

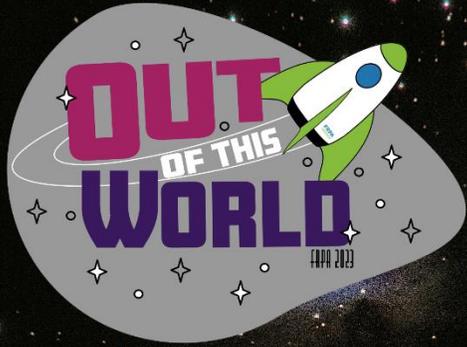
**Welcome to the 2023 FRPA Conference!**



**August 28 - 31, 2023 | Orlando, FL**

# Becoming Essential: One Disaster at a Time





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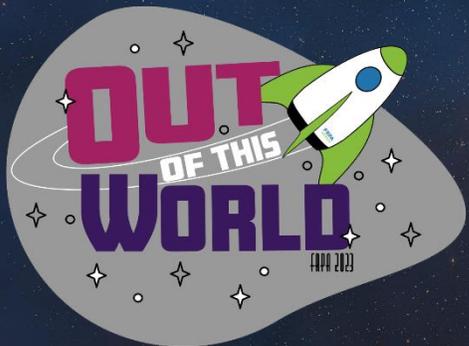


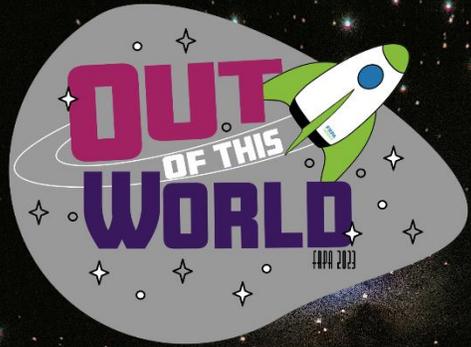
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# LEARNING OBJECTIVES

1. Recognize the benefits to both Community and Parks & Rec agencies when Parks takes an active role in disaster response.
2. Identify opportunities to develop new and strengthen old partnerships as a result of participation in a disaster response.
3. Examine ways to raise the Community's awareness of Parks while assisting with a natural disaster.





**Becoming Essential: One Disaster at a Time**

# OUR STORY

You don't often hear "recreation" and "emergency management" used in the same sentence...

but we should...



ARE  
YOU  
ESSENTIAL  
?



# ESSENTIAL

*adjective*

1. absolutely necessary; indispensable
2. pertaining to or constituting the essence of a thing

*noun*

1. a basic, indispensable, or necessary element

*Dictionary.com*



# ESSENTIAL: NRPA View



## **NRPA article describes why Parks & Recreation agencies are essential and provides supporting research**

- Promotes health and wellness
- Programming and educational activities are critical to childhood development
- Drives economic opportunity
- Unites people and strengthens communities
- Provides essential and adaptable infrastructure that makes our communities resilient in the face of natural disasters and climate change.

<https://www.nrpa.org/our-work/building-a-movement/parks-and-recreation-is-essential/>



# ESSENTIAL: National CISA

Cybersecurity & Infrastructure Security Agency



## CISA's 16 Critical Infrastructure Sectors

- Chemical
- Commercial Facilities
- Critical Manufacturing
- Dams
- Defense
- Emergency Services
- Energy & Nuclear
- Financial Services
- Food & Agriculture
- **Government Facilities & Services**
- Healthcare & Public Health
- Information Technology
- Law Enforcement
- Telecommunications
- Transportation & Logistics
- Water & Wastewater

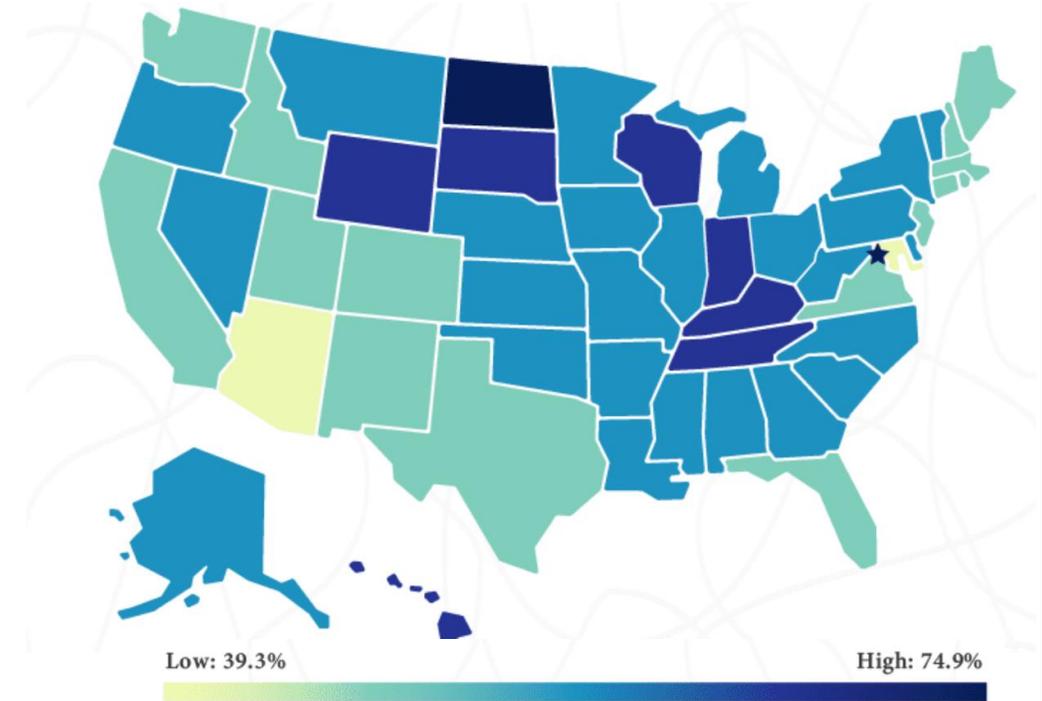
### Public Facilities

- Offices and office building complexes
- Housing for government employees
- Correctional facilities
- Embassies, consulates, and border facilities
- Education facilities
- Courthouses
- Maintenance and repair shops
- Libraries and archives
- Monuments



# ESSENTIAL: National Picture

**In 2020 the United Way NCA published an article, *Percentage of Essential Workers in Every State* based upon data from the Department of Homeland Security.**



Florida 40.0%  
FL Rank 47 out of 50

National Ave. 45.2%

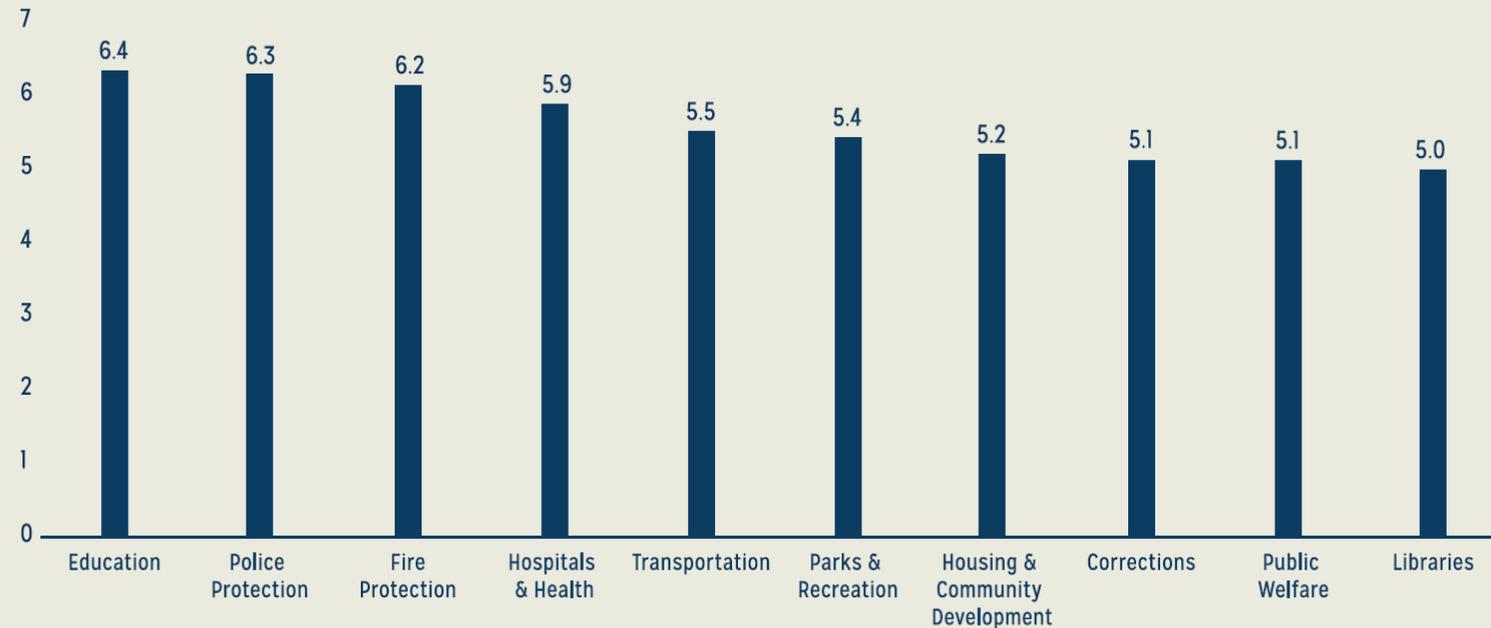
<https://unitedwaynca.org/blog/us-states-with-the-most-essential-workers/>





# ESSENTIAL: Local Perceptions

Local  
Government  
Services  
Rated BY  
Importance  
To Local  
Government  
Officials



**While 6 in 7 agree that parks and recreation**  
**IS WELL WORTH THE TAX DOLLARS SPENT ON IT,**  
they indicate that parks and recreation is likely to be hit with the  
**largest cut in funding** when the city/town/county suffers budgetary pressure

*Local Government Officials Perceptions of Parks and Recreation.* Mowen, A. J., Barrett, A. G., Graefe, A. R. and Roth, K. (2017).



# ESSENTIAL: Operation Recreation Response

## GPRED REDline Survey 2019

### Findings:

- Local **park and recreation agencies** play a **significant role** in disaster response, recovery and management
- **Managing shelters** and **assessing damage** are the most common roles that agencies fill, but other roles are common as well
- A **majority** of the agencies represented **have been affected** by or responded to **major disasters/emergencies** within the past 10 years
- A majority of the agencies represented have **NOT received training or preparation** for an emergency or disaster in the past three years
- Disasters addressed by these agencies take a **wide variety of forms**
- **Financial concerns** and **staffing levels** are the **primary barriers** faced by agencies in providing disaster services

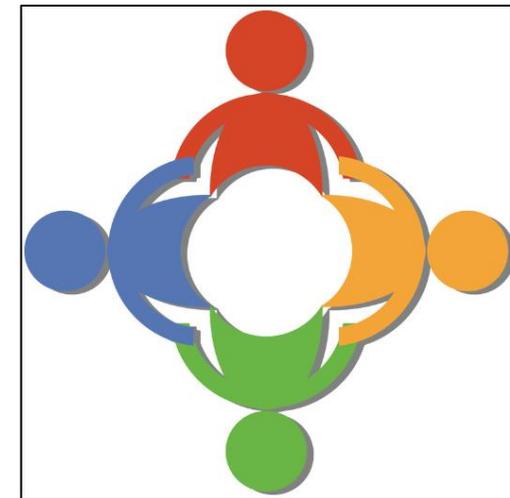
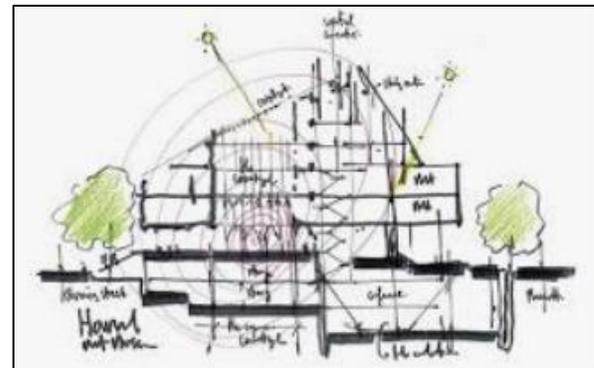


# Take Away

- Parks & Rec **IS** important but we aren't always considered **ESSENTIAL**
- One way to change this perception is to Partner with those considered **ESSENTIAL**
- *In a Disaster, no sector is as important as*  
**EMERGENCY MANAGEMENT**



# Benefits to Parks & Rec Agencies



# Benefits to the Community

## Parks is a Resource Multiplier

- **Increases services**
- **Decreases costs**
- **Enhances Communications streams**
- **Assistance provided by trusted organization**
- **We help restore normalcy**



# Emergency Management Functions (ESF)

## Emergency Support Functions Used in National, State , Local Disasters

<b>ESF 1</b>	<b>Transportation</b>	<b>ESF 9</b>	<b>Search &amp; Rescue</b>
<b>ESF 2</b>	<b>Communications Industry</b>	<b>ESF 10</b>	<b>Hazardous Materials</b>
<b>ESF 3</b>	<b>Public Works</b>	<b>ESF 11</b>	<b>Agriculture &amp; Environment</b>
<b>ESF 4</b>	<b>Firefighting</b>	<b>ESF 12</b>	<b>Energy</b>
<b>ESF 5</b>	<b>Emergency Management</b>	<b>ESF 13</b>	<b>Public Safety &amp; Security</b>
<b>ESF 6</b>	<b>Mass Care, Human Services</b>	<b>ESF 14</b>	<b>Long Term Recovery</b>
<b>ESF 7</b>	<b>Logistics &amp; Resource Support</b>	<b>ESF 15</b>	<b>External Affairs, Public Info,</b>
<b>ESF 8</b>	<b>Public Health &amp; Medical</b>		<b>Community Relations</b>



# Emergency Management Cycle

There are numerous roles  
Parks & Rec agencies can  
play in the Emergency  
Management Cycle



# Benefit to Community: Mitigate & Prepare

## Mitigate & Prepare

### IMMEDIATE BENEFIT TO COMMUNITY

Information distribution; education events; provide public CPR/AED/First Aid courses; assist public in pre-registering for services

### POTENTIAL BENEFIT TO COMMUNITY

Readiness: Facility, Staff, Equipment, Supply Stocks

Develop Specialized Response Teams

Planning: Department Emergency Response Plan, Emergency Management Planning & Exercises, Staging Area & Debris Area Planning



# Benefit to Community: Response Phase

## Respond *(DURING)*

### IMMEDIATE BENEFIT TO COMMUNITY

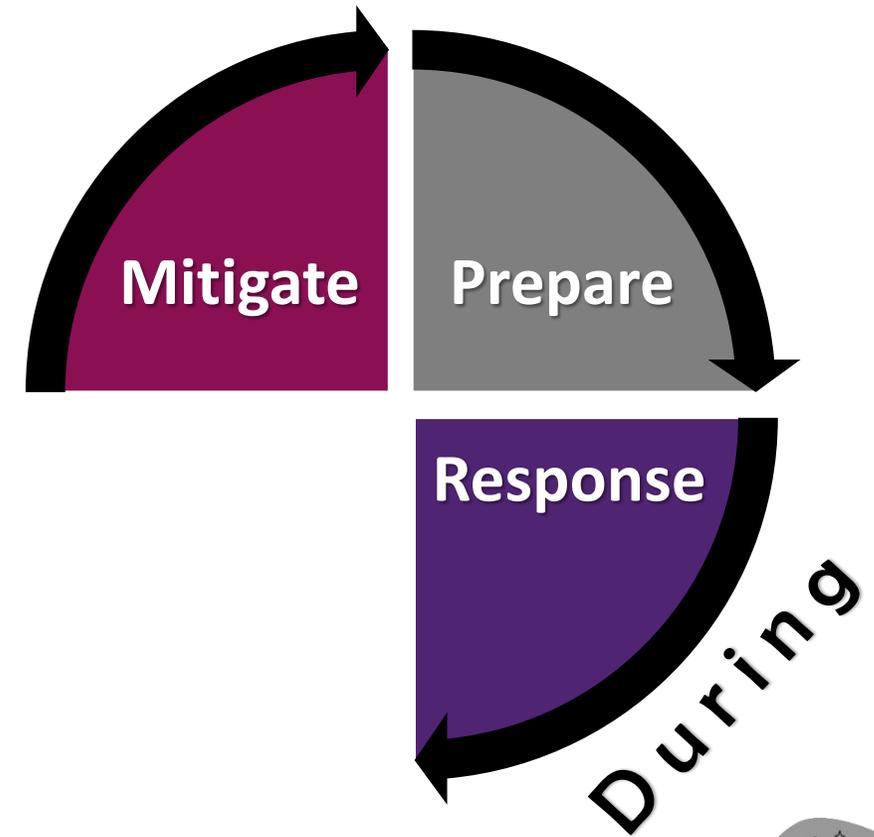
Operate Shelters, Transport supplies & equipment, Distribute supplies, House out of area first responders, Clear public areas of debris, Security at park locations and staging areas, Staff Phone Bank, Provide child care, Assist with the Emergency Management Response at Emergency Operations Command

### POTENTIAL BENEFIT TO COMMUNITY

FEMA Documentation: Correctly identifying the resources used for possible reimbursement purposes

Purchasing: Correctly following FEMA purchasing guidelines for possible reimbursement purposes

Planning: Recovery assessment and operations, Deactivation Plan



# Benefit to Community: Recovery Phase

## Recovery (AFTER)

### IMMEDIATE BENEFIT TO COMMUNITY

Continue activities from **RESPOND** phase as long as needed.

Assess damage & safety concerns, begin repair/renovation process, manage hazards, operate/host long-term Shelters and cooling/heating centers.

**Assist return to normalcy by re-opening modified parks & programs as quickly as possible.**

Provide locations & support for community to access social services, FEMA, and other relief organizations. Assist with donations.

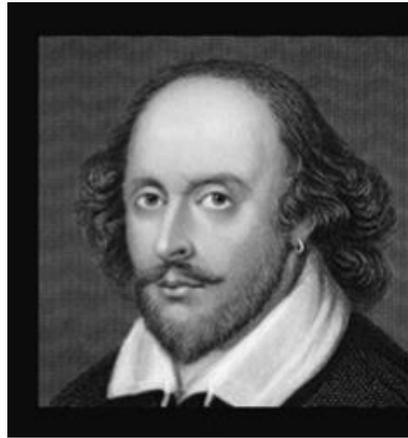
### POTENTIAL BENEFIT TO COMMUNITY

Continue FEMA documentation of purchases, staff actions, and damage

Document lessons learned.



# Partnerships



Misery acquaints a man with  
strange bedfellows.

~ William Shakespeare



# Develop & Strengthen Partnerships

## PARTNER

## BENEFITS

Emergency Management	Acclaim, Equipment for events: Generators, Lights, etc.
Meals of Hope	Set up ongoing Food Distribution sites at several park locations
School District	Better working relationship, we get Yes instead of No
Naples Community Hospital	Closer relationship, Funding, supplies
Health Department	Easier access to info, partnership on health initiatives, signage
Road & Bridge Dept	Loan us Heavy Equipment & operators for maintenance projects
Publix Grocery Store	Closer relationship, food donations for our events
Fire Department	Summer Camp Water Fun, reciprocal use, free CM training
Sheriff's Office	Informal assistance when needed, Co-sponsor events
Local Restaurants	Event Donations



# A Critical Partnership: ORR



**OPERATION  
RESILIENCY  
RESPONSE**

# Raising Awareness of Parks During a Disaster Response



- **Wear Parks & Rec T-shirts**
- **Parks & Recreation elevator speech**
- **Distribute Business Cards**
- **Use Relief Effort Photos in Presentations & reports**
- **Maintain partnerships developed in Disaster Relief efforts**
- **Join Relief Efforts and initiatives greater than ourselves**



# Wrap Up

- Being Considered ***Essential*** is critical to Parks' sustainability
- ***Positive Trend:*** more Parks & Emergency Management agencies are working together more often
- Participation in Disaster Relief efforts is extremely beneficial to Park agencies: ***Funding, Team Development, Awareness, Partnerships, Self-Esteem***
- Disaster relief actions are great opportunities to develop beneficial partnerships and deepen existing partnerships
- Parks serves as a ***Resource Multiplier*** in Disaster Relief efforts due to our ***Facilities, Equipment, Staff Skill, and Relationship to the Community***
- ***Good Ideas:*** Use relief efforts to increase awareness of Parks and participate at a regional level through initiatives like ***Operation Recreation Response***





# Thank You!

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& PARK ASSOCIATION

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Park Association  
visit [frpa.org](http://frpa.org)