

SECTION 2: PLANNING PROCESS

This section describes the planning process undertaken by Manatee County in the development of the Post-Disaster Redevelopment Plan. It consists of the following subsections:

- Overview of Recovery/Redevelopment Planning
- Preparing the Plan
 - Post Disaster Redevelopment Planning Committee
 - Community Meetings and Workshops
 - Involving the Public and Identified Stakeholders

Overview of Recovery/Redevelopment Planning

The process of planning for the long term recovery and redevelopment of Manatee County following a major disaster involves organizing community resources, identifying and assessing vulnerability of the County to natural hazards, and determining how to best recover from and redevelop areas impacted by those hazards. The product that is generated as a result of conducting this planning process is a post disaster redevelopment plan that identifies specific recovery and redevelopment actions, each designed to achieve both short-term planning objectives and a long-term community vision.

To ensure the functionality of a post disaster redevelopment plan, responsibility is assigned for each proposed recovery and redevelopment action (included in Section 6) to a specific individual, department or agency along with a schedule or target completion date for its implementation. Plan maintenance procedures are established for the routine monitoring of implementation progress, as well as the evaluation and enhancement of the plan itself. These maintenance procedures ensure that the plan remains a current, dynamic and effective planning document over time that becomes integrated into the routine local decision making process.

It is important to note that this plan focuses on the long-term recovery and redevelopment of Manatee County following a major disaster. It does not address short-term recovery policies and procedures, as those are already adequately addressed in Manatee County's Comprehensive Emergency Management Plan (CEMP). For the purpose of clarification, short-term recovery activities are generally defined those activities that have to take place in order to allow for citizens to return to their homes. They are initiated in the Emergency Operations Center while in emergency response mode. Short-term recovery activities include such functions as implementing a curfew, impact and damage assessment, reestablishment of the critical infrastructure necessary for community reconstruction, reestablishment of critical services that meet the physical and safety needs of Manatee County and its municipalities (water, food, ice, medicine and medical care, emergency access, and continuity of government operations), and coordinating re-entry procedures. Short-term recovery typically does not include reconstruction of the built environment.

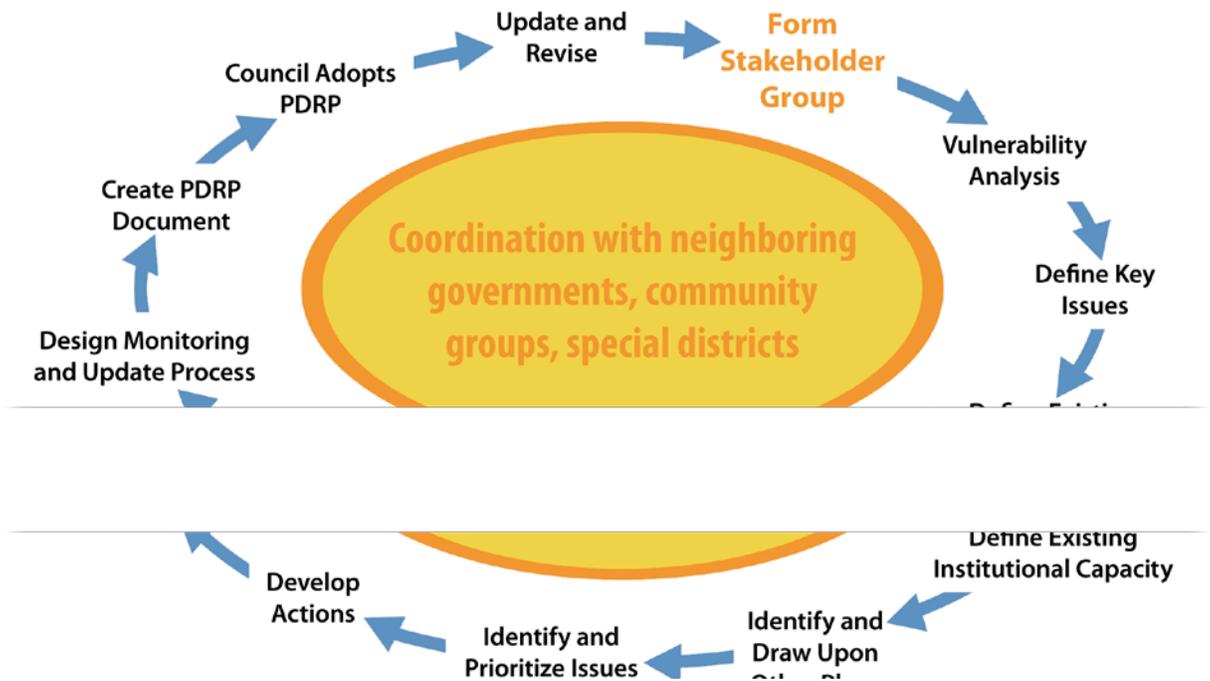
Long-term recovery usually involves those activities that are taken several months after the disaster has occurred. These activities are taken in an attempt to return the community to the conditions that existed before the disaster or emergency occurred (as much as that may be possible), preferably while

taking advantage of opportunities to mitigate against the impacts of future disasters. Long-term recovery activities can, and usually do, last many years following a disaster. They include activities such as redevelopment, environmental preservation and restoration, rebuilding, construction, repairs and restoration. Economic recovery and business assistance are some of the most important long-term recovery activities that must take place in order for a community to fully recover from a disaster.

Preparing the Plan

Manatee County utilized a standard planning process that has historically been used by the county for other types of planning projects. **Figure 2.1** provides a graphical representation of the twelve (12) step process that was used by Manatee County staff and stakeholders to develop this plan.

Figure 2.1
The Post Disaster Redevelopment Planning Process



Post Disaster Redevelopment Planning Committees

Manatee County established the following planning structure to develop the Post Disaster Redevelopment Plan. The main point of contact for this project, also known as **the Pilot Coordinator**, was Michael Wood, the Administrator of Manatee County’s Comprehensive Planning Division.

The **Policy Leadership Committee** is comprised of certain department directors at the county level and the County Administrator Office. This committee is responsible for providing feedback and direction on proposed policy and other items pertaining to the PDRP. They served as the final staff review team that reviewed, provided feedback and approved the plan to be presented to elected officials.

Table 2.1: Policy Leadership Committee
TITLE/DEPARTMENT
County Administrator
Assistant County Administrator
Assistant County Administrator
Planning Director
Financial Management Director
Public Works Director
Building Department Director
Property Management Director
Public Safety Director
Community Services Director
Neighborhood Services Director
County Attorney’s Office
Manatee County Schools
Manatee Sherriff’s Office

The **Planning Policy and Coordination Work Group** consists of certain county employees and professional planners with Manatee County and the municipalities within the county. This group was responsible for drafting policy, reviewing the draft sections of the plan, identifying issues and developing the Recovery and Redevelopment Strategy for Manatee County.

Table 2.2: Planning Policy and Coordination Work Group
COUNTY REPRESENTATIVES
TITLE/DEPARTMENT
Comprehensive Planning Administrator/Manatee County Planning
Community Planning Administrator/Manatee County Planning
Plan Implementation Administrator/Manatee County Planning
Comprehensive Planning Manager/Manatee County Planning
Planner/Manatee County Planning
Public Safety Chief/Manatee County Emergency Management
Contingency Planner/Manatee County Emergency Management
Public Safety Officer/Manatee County Emergency Management
Director/Manatee County Neighborhood Services
Economic Development Division Manager/Manatee County Neighborhood Services
Children’s Services Coordinator/Manatee County Community Services

MANATEE COUNTY POST DISASTER REDEVELOPMENT PLAN

MUNICIPAL REPRESENTATIVES
Longboat Key
Bradenton
Palmetto
Bradenton Beach
Holmes Beach
Anna Maria

Following a disaster, the County will activate the **Redevelopment Task Force** to ensure that this plan is implemented. The duties and responsibilities of this group are detailed in *Section 7: Plan Implementation and Maintenance*.

Table 2.3: Redevelopment Task Force
TITLE/DEPARTMENT
Manatee County Administrator
Manatee County Attorney
Director/Manatee County Building Department
Director/Manatee County Planning Department
Director/Manatee County Public Safety Department
Director/Manatee County Public Works Department
Director/Manatee County Property Management Department
Director/Manatee County Community Services
Director/Manatee County Financial Management
Director/Manatee County Neighborhood Services
Director/Manatee County Information Services
Director/Manatee County Conservation Lands Management
Director/Manatee County Parks and Recreation
Manatee County Sheriff
Manatee County School's Superintendent
Metropolitan Planning Organization Executive
Manatee County Property Appraiser
Manatee County Tax Collector
Manatee County Clerk of the Circuit Court
Manatee County Planning Commission Chairman
Manatee County Community Redevelopment Agency – An Advisory Board Chairman
Bradenton Municipal Liaison
Palmetto Municipal Liaison
Longboat Key Municipal Liaison
Bradenton Beach Municipal Liaison
Holmes Beach Municipal Liaison
Anna Maria Municipal Liaison
Manatee County Tourist Development Council
Manatee County Economic Development Council
Manatee County Latin Chamber of Commerce
Board of Realtors
Home Builders Association
Health Care Industry
Farm Bureau

Community Meetings and Workshops

The preparation of this plan required a series of meetings and workshops for facilitating discussion, gaining consensus and initiating data collection efforts. More importantly, the meetings and workshops prompted continuous input and feedback from relevant local officials and stakeholders throughout the drafting stages of the plan. This section of the plan provides a summary of the key meetings and community workshops that were held during the development of this plan. Detailed meeting minutes were taken for each of the meetings discussed below and provide a more in depth account of the topics discussed and the issues identified during these meeting. More detailed information about each meeting conducted has been included in the meeting minutes that have been compiled and included as **Appendix C** of this plan.

April 22, 2008 – Initial Conference Call with Manatee County and PBS&J

The PBS&J project team and Manatee County staff members participated in a conference call to accomplish the following objectives:

- Provide introductions of the PBS&J project team members and Manatee County staff
- Schedule a Kickoff Meeting for the project with the county to officially launch the PDRP project
- Initiate data collection efforts with the county

During this call, it was decided that the Kickoff Meeting would be held May 22 in conjunction with the Tampa Bay Regional Planning Council’s Regional PDRP meeting (May 20) and with Manatee County’s annual Emergency Management Summit (May 22).

May 21, 2008 – Meetings with Key Stakeholders from Manatee County

Nathan Slaughter and Lisa Flax from the PBS&J project team traveled to Bradenton, FL in advance of the Kickoff Meeting to conduct one-on-one interviews with available department heads and stakeholders from Manatee County to discuss the Post Disaster Redevelopment Planning project. The purpose of the one-on-one interviews was to explain the project to the department heads and stakeholders that will play a critical role in the development of the plan. The meetings also served as brainstorming sessions to identify potential elements to include in the plan and issues that these community leaders think should be addressed in the plan.

Interviews were conducted with the following participants:

- Director of the Manatee County Economic Development Council
- Director of the Building Department
- Director of the Planning Department
- Deputy County Administrator
- Director of Utilities and Public Works
- Director of Community Services

During each of these meetings, participants identified key issues that they wanted to see included in the plan. Many of these issues led to the Goals, Issues and Recovery and Redevelopment Actions included in the plan.

May 22, 2008 – Kickoff Meeting at Emergency Management Summit and meeting with Manatee County Planning staff

Serving as the official project kickoff in Manatee County, Nathan Slaughter, from PBS&J, and Michael Wood, Manatee County’s Pilot Coordinator, presented a session on the PDRP project at the annual Manatee County Emergency Management Summit. The Summit was attended by over 85 participants from Manatee County government, local municipal governments and elected officials.

Mr. Slaughter and Mr. Wood provided an overview of the pilot program, presented the project schedule and timeline and solicited feedback from the audience through the completion of a PDRP Issues Identification worksheet that was distributed at the meeting. Issues identified at this meeting were also used as a springboard for the actions that have been included in the plan.

Following the presentation at the EM Summit, the PBS&J project team met with seven (7) members of the Manatee County Planning staff to identify key issues to be included in the plan. Key issues discussed included:

- Ideas for topics to be covered in the Vulnerability Assessment
- Coordination of PDRP development with LMS update requirements
- Identification of non-conforming land uses including mobile home parks

August 4, 2008 - Planning Policy and Coordination Work Group (First Meeting)

Manatee County established a Planning Policy and Coordination work group to serve as the steering committee for the PDRP effort. This group of planners from Manatee County and the municipal jurisdictions are responsible for reviewing draft sections of the PDRP and providing insight and direction for the entire PDRP planning process.

At the first meeting of the work group, Michael Wood gave an overview of the work done to date including an overview of previous meetings, data collection efforts, and a summary of the plan review and analysis conducted by PBS&J. Mr. Slaughter gave an overview of the vulnerability assessment that was to be conducted for the plan and solicited feedback from the work group for elements to be included in the assessment. Meeting participants provided many good thoughts and ideas for items to include in the assessment. This meeting was also used to brainstorm for elements to include in the plan and issues that needed to be addressed through this planning process.

August 15, 2008 – Historic Preservation Topic-Specific Meeting

Throughout the planning process, the Pilot Coordinator for Manatee County, Michael Wood conducted PDRP topic-specific meetings with certain Manatee County staff members and stakeholders to discuss the project and solicit feedback. One such meeting occurred on August 15, 2008 when Mr. Wood met with members of Manatee County’s Historic Preservation Board. Items discussed at this meeting have been incorporated into the Recovery and Redevelopment Action Plan.

September 15, 2008 – Environmental Topic-Specific Meeting

Another PDRP topic-specific meeting occurred on September 15, 2008 when Mr. Wood met with Manatee County environmental staff members to discuss post disaster concerns and issues that need to be addressed through the planning process. Items discussed at this meeting can be found in the meeting minutes and have been incorporated into the Recovery and Redevelopment Action Plan.

October 23, 2008 – Planning Policy and Coordination Work Group (Second Meeting)

The second meeting of the Planning Policy and Coordination Work Group was held in order to present the findings of the Vulnerability and Capacity Assessments and to begin discussion of the draft “Needs and Goals” and “Recovery and Redevelopment Actions” identified for the PDRP.

The draft “Needs and Goals” and “Recovery and Redevelopment Actions” were determined by the following methods:

1. Feedback collected through the series of meetings held from the beginning of the project (one-on-one interviews, EM Summit, Planning Policy and Coordination Work Group and topic-specific meetings held by the Pilot Coordinator)
2. Review of the PDRP guidance materials provided by the State of Florida
3. Review of other existing PDRP plans and Disaster Recovery plans
4. Collaboration with other Pilot Communities

Another result of this meeting was the creation of a list of action items to be completed by the work group. The list was drafted following this meeting and distributed to meeting participants via email. These action items are included in the meeting minutes.

April 14, 2009 – Board of County Commissioners PDRP Work Session – Status Report and Guest Presentation

On April 14 and 15, 2009, Manatee County hosted Mayor Lyda Ann Thomas from Galveston Texas, and Jeff Sjostrom, Executive Director of the Galveston Economic Development Partnership for a series of meetings designed for local elected officials, County staff, citizens and other interested stakeholders to hear first-hand about the challenges and success of the on-going recovery and redevelopment of the City of Galveston after Hurricane Ike made landfall on Galveston Island, Texas September 13, 2008.

The purpose of these meetings was to help attendees learn from the Mayor and Mr. Sjostrom’s experiences and to consider the effects of such a disaster in Manatee County. The meetings proved to be quite successful for helping the County identify issues to include in the plan and potential recovery and redevelopment actions.

One of the meetings held during their visit included a Work Session for the Manatee County Board of County Commissioners. This meeting was held so that the Board and other elected officials from the region could hear about the specific issues that faced the Mayor, as an elected official, following Hurricane Ike. Mayor Thomas offered advice and ideas for the elected officials to consider as they develop their PDRP and as they prepare for disasters that may impact the County in the future.

April 15, 2009 – Manatee Business Roundtable

On the morning of April 15, 2009, Manatee County held a roundtable discussion session at the Palmetto Library. The featured guest was Mr. Jeffrey Sjostrom, Executive Director of the Galveston Economic Development Partnership. The purpose of the Business Roundtable discussion was to learn from the impacts of Hurricane Ike on the economy of Galveston, Texas and to begin to understand and discuss the economic issues and opportunities Manatee County will face after a disaster and determine methods for a successful rebound.

May 28, 2009 – Meeting with Local Land Use Planners and Attorneys

This meeting was cancelled. The Land Use Planners and Attorneys were directed on June 2, 2009 to download the updated PDRP and submit comments to the Planning Department by June 9, 2009.

Other highlights from Manatee County

Many of accomplishments and successes in the Manatee County PDRP planning effort have been achieved outside the formal structure of meetings and work groups. The following list provides a brief summary of some of these accomplishments.

- In addition to naming a Pilot Coordinator for the project, the County hired a Mitigation Planner to coordinate the development of the PDRP, among other job duties.
- The County's GIS department contributed significant time and resources to providing maps and analysis for inclusion in the Vulnerability Assessment section of the PDRP.
- The County's Pilot Coordinator made numerous status updates and project overview presentations to the Manatee County Board of County Commissioners and the Manatee County Council of Governments.
- The County has proposed in their 2010 budget to include funding for consultant services for assistance in moving forward with the implementation of the PDRP.

Involving the Public and Identified Stakeholders

An important component of the post disaster redevelopment planning process involves public participation. Individual citizen and community-based input provides the entire planning team with a greater understanding of local concerns and increases the likelihood of successfully implementing recovery and redevelopment actions by developing community "buy-in" from those directly affected by the decisions of public officials. As citizens become more involved in decisions that could impact the redevelopment of their community, they are more likely to gain a greater appreciation of the recovery and redevelopment process and take steps to offer meaningful input.

Public involvement in the development of Manatee County's PDRP was sought at two distinct periods of the planning process: (1) during the drafting stage of the plan; and (2) upon completion of a final draft plan but prior to official plan approval and adoption. Public input was sought using two methods: (1) open public meetings; and; (2) making copies of draft Plan deliverables available for public review on the County's Web site and at government offices and public libraries.

The public meetings that were held during the development of this plan are described below.

March 3, 2009 – Public Meeting for LMS Update and PDRP

On the evening of March 3, 2009, Manatee County held a public open house to provide information and gather input from the public on the drafts of both the Local Mitigation Strategy and the Post Disaster Redevelopment Plan. The meeting was facilitated by Manatee County's PDRP Pilot Coordinator Michael Wood who gave an overview of both planning efforts. Nathan Slaughter from the PDRP project's consulting team and Sandy Meyer, the Hazard Mitigation Project Manager from the Florida Department of Community Affairs were also available and provided input on the status of the PDRP development.

April 15, 2009 – PDRP Community Event – Public Input and Guest Presentation

Manatee County facilitated a public meeting as part of the series of meetings held with Mayor Lyda Ann Thomas and Jeffrey Sjostrom (Executive Director of the Galveston Economic Development Partnership) from Galveston, Texas. The open public meeting consisted of presentation from both the Mayor and Mr. Sjostrom about the experiences the City of Galveston faced following Hurricane Ike and some of the

long-term recovery and redevelopment challenges that they are now facing as a result of that major disaster. Michael Wood from the Manatee County Planning Department (also serving as the County's PDRP Pilot Coordinator) and Laurie Feagans from Manatee County Emergency Management also gave presentations on the importance of developing a post disaster redevelopment plan and an update on the status of the plan's development. There was an open question and answer session held after the presentations.

The participants were given comments cards to submit their questions and ideas to the Manatee County Planning Department for the PDRP. They were encouraged to view the display boards that showed the evacuation zones, SLOSH and other various hazards.