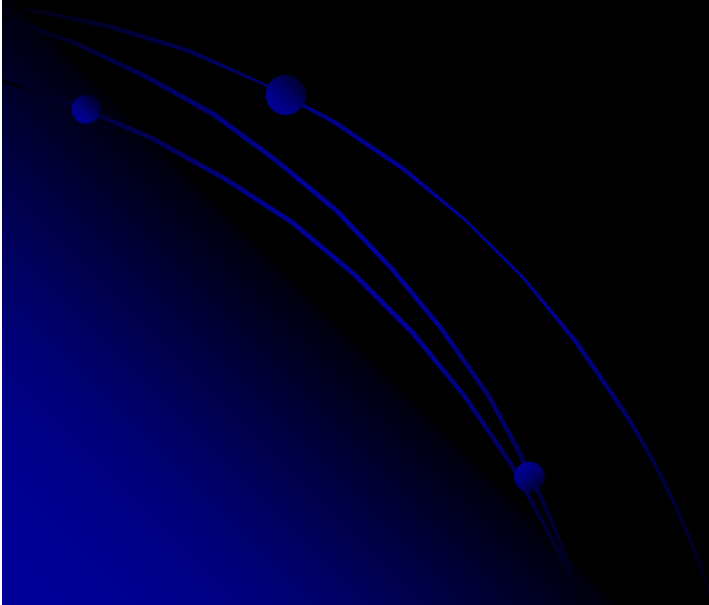


“TO DREAM THE IMPOSSIBLE DREAM”

Steve Lyons
The Weather Channel



Take Your Pick

- “Disaster Relief”...a “Band Aid” for hurricane disasters, it PREVENTS NO DAMAGE
- “Mitigation”...at least partial damage prevention from a hurricane disasters

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BEAT THE
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About: janeanddebraj.com




A Hurricane Resistant Society...

“To Dream The Impossible Dream”

- **Barrier Islands as National Seashores**
- **Flood/surf zones as golf courses, nature walk-ways, recreation areas and preserves**
- **Minimal Number of Hurricane Evacuees**
- **Hurricane proof homes and buildings**
- **A power grid impervious to hurricane winds**
- **Mobile homes with safety features no different than fixed residences**
- **Rapid hurricane recovery program for all U.S. coasts**
- **The \$10 million instead of \$10 billion dollar hurricane!**

THE BASIC PROBLEM

- SELF INTEREST, MONEY & GREED
 - How do you convince **everyone** that they can **thrive** and reduce hurricane risk at the same time?
 - CAN THEY?
- 

SCIENTISTS
HAVE DISCOVERED
A NEW SPECIES THEY
CONSIDER TO BE THE
ABSOLUTE LOWEST
FORM OF LIFE...

... A SPECIES
THEY HAVE NAMED
PRICEGOUCHERUS
HURRICANEUS
VICTIMI

THE
CHATTANOOGA
TIMES
8-19-2004

PLANTE

PUBLIC BEHAVIOR



"Hello, I'd like to apply for some property insurance."

THE BASIC PROBLEM

THERE ARE MANY DIVERSE
“PLAYERS”

Diverse local & state governments

Diverse coastal populations

Competitive insurance industry

Competitive building industry

Competitive media industry

THE SAD PART TO “OUR” PROBLEM

- **WHO ARE WE TRYING TO KID?**
- **Nearly everyone involved already knows what they could do to reduce “Hurricane Disaster Costs”**
- **Mitigation is no different than medical insurance for the public; few would NOT take it...if it were free!**

Federal Disaster Relief

- People think Uncle Sam will bail them out if ever a hurricane should hit!
- Uncle Sam needs to invest much more in “disaster mitigation” and spend far less on “disaster relief”

State and Private "Food For Florida" Program

- When the state announced hand out of emergency food stamps to people struggling after Hurricane Wilma, **nearly 700,000 Floridians got in line.**

- **Some showed up in brand-new Land Rovers, Volvos, Jaguars and Hummers.**

(Palm Beach Post)

Disaster Food Stamps ...do we learn?

- An average **family of 3.2** people applied for stamps after Hurricanes Frances and Jeanne in 2004.

- One year later, the same counties claimed **an average family of nearly 3.5 people.**

(Palm Beach Post)

- **9-10% population growth in 1 year was not observed**

Government Efficiency With Disaster Relief

- Overview of government audits on Katrina contracting; more than 70% with **limited or no competitive bidding**.
- **19 contracts worth \$8.75 billion wasted taxpayer money costing taxpayers hundreds of millions of dollars.** (govn't report)

Bogus Assistance?

- **THE GOVERNMENT DOLED OUT AS MUCH AS \$1.4 BILLION IN BOGUS ASSISTANCE TO KATRINA AND RITA VICTIMS**
- **PAID FOR SEASON FOOTBALL TICKETS, TROPICAL VACATIONS AND EVEN A DIVORCE LAWYER, CONGRESSIONAL INVESTIGATORS FOUND. (FOXNews)**

TRACKING THE \$\$

- **GAO CONCLUDED;**
AS MUCH AS 16 PERCENT OF THE
BILLIONS OF DOLLARS FROM FEMA
TO HELP INDIVIDUALS AFTER THE
TWO HURRICANES WAS
UNWARRANTED. (AP)

U.S. “Small Business” Administration

- **Homeowners and renters** can receive loans to replace **personal property** such as furniture and clothing; homeowners can receive loans to repair/replace damage to their **primary residence**.
- Story 2/19/07- “**big business**” capitalizing on **small business administration program**”

STATE AND FEDERAL BUILDING POLICIES OR LACK OF THEM

- **Manufactured homes can be vulnerable to the threats of high winds from severe storms, tornadoes or a hurricane. Use the following safety tips to bolster home safety...**

(FLASH)

- **Yet the state with the most mobile homes is, you guessed it, Florida!** (U.S. Census)

LOUISIANA FEMA TRAILER AFTER TORNADO



- Encarnacion Benetiz is among her trailer success stories. The 76-year-old woman **lost her mobile home to Wilma.** Benetiz had paid \$3,000 for it. As it was being hauled away, it crumbled into a pile of rubble, Dodd said.



FEDERAL DISASTER RELIEF

- “but it's very small”, she said through a translator!
- Now we have a displeased 76 year old woman sitting in the highest risk hurricane zone in another vulnerable trailer!
- What have we learned/done after this disaster?
- We have perpetuated disaster potential & it cost us a lot of money to do so!

Private Sector Greed?

- CorpWatch, details corporate price gouging, contracting pyramid schemes, labor abuses and unnecessary delays in the wake of last year's hurricane season.
- The "disaster profiteers," ...as CorpWatch calls them, include... all of which have also received federal contracts for work in Iraq.

Relief Scams...

- **INTERNET SITES PURPORTING TO BE CHARITIES RELATED TO HURRICANE KATRINA ARE POPPING UP FASTER THAN THE FBI CAN LOOK, AND MANY APPEAR TO BE FRAUDULENT. (FOXNews)**
- **SEPT. 14, OF THE 4,000 SITES CLAIMING TO OFFER HELP TO KATRINA VICTIMS, THE FBI BELIEVES UP TO 60% ARE LIKELY BOGUS!**
(American Red Cross)

I'M GONNA GO
SEE IF I CAN FIND
SOME GAS FOR THE
GENERATOR,
HON...

MARTIN THINKS
THE MAD MAX
GETUP WILL HELP
IN SOME WAY...

marker@latoday.net



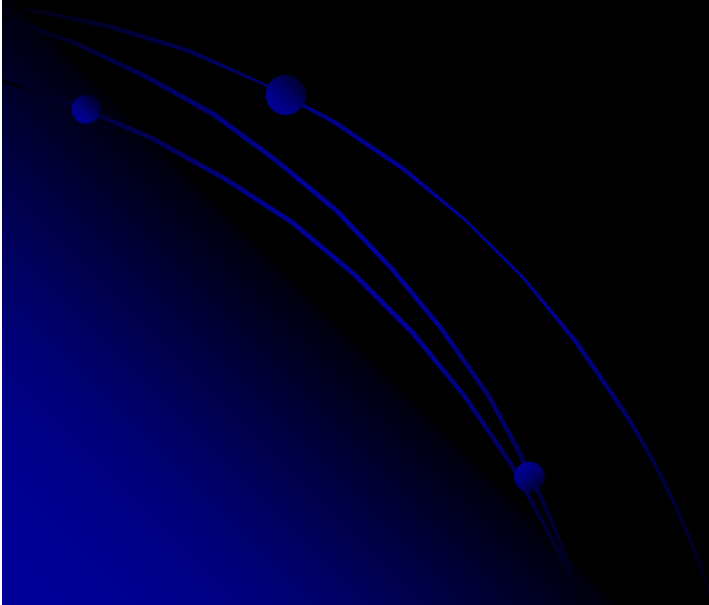
Miami Shortly After Wilma

Many gas stations that had fuel were without electricity, and others that had power ran out of supplies.

"This is like the Third World," said Claudia Shaw, who spent several hours in a gas line. "We live in a state where we suffer from these storms every year. Where is the planning?" (Miami Herald)

After Hurricane Wilma

- “Many of those in line still had about half a tank of gas...but were determined to fill up in case of fuel shortages.” (CNN.com)



Existing Homes- Hurricane Mitigation

FLASH-Federal Alliance For Safe Homes

- Most coastal residents have been educated by groups like this and by the media;
- THE PUBLIC KNOWS WHAT THEY SHOULD DO!
- BUT...many cannot afford to do it (or don't wish to spend their money on an accident that may or may not befall them any time soon)!

Public Options

- Most People Do Not Custom Build Their Homes
- Most rent/lease/buy what is available and affordable, old or new, hurricane proof or not.

Hurricane Charley Damage



MJ/Schmitt 2004

Hurricane Resistant Home

Charlie 2004- Douglas Rd

(tested to 200 mph)

Before



After



Home Front Inc.- built for the Charlotte Homeless Coalition

Homeowners also should understand, however, that many builders seek out "the man with the span" — that is, an engineer willing to sign off on the longest beams with the least bracing — to build the cheapest structure, despite building codes that call for enclosures to withstand **140-mph winds**. *A Post special report*



Rebuilding Against a Hurricane Under Insured?

- Many **rebuild** with money available (their own money and/or money from an insurance claim).
- **Rebuild** costs are critical, many realize they don't have enough insurance money to build back their home the way it was before and **a slow response can add inflation costs**

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News-JournalOnline.com



“What a coincidence! This \$200,000 we’re paying you to rebuild is what your monthly premiums are going to end up being!”

Projected Repair Costs

- The cost to repair the (Superdome) roof has been put at **32 million dollars.** (2006 Associated Press)
- They completed the rebuilding of the roof of the Superdome. It took nearly **10 months** and cost **\$200 million.**
(Trent Stamp, president of Charity Navigator)

The Media

- We have to tell all media that everyone wins with stories about what people did to prevent the disaster and **which structures “survived”** the hurricane, not just the ones that **didn’t!**

I see no excuse for this from a Cat 2 hurricane in the most hurricane prone city in America...the palm trees remain in the ground!



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THE END

- **MITIGATION IS THE ONLY SOLUTION TO PREVENT BILLION DOLLAR U.S. HURRICANE DISASTERS!**

