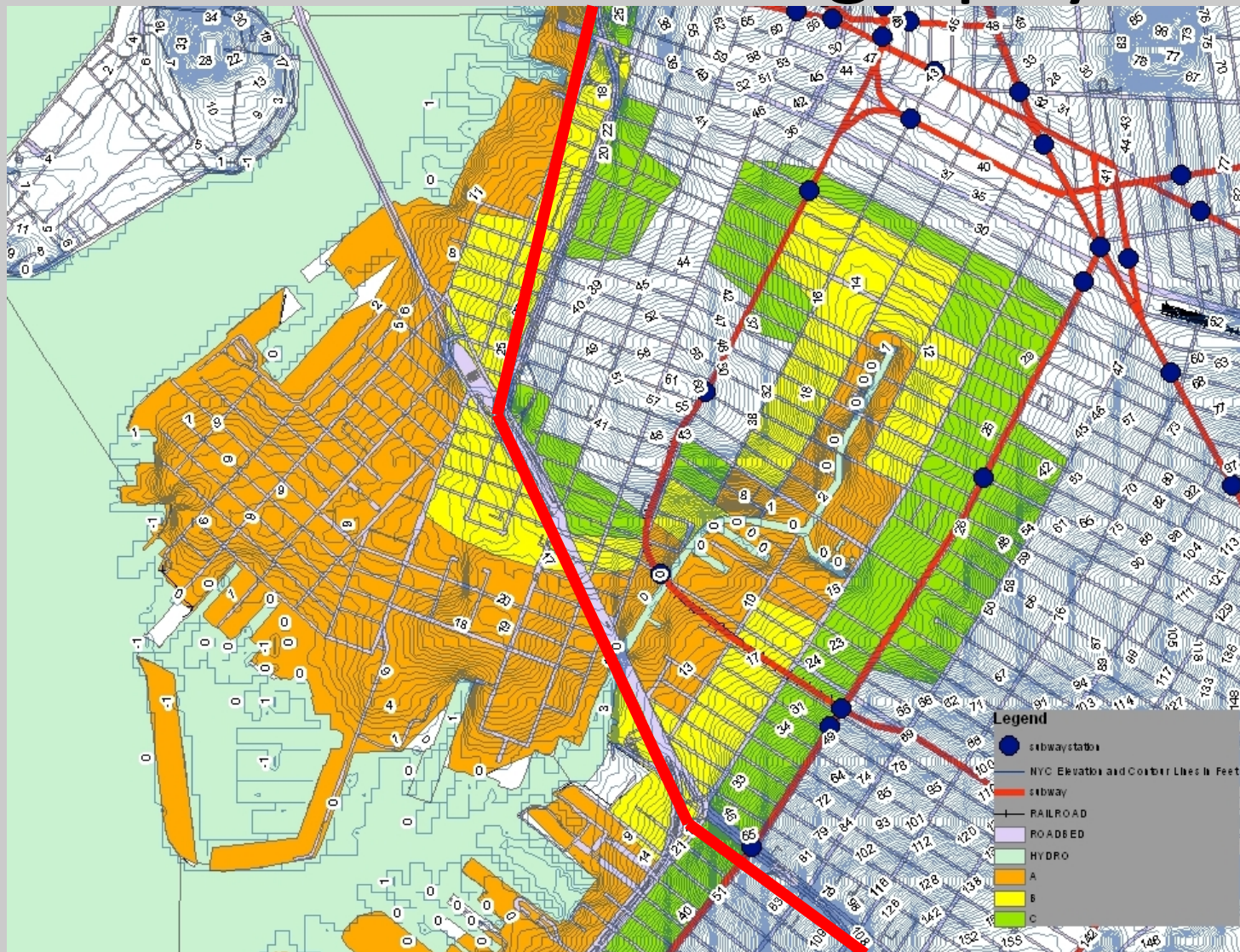
What We Found in Red Hook

A Whole Community Model

Red Hook Geography



Red Hook Geography



Red Hook Demographics

An aerial night photograph of Red Hook, Brooklyn. The foreground and middle ground are filled with dense, multi-story brick apartment buildings, many with windows glowing with interior lights. The buildings are arranged in a grid pattern. In the background, the East River is visible, with several construction cranes and the Manhattan skyline, including the Freedom Tower, illuminated against the dark sky. The overall scene is a mix of urban density and industrial elements.

- The neighborhood is primarily rentals (72%)
- City Housing makes up 60% of the neighborhood

Red Hook Demographics

- 63% Hispanic
- 22% Black
- 11% White
- Education level = 60% high school or less (compare to City)
- Median income = \$24,600 (Compare to Brooklyn at \$44k)



Red Hook Demographics

- Historically marginalized
- Limited resources, no real political pull in the local government
- Red Hook is an easily forgotten pocket



Post Sandy

It was hard for residents to know what to do...

- Coffey Park was full of tents, FEMA workers, Red Cross and Salvation Army workers
- Volunteers and random groups showed up with clothes, food, money



Post Sandy

Services included...

- Disaster filing (FEMA & SBA)
- Hot food, hygiene kits and supplies
- Charging stations for phones and electronics



Post Sandy

Volunteers...

- There were/still are multiple organizations set up to receive volunteers
- Volunteer group gutted houses/stores, helped sanitation with garbage



Post Sandy

By the end of November

- Shop owners were on their own
- Residents had no more services and still had no heat or power
- Attention had shifted to other areas of NYC



Post Sandy

Deeper Issues Started Showing

- Post Traumatic Stress
- Feeling of hopelessness
- Community Morale was low, a general belief that the government didn't care about Red Hook or its residents



Tell Your Story Campaign



What is it?

- A tool for Community Assessment



What is the goal

- Identify current and long-term needs of a specific community



Tell Your Story Campaign

How does it work?

- Set up center for people to come in and tell their story
 - Therapeutic
 - Historical reference
 - Stories provide assessment



Tell Your Story Campaign

What we Learned Post Sandy

- Communication from the City to the Community
- Community Assessments
- Expectation Setting
- Empathy



Tell Your Story Campaign

What we Learned Post Sandy

- We need to empower communities
- CERT in Urban Environments
- Urban Housing Issues



Tell Your Story Campaign

What we Learned Post Sandy

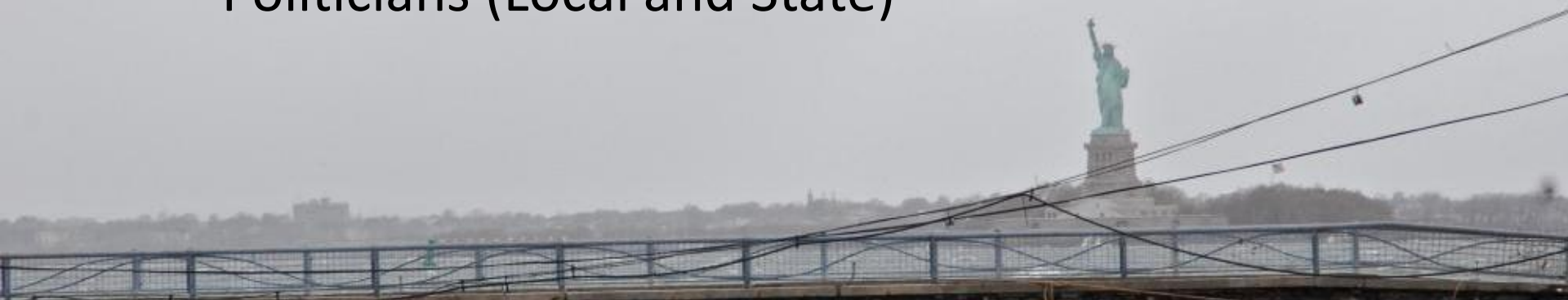
- There are so many resources dedicated to response and seemingly nothing dedicated to recovery
- Response workers do not understand the community

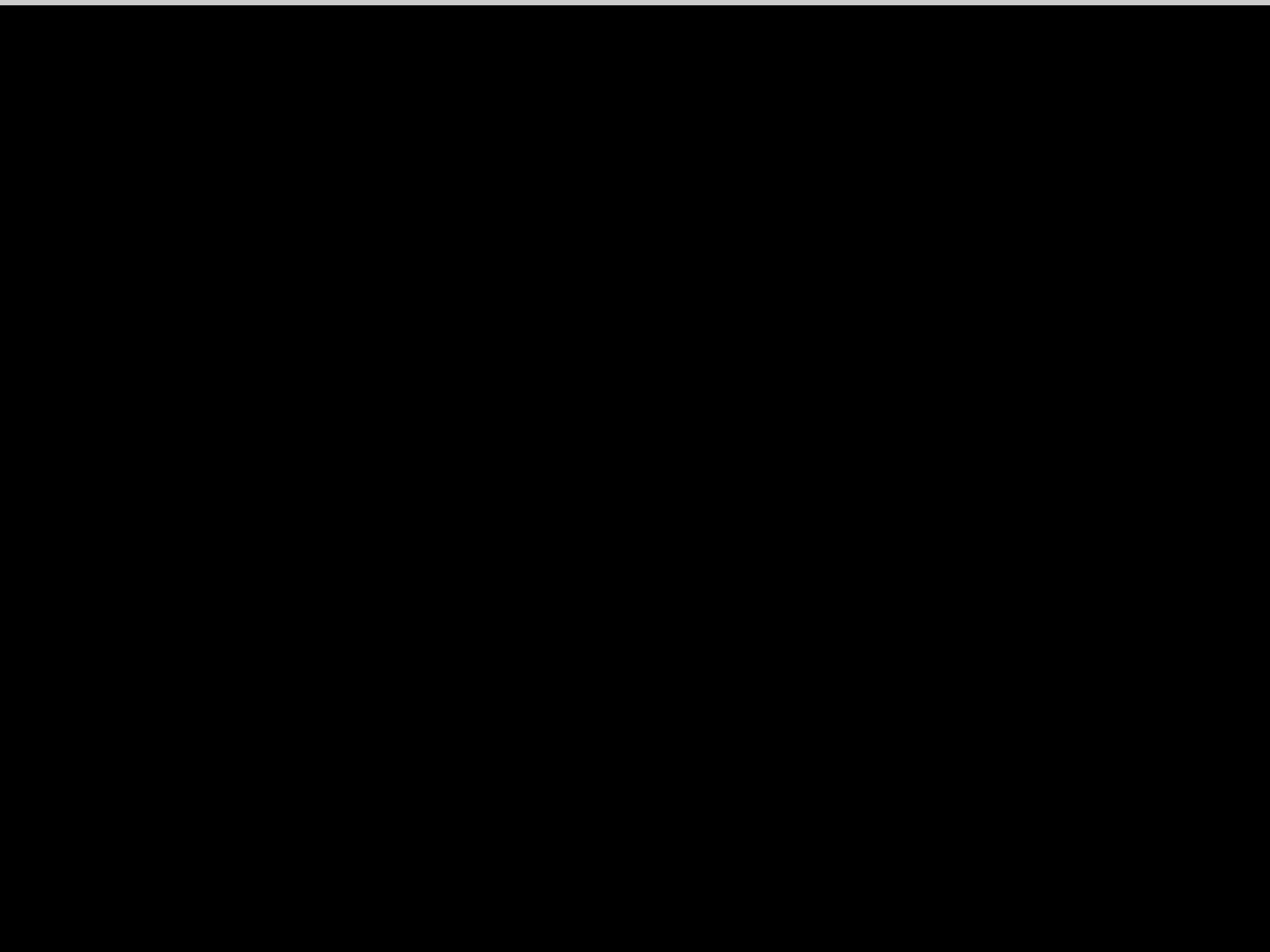


Tell Your Story Campaign

Current Status

- Tell Your Story Center: 268 Stories Collected
- Participants:
 - Residents (Owners, Landlords, Renters and Public Housing)
 - Business (Small Business, Large Business)
 - Politicians (Local and State)





Thank You

