



WONDERSTRUCT

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Wonderstruct's regular newsletter with columns of relevant news, products, and trends making a difference in buildings, power, and transportation. Pairs nicely with Beams, our blog, which is coming soon.

Outlook viewers - download external images for the full experience.



When Hurricanes Hit: What Helene and Milton Left Behind

The Real Cost of Clean-Up

Between [flooding in the Carolinas](#) and [wind damage across Tampa Bay](#), the cost to

rebuild after a hurricane is astronomical. FEMA's Disaster Relief Fund anticipates difficulty meeting the financial demand for future storms, and the government is scrambling to find solutions. One thing is certain: recovery won't come cheap, and it won't come fast.

Side note: Nobody likes gossip. We encourage readers to read up on the details regarding FEMA's funding of disasters to avoid misinformation. For a clear breakdown from both sides of the aisle, check out [this press release](#) detailing what representatives are saying about FEMA's relief efforts.

Resilience Under the Microscope

Every storm tests our resilience, and North Carolina just took a front-row seat. [Helene has put federal and state teamwork to the test](#), with officials coordinating on response and rebuilding. The question remains: would better planning between state and federal levels make recovery easier next time? Judging by the cleanup still underway, it's worth considering.

Stronger Building Codes—Or Else

One lesson hitting home? North Carolina's [building codes might need an upgrade](#). Florida learned this back [in the '90s with Hurricane Andrew](#), which led to a building code overhaul that has now saved billions in damages. North Carolina could take a page out of that playbook—but, as always, getting it done will take a lot more than just talk. It will take smarter tools and cooperation among both local and federal players across party lines.

The answer could be in their DNA

One potential game-changer? North Carolina's recently launched [DNA Tool](#). We're not talking about the genetic traits of Tarheels. DNA stands for Damage and Needs Assessment. Created in collaboration with federal and local agencies, this digital map is designed to pinpoint various government funded needs, from housing to healthcare, all in real time. The idea is that with a clearer view of what's happening on the ground, officials can direct resources more quickly. Fingers crossed, because this tool might be the key to speeding up disaster recovery while also helping the state improve infrastructure.

Can Ya Dig It?

Then there's the ever-hot topic of [power lines](#). With every storm, the question of burying lines comes up: wouldn't putting them underground reduce damage?

[Countries in Europe think so](#), and they've saved on repairs by making the switch. But until there's room in the budget for that investment, it's just another "what if."

Meanwhile, Asheville schools are digging into a different type of resilience—water access. They're [digging their own wells](#) to make sure there's enough water for students, even if other local supplies run low. It's a proactive move that's got other districts wondering if it's time to consider a similar approach.

Construction Gets Put to the Test

[St. Petersburg got hit hard](#). One of the worst sights was a construction crane toppling over in the middle of the storm. It's a reminder that construction sites need more than a warning to "batten down the hatches" when hurricanes approach. As recovery efforts ramp up, industry leaders are debating how they can [make job sites safer and equipment more storm-ready](#), a conversation that's been a long time coming. A solid storm plan could protect both the community and construction materials from damage.

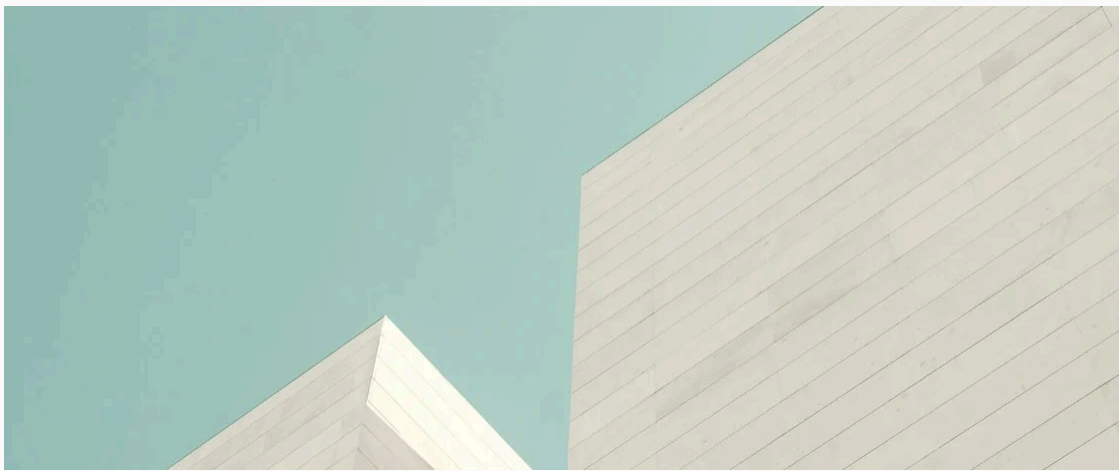
Shameless plug: Need a storm plan? Wonderstruct can help draft one.

A Mess for the Environment

Hurricanes don't just flood streets; they can create environmental nightmares. [Milton's heavy rains](#) led to massive runoff from farms, sending pollutants straight into Tampa Bay. In Florida, environmental groups are sounding the alarm and pushing for better stormwater systems to help prevent future disasters. Flagler County, however, saw some success: [recent dune reinforcements held up well against Hurricane Helene](#), proving that smart infrastructure investments can make a difference in protecting vulnerable coastlines. These protective dunes may offer a blueprint for other communities looking to buffer their shores against storm surges. While these solutions aren't cheap, the stakes for local ecosystems and coastlines are high, and the returns on resilient infrastructure speak for themselves.

The Big Takeaway

Every storm season gives us a harsh reality check. [Helene and Milton](#) exposed the gaps in our infrastructure, environmental planning, and construction practices. Investing in underground power lines, stronger building codes, and cleaner stormwater solutions may be costly, but it's clear that it's time to start putting money where it counts.



Wonderstruct News

News in our Network

- [The IDI website is live!](#) Our team has been working with IDI's leadership throughout the year to design and build a new website. The site emphasizes the company's commitment to its people as an employee-owned firm while also showcasing the company's impressive growth over time. Congrats IDI!
- [Congratulations to PDCC for a recent presentation with a big NDA client!](#) We supported this win with client workshop materials and consulted with Amy and team on the best questions and materials to present to the client to help them to define their goals.
- [We supported GILK in relaunching their site with new updates and a design refresh.](#) Congrats to everyone involved on the quick-turnaround! We also want to commend the team on pulling us in for a quick [communications campaign when the hurricanes hit Tampa, letting homeowners know how to best manage damage after a disaster.](#) Since that time, GILK has been working with homeowners in the Tampa community who need large home renovations and repairs.

Could the weather impact your job site?

Wind, rain, tornadoes, snow - you name it. Bad weather can have a real impact on construction sites. We would love to help you prepare for harsh weather conditions and natural disasters in a way that protects your team, the community, and your client's assets. Our team works collaboratively with your project managers, superintendents, and safety professionals in creating an emergency weather plan.

We also help train and communicate these important procedures among your job site team.

Our Writers



Alyce Anderson

President / CEO

Alyce started Wonderstruct in 2019. In her 15-year construction experience, she noticed a deficit of creatives in the infrastructure world, a key to helping people understand just how building things works. Wonderstruct has grown to support the AEC industry, transportation, and renewable energy clients in marketing and telling the world what they build and how they build it in clear, visual ways. Alyce is based in Denver.



Jenna Neary

Content Director

Jenna is a master storyteller with a knack for analytics. At Wonderstruct, she leads our clients' content strategies and manages web design projects. With her exceptional writing skills and SEO expertise, she creates engaging articles and media that not only boost brand visibility but also drive higher sales for our clients. Jenna is based in Atlanta.



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