



Resilience in Oregon

Maree Wacker

Regional Chief Executive Officer
Oregon and SW Washington

Eric Corliss

Regional Chief Operating Officer
Oregon and SW Washington



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Oregon Resilience Plan

- State Resilience Office
- The ORP provides for a built environment that will increase the success of education and preparedness efforts
- State policies and incentives to increase Citizen, Community, School and Business Resilience



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Red Cross Lessons Learned

- Hurricane Katrina 2005
 - Size and scope of a U.S. Disaster
 - Vulnerable populations
- Haiti Earthquake 2010
 - Lack of preparedness



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Red Cross Lessons Learned

- Tōhoku Earthquake and Tsunami 2011
 - Impact of preparedness
 - Disasters can never be fully anticipated
- Hurricane Sandy 2012
 - Responding in a metropolitan environment
 - Scope and scale
- Oklahoma Storms 2013
 - Schools



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Case for Support

- Large disasters and disaster costs are on the rise; in 2012 global disasters cost \$140 billion and in 2011 the cost was \$380 billion
- According to FEMA, \$1 invested in preparedness saves \$4 in response; according to the world bank \$1 invested saves \$7
- Oregon faces a 1 in 3 chance of a magnitude 8+ earthquake in the next 50 years (US Geological Survey)
- The Western US is at the top of the global list of wildfire risk over the next 30 years (UC Berkley 2012)



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Case for Support

- Disasters do not discriminate between cultures, gender or wealth, but their impacts do
- A 2012 Oregon Red Cross survey of 1,433 residents in Oregon and Southwest Washington found that nearly 80% of Oregonians have experienced between one and five emergencies/ disasters firsthand, yet only 33% would rate themselves as prepared for a disaster.
- Survey respondents also rated the American Red Cross second only to local emergency management as the most reliable sources of information on disaster preparedness and protocol



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Prepare! Oregon

Prepare! Oregon is a strategic initiative that will save thousands of lives through multi-year preparedness efforts in communities, businesses, and schools and with individuals in Oregon and SW Washington



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Prepare! Oregon Goals

GOAL #1

Serve as a leader, provider and convener for preparedness in Oregon bringing communities together to collaborate, plan, resource and execute full-scale disaster readiness plans

Objectives:

- Develop 300 community profiles to identify risks and vulnerabilities, demographics, community assets, partners and stakeholders necessary for a strong resilience plan.
- Work in 50 communities to build specific, sustainable resilience plans.



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Prepare! Oregon Goals

GOAL #2

Reduce the impact of disasters by motivating people to take action and prepare

Objectives:

- Teach 25,000 individuals basic preparedness, 30 percent of whom are at high risk due to age, disability or economic/ethnic/geographic circumstance. By 2018, teach 300,000 individuals annually.
- Increase the number of individuals trained in CPR and First Aid to increase survival rates for people experiencing local disasters, catastrophic disasters and emergencies.



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Prepare! Oregon Goals

GOAL #3

Increase the Oregon Red Cross capacity to respond to disasters and emergencies

Objectives:

- Build organizational partnerships that increase economies of scale and outcomes by developing 16 new local partnerships with NGOs and government agencies.
- Gain new partners in mission delivery and increase community volunteers to increase service capacity by 30 percent by 2018.



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Prepare! Oregon Goals

GOAL #4

Raise preparedness at the employee and customer level as a topline issue in the business community

Objective:

- Implement and develop an Industry Leaders in Preparedness program that will provide leadership for best practices in preparedness for business.
- Recruit Leadership Cabinet of Oregon CEOs



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Prepare! Oregon Progress

Goal #1 Progress:

Facilitate community level preparedness plans and convene community teams

- Assessment of 359 communities is complete
- Identification of five pilot communities for Year 2 is underway

Goal #2 Progress:

Teach 25,000 preparedness

- Have taught 25,332 Oregonians how to prepare this fiscal year (ending 6/30)



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Prepare! Oregon Progress

Goal #3 Progress:

Increase Oregon Red Cross capacity to respond

- Eight new MOUs with local government
- One new MOU with NGO
- Two additional 100-person supply trailers (52 total)
- More than 150 staff and volunteers deployed to Colorado Wildfires, Hurricane Sandy, OK Tornadoes
- Statewide shelter training for volunteers



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Prepare! Oregon Progress

Goal #4 Progress:

Build Industry Leaders in Preparedness Program

- Have recruited banking sector leader, close on utility sector
- Have identified other sectors for year two: insurance, healthcare, transportation, hospitality, timber



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Questions?



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