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**Masser, Michelle**

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**From:** Lashway, Lisa  
**Sent:** Tuesday, April 30, 2013 9:26 AM  
**To:** Canning, Sean  
**Cc:** Masser, Michelle  
**Subject:** FW: A need to think differently about disaster preparedness

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**From:** Downtown New Jersey [mailto:info@downtownnj.com]  
**Sent:** Tuesday, April 30, 2013 8:46 AM  
**To:** Lashway, Lisa  
**Subject:** A need to think differently about disaster preparedness



A need to think differently

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*a note from Mike Redpath, President, Downtown New Jersey*

It was two days before the water subsided enough to allow me to leave my street and travel to the SID I managed. As a long-time resident of the Jersey Shore, I never envisioned my home or my place of work being without electricity for two weeks, neighbors at home and downtown being displaced from their homes, and the overall devastation of Superstorm Sandy. While I was prepared for many contingencies, this exceeded anything I could have conceived of.

As I walked around the downtown in our SID, carrying out various tasks to help the community get through the days immediately following Sandy, I frequently thought of how different things would have been, how much easier and more effective, if they had been planned for in advance. It also occurred to me that this was a time when our residents were tremendously dependent on their downtown, and we weren't ready. You just don't think about disaster preparedness when a disaster of this scope is not even in your realm of possibilities.

Now we know differently, and now we need to be thinking about not just recovery from Sandy but preparedness for future Sandys. We would be putting our heads in the sand to consider her a 200-year, or even 100-year, storm that now won't repeat in our lifetimes. Atlantic City is full of people who prove odds don't work out evenly. And there are other forms of disaster out there. In addition, many preparedness initiatives make for a better managed downtown even in non-disaster times.

One of the two primary focuses of Downtown New Jersey's Conference in Long Branch May 16 is preparing our Downtowns for disaster. If you have responsibility for a downtown, I urge you to join us to learn about some new work Downtown New Jersey has undertaken in partnership with the New Jersey Institute of Technology to help you be better prepared for the next disaster, small or large.

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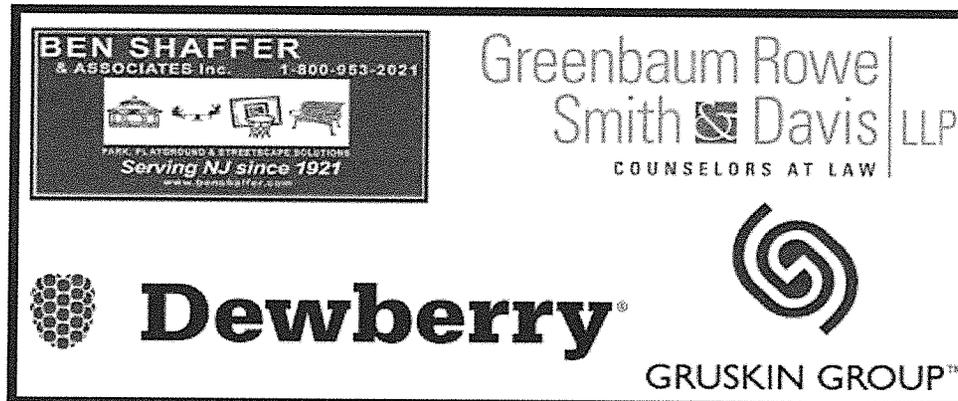
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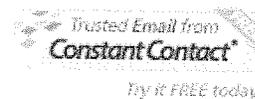
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