**POST-DISASTER RUBBLE MANAGEMENT**

What accounts for the frequent disconnect between nationally-produced plans and the reality of local, post-disaster action in marginalized communities? This study examines rubble management as both an important but often neglected component of disaster response and a powerful example of the prior disconnect.

**THE LAS NUTRIAS RIVER**

**NORM CASCADES AND INSTITUTIONAL TRUST FOR CONTEXTUALIZED PLANNING**

1. Despite the recurrent nature of disasters, response plans were created retroactively, prioritizing reaction and short-term action instead of prevention and long-term planning.

2. National disaster response plans were conceived with large cities in mind, despite the prevalence of smaller disaster-prone municipalities and rural areas.

3. Fragmented post-disaster action emphasized municipal boundaries, rather than a regional understanding of the affected territories.

4. Plans ignored economic incentives, allowing for new market dynamics in which profits, resources, and knowledge went to the “highest bidder”.

5. Rubble management plans had no clear designation of duties, creating an ambiguous situation in which ill-prepared municipalities were held accountable despite lacking capacity and resources.

Institutional isomorphism may have played a powerful role in shaping the form and content of nationally-produced rubble plans.2

Greater inclusion of local stakeholders in the development and implementation of rubble plans is essential.

The idea of norm cascades could work to change the normative conditions in which certain planning approaches are viewed as legitimate.3

Universities, which emerge as widely trusted institutions in the post-disaster Mexican context, may play a pivotal role in helping to initiate such changes and its building bridges between planning actors at different scales.