

Session 1: How Communities Characterize Themselves, Set Goals, and Make Decisions

Sean McGlynn, Santa Rosa, CA, City Manager

As City Manager of Santa Rosa, CA, Sean McGlynn has assumed the role of directing the City's recovery efforts from the October, 2017 Tubbs wildfires. The City plans for a wide range of natural hazards such as wildfire in a wildland urban interface, compounded by risks associated with drought, earthquake, and flood. Sean was already leading the City in its efforts to address affordable housing shortages, rising homeless population, and infrastructure challenges before the fires devastated the City. The rebuild effort must address the economic, social and emotional tolls cause by the destruction of over 3,000 homes within the City's boundaries, over \$1 billion in damages, while also continuing to effectively address non-disaster crises and issues. Knowing well the City structure, challenges and how to work across all departments, Sean has been invested in all aspects of recovery and rebuilding in a resilient manner. Sean's work can be described as defining the whole community needs for long term recovery and resiliency. This includes providing direction to all City Departments on FEMA Public Assistance, both 404 and 406 mitigation, HUD's CDBG-DR program and the City's Action Plan for managing the funds, identifying strategies for involving foundations and non-profits in the rebuild to reflect the City's priorities, while continuing to focus on how to meaningfully drive some of the North Bay regional strategies for recovery. While Santa Rosa is the Sonoma County seat, many of the challenges faced here are the same ones other cities and counties north of San Francisco also grapple with addressing. As such, Sean is aware of the need for tools to assist with decision making and how each of his departments could benefit from the work NIST is putting into the development of tools that will help facilitate local decision making.



Abstract

Sifting through the Debris/Data: Recovery and Resiliency in Santa Rosa, CA

On October 8, 2017 the Tubbs Fire ripped through Santa Rosa, CA, destroying over 3,000 homes and over 30 businesses. Data (and the lack thereof) has presented opportunities and challenges: from leaning into recovery, managing relationships with State and Federal partners, strengthening local and regional resiliency, and understanding the demands and dilemmas facing victims as they attempt to rebuild their lives. The presentation will examine lessons learned from the largest disaster in California since the 1906 earthquake, and the essential role data and data management play in recovery and developing community resilience.