Washington Post
May 22, 2013 | NORFOLK, Va. - Flood-prone Norfolk is one of eight cities nationwide chosen by the Rockefeller Foundation for a program to finance and build better storm water infrastructure.
Seeking Private Sector Investment

Re.invest Initiative cities include: El Paso, Hoboken, Honolulu, Miami, Milwaukee, New Orleans, Norfolk and San Francisco
Post-Sandy initiative to develop resilient urban stormwater infrastructure

- Two-year initiative, funded by the Rockefeller Foundation.
- Rethink the way cities design, plan, implement and finance urban infrastructure.
- RE.invest will reduce the burden placed on city personnel and public budgets by using public resources more efficiently and attracting new sources of private investment.
Provides technical assistance from engineering, law and finance experts

"The RE.invest initiative is a smart approach for cities looking to improve vital infrastructure in a way that attracts new sources of private investment. We are… providing the type of credible financial experts who will think creatively about ways to invest in the resilience of our communities."

--- John Nelson, Managing Partner of Wall Street Without Walls
Making projects on the drawing board a reality

“We are looking forward to using our technical know-how, our history of applying creative thinking to infrastructure planning, and our ability to help make projects become a reality.”

--- Walker Kimball, Managing Director, Infrastructure, at Bechtel
Smart planning, innovation and an integrated approach

• Focus on sustainable stormwater infrastructure systems: green rooftops, trees, wetlands and repaved roads with more permeable surfaces.

• Partners will identify new ways to bundle revenue streams so cities can effectively work with private investors and the private sector to make smart improvements to their local infrastructure.

• RE.invest will help cities and private sector partners connect the dots. Can power lines be buried when the road is opened? Can the road be repaved with absorbent asphalt to reduce water runoff?
Norfolk Flooding Strategy

Plan
- City planning
- Study and analysis
- Modeling & simulation

Prepare
- Emergency Preparedness & Response
- Education & Training

Communicate
- Citizen outreach
- Partnerships
- Online resources

Mitigate
- Infrastructure development
- Flood remediation and mitigation