



THE FLORIDA HOUSING COALITION

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For Immediate Release: November 14, 2022

C.J. Reynolds Named Director of Resiliency and Disaster Recovery with Florida Housing Coalition

TALLAHASSEE, Fla — The Florida Housing Coalition, the state’s leading nonprofit provider of training and technical assistance dedicated to affordable housing, today announced the hiring of C.J. Reynolds as its Director of Resilience and Disaster Recovery, effective December 1st. Most recently, C.J. served as the Director of Resiliency and Engagement at the Tampa Bay Regional Planning for nearly four years and led the Regional Resilience Coalition which includes 32 local governments.

“Resilience and Disaster Recovery is a substantial and critically important part of the work we do at the Florida Housing Coalition in both Blue Skies and post hurricanes. The Florida Housing Coalition has been working with C.J. Reynolds for several years on the Tampa Bay REACH project,” stated Florida Housing Coalition President and CEO Jaimie Ross. “Having C.J. at the helm of our climate justice, resilience, and recovery work will serve the public interest of Florida immeasurably. She is a master at making connections between multiple private sector partners with multiple public sector partners. She’s a human catalyst and that is exactly what we need as our current Resilience and Disaster Recovery Director, Gladys Cook, herself a human catalyst, prepares to retire at the end of December.”

“Hurricanes, flooding from heavy rain, and incremental sea level rise are threatening homes everywhere in Florida and extreme heat is a growing issue. Communities need ambitious and practical plans that integrate infrastructure and transportation investments with their housing planning,” stated C.J. Reynolds. “Housers play a major role in creating new affordable housing that will be more resilient to extreme weather and climate hazards, and ensuring that mitigation programs for existing housing dovetail with community development, resilience planning and

local hazard mitigation plans.”

In fact, throughout her extensive experience conducting strategic planning and developing partnerships that address climate risks, C.J. has worked with elected officials, staff, and stakeholders to support coordinated resilience planning, best practices, and programs. She has led the development of the Resilience and Energy Assessment of Communities and Housing (REACH) initiative funded by JPMorgan Chase to help local governments integrate affordable housing and resilience planning. And from 2010-2018, C.J. worked with leading faculty at the University of South Florida to implement research on climate change and stakeholder engagement which identified impacts to communities and housing, policy disconnects and other barriers to adaptation.

In her new position, C.J. will lead the Coalition’s resilience and disaster planning research and technical assistance initiatives with two primary areas of responsibility: supporting state initiatives to strengthen pre-disaster preparedness to enhance post-disaster recovery; and advancing affordable housing priorities into climate resilience and sustainability programs at the local, regional and state levels. “It’s exciting to be a part of the Coalition and I look forward to working with counties and cities as they develop plans and implement robust strategies to strengthen their affordable housing resilience and post-disaster preparedness.”

Starting from day one in her new position, C.J. will co-chair the State-Led Housing Disaster Task Force with the Florida Division of Emergency Management. “Hurricane Ian’s impact on families and housing across the state is unprecedented. It was impressive to see the Hurricane Task Force activate so quickly. I am committed to working closely with FDEM, the FHC team, and task-force leadership to ensure a seamless transition, and continue to support knowledge and data sharing for effective decision-making,” stated C.J.

As Florida’s premier statewide mission-based housing organization on everything from ending homelessness to first-time homeownership, the Coalition provides training, consulting, and technical assistance to government and community-based organizations involved in producing and preserving housing for the workforce and Florida’s most vulnerable populations.

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