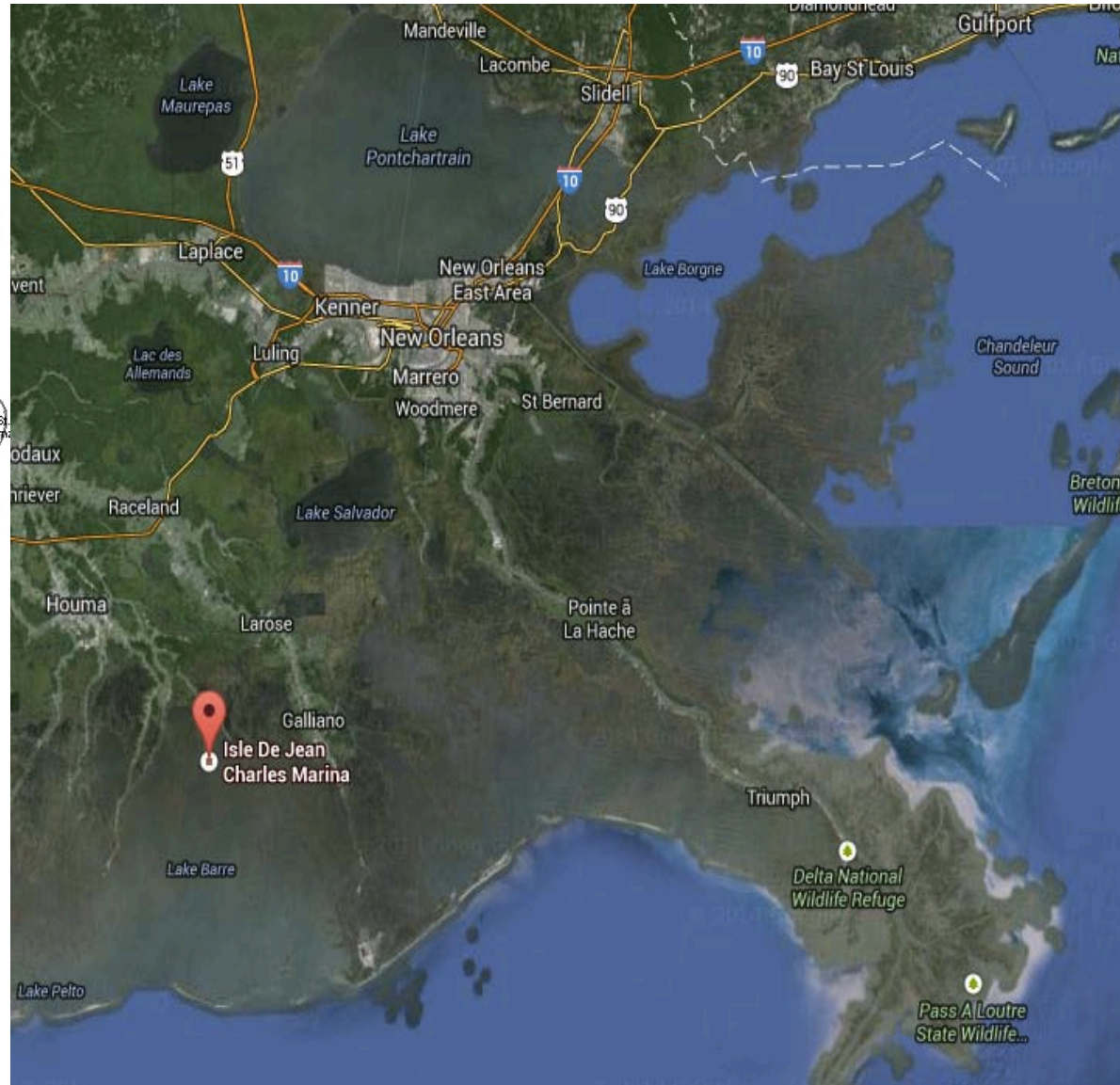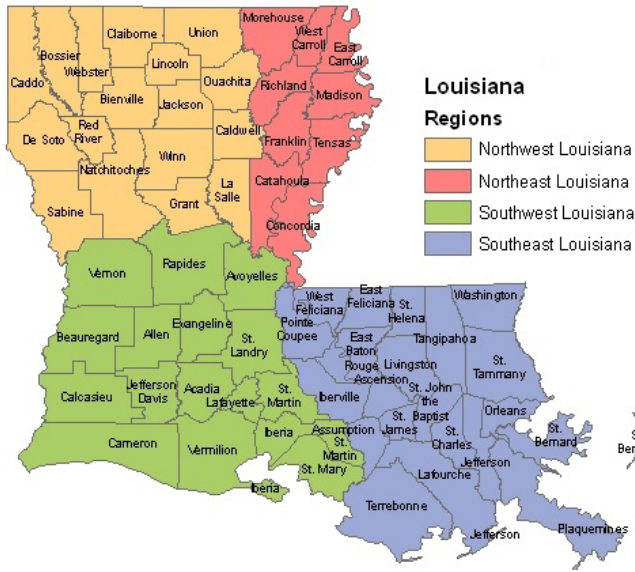# Simplify
Resilience Lessons from New Orleans

UCLA Lewis Center's *Lake Arrowhead Symposium*
Resilient Cities and Regions, October 19-21, 2014
Alexandra Norton
Director of Organizational Effectiveness & Innovation Manager
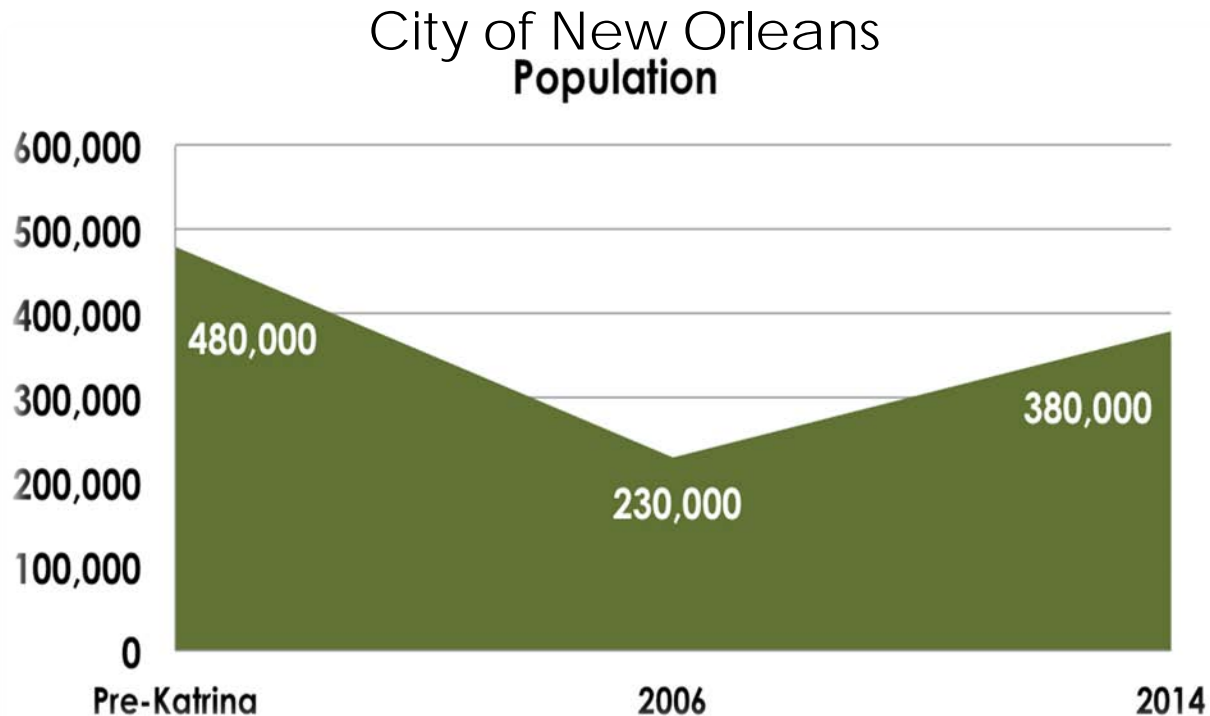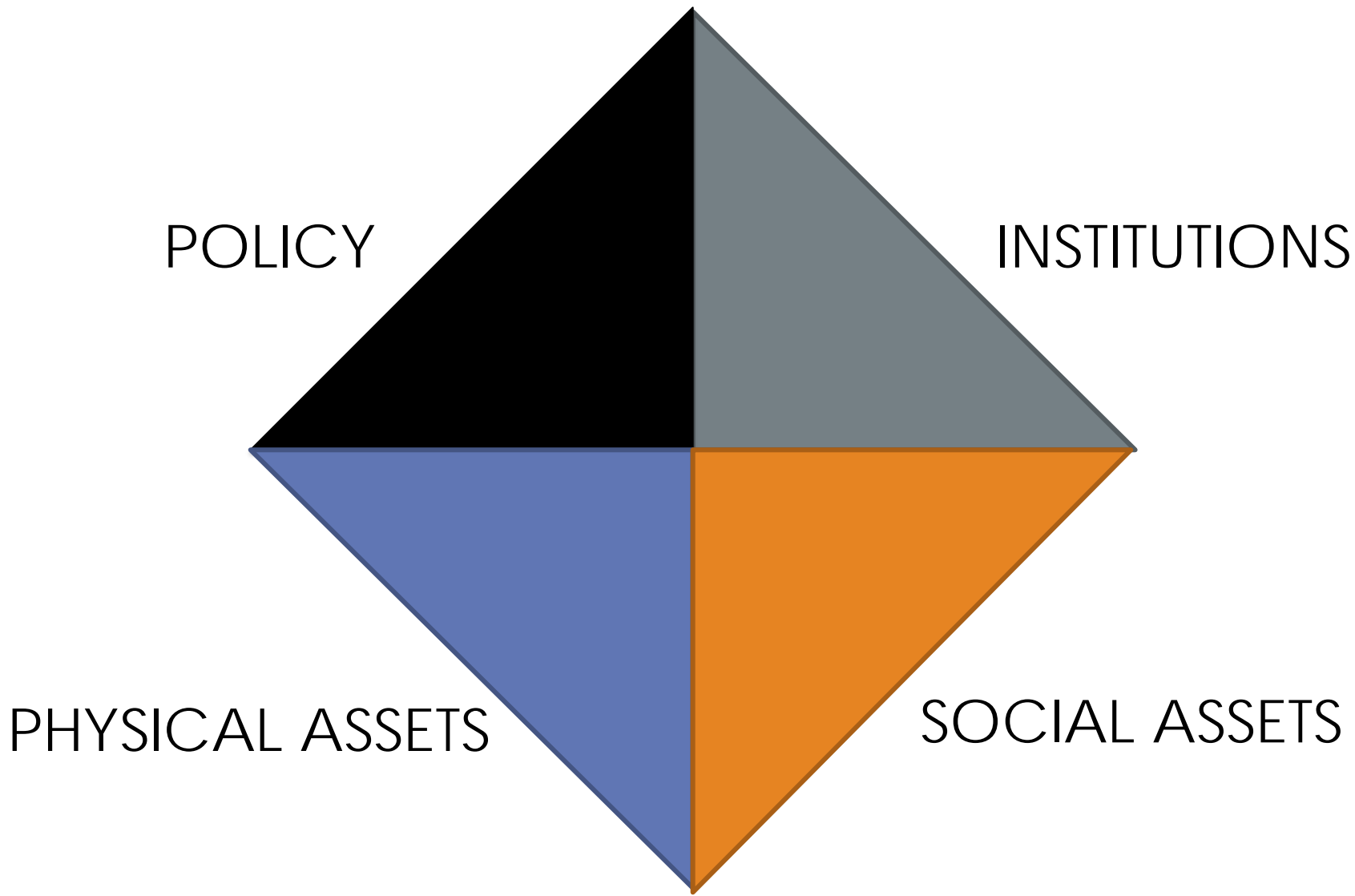City of New Orleans

New Orleans Region

Hurricane Katrina

- Cost $150 billion

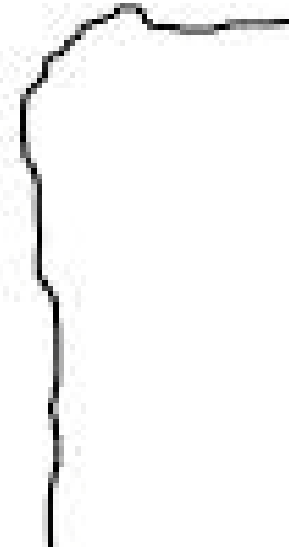- Displaced 1,000,000 people

- 1577 people died

City of New Orleans
Population

600,000		
500,000		
400,000	480,000	
300,000		380,000
200,000	230,000	
100,000		
0		
Pre-Katrina	2006	2014

Recovery Framework

Recovery Program Network

You should go talk to…
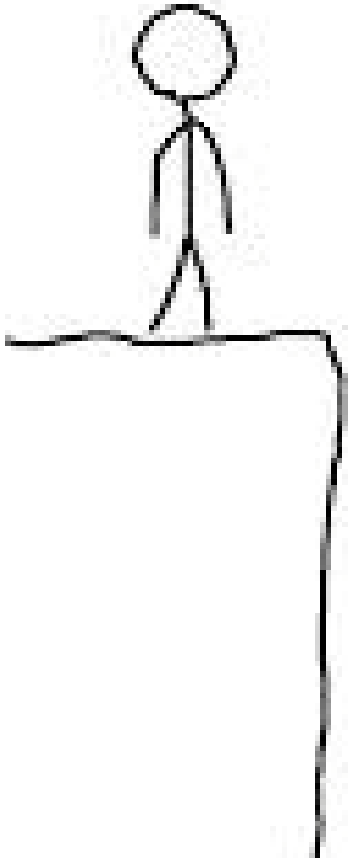
Resilient Communities

Recovery Framework

POLICY

INSTITUTIONS

PHYSICAL ASSETS

SOCIAL ASSETS
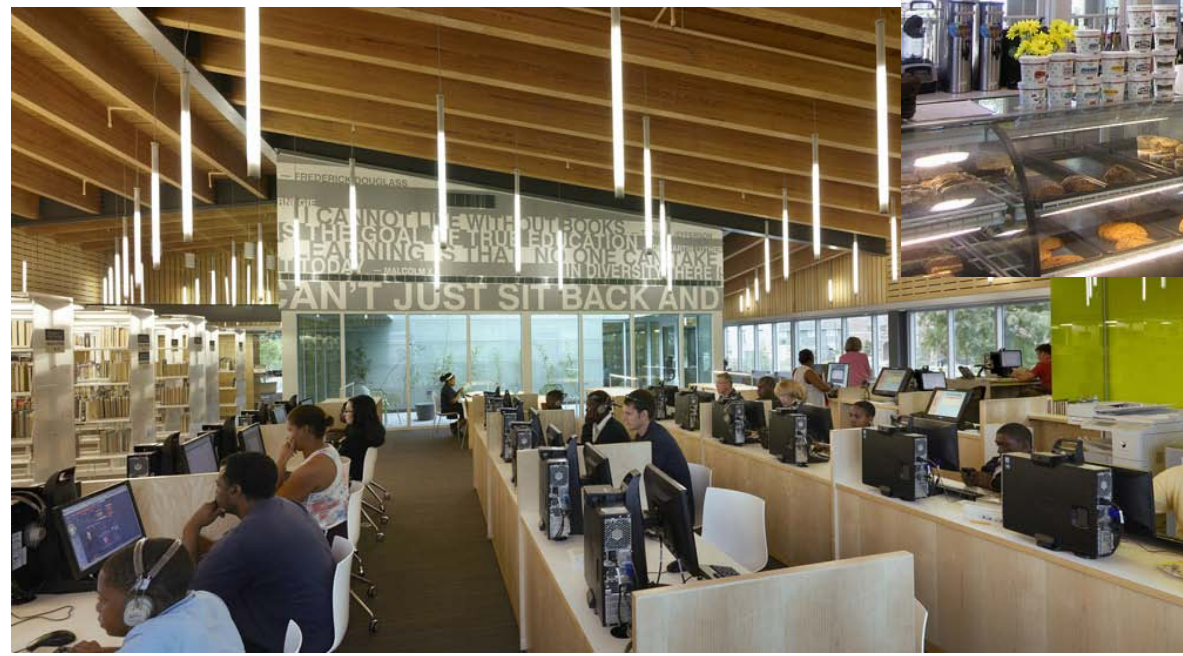
RiskMAP Process Path
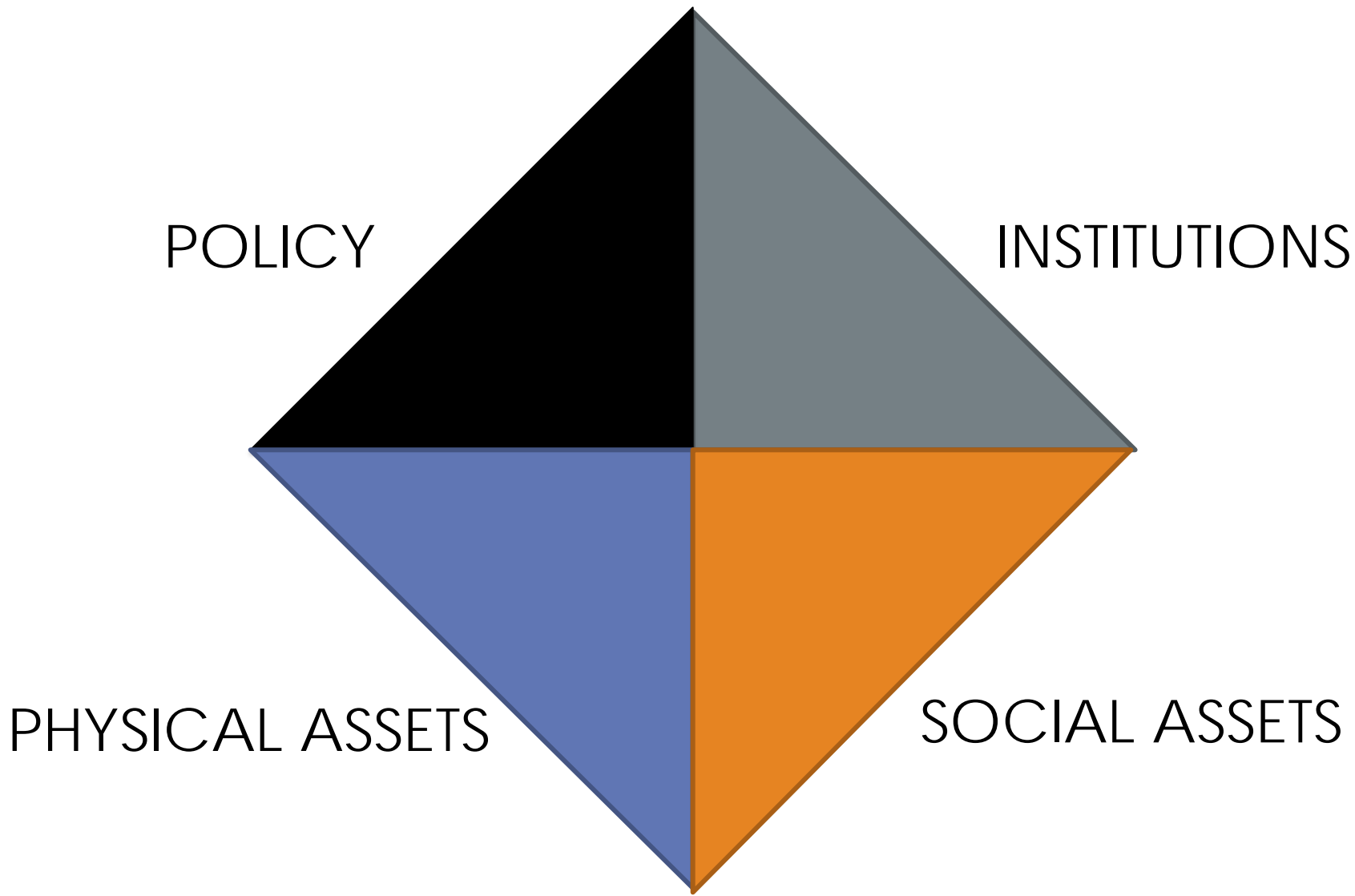
FEMA ENGAGEMENT WITH STAKEHOLDERS AND DATA COLLECTION
Review of all available data begins the process...

Who is best equipped to navigate complexity?

A) The formal institutions of government

Or

B) The family who lost their home and jobs

The community who lost all their libraries, fire stations, and schools

Google

Google Search   I'm Feeling Lucky

Incredibly complex search algorithm
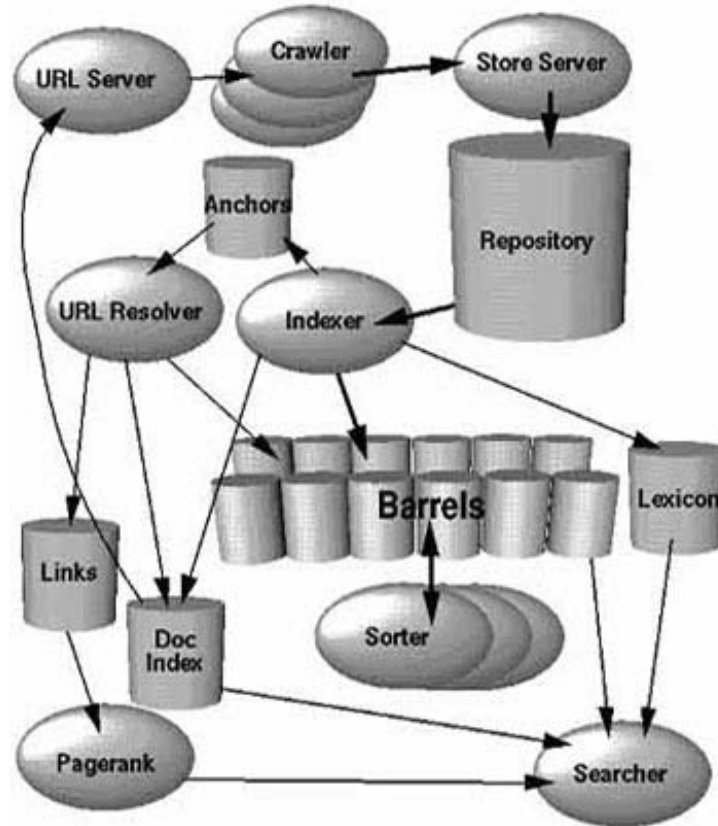
Simple user interface

UBER

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Welcome to Uber, the easiest way to get around at the of a button.

Create your account and get moving in minutes.

① **Account**   * Required

* EMAIL

    name@example.com

* PASSWORD

    At least 5 characters

* MOBILE NUMBER

    +1 ▾   (201) 555-5555

* LANGUAGE

    English   ▾

Payment   TRUSTe VERIFIED

* CREDIT CARD NUMBER   * CVV

    1234 5678 9012 3456   [1234 578 9012]   123

* EXPIRATION DATE   * POSTAL CODE

    month ▾   year ▾   94103

ADD A PROMO CODE

CREATE ACCOUNT

Please fill out all required (*) fields.

By clicking "Create Account" , you agree to Uber's
Terms and Conditions and Privacy Policy.

A Person-Centered Approach to Resilience

An effective, efficient, and humane way of designing and engaging in collaboration, disaster preparedness, rebuilding, recovery and hazard mitigation.

Examples of a Person-Centered Approach to Resilience

- Short, intuitively designed applications for aid

- The time from application to conclusion is as short as we can possibly make it.

- Processes and rules are clear and unwavering.

And if it's ever a choice between accomplishing the policy goal or bending (or never even having in the first place) the reg, choose the person.

- Stop making so many regs and policy dictorates. Just implement the law. It's complicated enough on its own.

- Smart and minimal documentation requirements

Simplify