



FEMA

Kentucky Risk Communication Toolbox

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RiskMAP
Increasing Resilience Together



Concept

- **It all started at ASFPM 2010 in Oklahoma City.....**
- **Goal:**
 - Assess and implement short, intermediate, and long-range strategies to address outreach components of Risk MAP
- **Develop tools from a wide array of topics**
- **LOTS of information is out there**
- **Problem: it's not always easy to find**

History

- **Research conducted on:**
 - Stakeholders
 - Current outreach activities
 - Message
 - State demographics
 - Method of delivery

- **Initial KY Stakeholder group formed, 2 meetings held in July 2010**
 - Risk MAP overview
 - Assess needs
 - Develop goals
 - Feedback



Stakeholder Groups Identified

Program Support: Kentucky Division of Water (KDOW), FEMA Region 4, Accenture

Hazard Mitigation Stakeholders (Local and Private Sector): Engineers, Surveyors, Planners, Emergency Managers, Floodplain Managers, Stormwater (MS4) departments, GIS Departments, Insurance Agents, Developers, Homeowners Associations

State Mitigation Stakeholders: KDOW, KyEM, State Hazard Mitigation Team, KY Geological Survey, KY Division of Geographic Information (DGI), KY Department for Local Government (DLG), KY Transportation Cabinet (KYTC)

Federal Mitigation Stakeholders: FEMA, USACE, USGS, NRCS, NWS, HUD, Census

University Mitigation Stakeholders: University of Louisville - CHR, University of Kentucky – Martin School, Western Kentucky University Engineering Dept., Kentucky Community & Technical College System (KCTCS)

Political Interests: Office of the Governor, State Representatives and Senators, Federal Representatives and Senators, Local Politicians, General Public

Associations/Committees: Association of State Floodplain Managers (ASFPM), KY Association of Mitigation Managers (KAMM), KY Stormwater Association (KSA), KY Association of Mapping Professionals (KAMP), Code Administrators Association of KY (CAAK), Association of State Dam Safety Officials (ASDSO), Floodplain Management Association (FMA), KY Watershed Leadership Academy (KWLA), KY Council of Area Development Districts (KCADD), National Committee on Levee Safety (NCLS), Silver Jackets

Current Outreach Efforts

- Revolve around regulatory requirements
- Result of disasters
- Handbooks
- Websites
- Newspapers and local TV coverage (old media)
- Mailings



■ How do we Break the Cycle?



Key Messages

- **Probability of event**
- **Benefits of well-informed & enforced planning & zoning**
- **Majority of flood losses are not part of federally-declared disaster areas**
- **Floods will happen. Not “if” but “when”.**
- **Personal economics**
- **“Positive” examples of mitigation**
- **Historical data of past events/losses**
- **Any property is subject to flooding**
- **Move away from use of “100-year” term**
 - Get away from you’re “in” versus “out”



Spring 2011 Western KY Riverine Flood

Outreach Needs

- Understanding available resources
- Better translation of the science of risk into common terms
- Translate SHMP into key messages
- Improve accessibility to FEMA and other websites
- Tools to help property owners visualize information
- Educate youth
- Multi-faceted outreach strategy and approach
- Access to data (privacy act issues considered)

Risk Mapping, Assessment, and Planning (Risk MAP)

- [Vision](#)
- [Goals](#)
- [The Team](#)
- [Risk MAP FY11 Report to Congress](#)
- [Risk MAP Success Stories](#)
- [Risk MAP Digital Elevation Plan](#)
- [FY10 Flood Mapping Progress Report and Production Plan](#)
- [Multi-Year Plan](#)
- [Risk MAP FY09 Flood Mapping Production Plan](#)
- [For More Information](#)

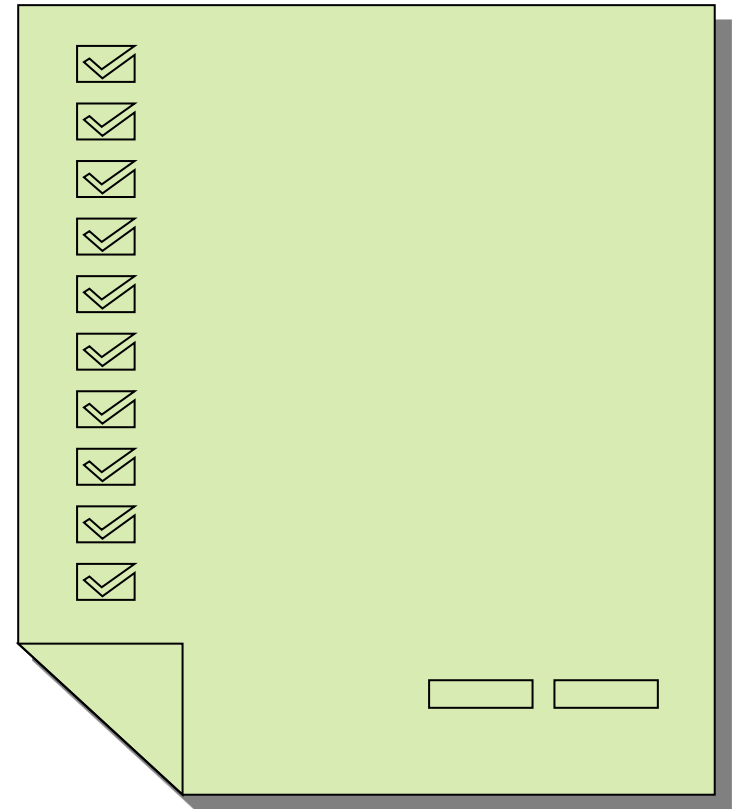
Vision

The vision for Risk MAP is to deliver quality data that increases public awareness and leads to action that reduces risk to life and property. Risk MAP builds on flood hazard data and maps produced during the [Flood Map Modernization \(Map Mod\)](#) program.

The graphic above demonstrates the vision for the Risk MAP life cycle which begins with Identifying Risk, then Assessing Risk, then Communicating Risk, and finally Mitigating Risk.

Outreach Needs - Feedback

- Most local FPAs have more responsibilities within their respective communities
- Easily accessible and concise communication
- Web-based tools are a good start
- Other means of communication are necessary



Demographics

- **Population (2010) – 4,339,367**
 - Ages 0-17 – 1,023,371
 - Ages 18 – 85+ - 3,315,996
 - Kentucky State Data Center (<http://ksdc.louisville.edu/1census.htm>)

- **Internet users (6/2010) – 2,997,542 (69% of population)**
 - Facebook users (8/2010) - 1,598,020
 - <http://www.internetworldstats.com/unitedstates.htm#KY>

- **Internet savvy is related to educational achievement**

Kentucky State Data Center

County Profiles | City Profiles | Rankings | KSDC Tables | Maps | Reports | A to Z Index

Kentucky's 2010 Census Demographic Profiles (released May 5, 2011)

The U.S. Census Bureau released 2010 Census Demographic Profiles for Kentucky on May 5, 2011. The new profiles provide data on age and sex distributions, race, Hispanic or Latino origin, household relationship and type, the group quarters population, housing occupancy (including vacancy status) and tenure (whether the housing occupant owns or rents). Profiles will be available for each of the 50 states, the District of Columbia and Puerto Rico down to the place/functioning minor civil division-level. Profiles for the United States, regions and divisions will be available at the end of May with the final states' releases. You can read more details about this data in the [Census Bureau New Release](#).

The Kentucky State Data Center has produced 4-page profiles in PDF format for Kentucky and each of its 120 counties:

Adair	Edmonson	Knox	Nicholas
Allen	Elliott	Larue	Ohio
Anderson	Estill	Laurel	Oldham
Ballard	Fayette	Lawrence	Owen
Barren	Fleming	Lee	Owsley
Bath	Floyd	Leslie	Pendleton
Bell	Franklin	Letcher	Perry
Boone	Fulton	Lewis	Pike
Bourbon	Gallatin	Lincoln	Powell
Boyd	Garrard	Livingston	Pulaski
Boyle	Grant	Logan	Robertson
Bracken	Graves	Lyon	Rockcastle
Breathitt	Grayson	McCracken	Rowan
Breckinridge	Green	McCreary	Russell
Bullitt	Greenup	McLean	Scott
Butler	Hancock	Madison	Shelby
Caldwell	Hardin	Magoffin	Simpson
Calloway	Harlan	Marion	Spencer
Campbell	Harrison	Marshall	Taylor
Carlisle	Hart	Martin	Todd
Carroll	Henderson	Mason	Trigg
Carter	Henry	Meade	Trimble
Casey	Hickman	Menifee	Union
Christian	Hopkins	Mercer	Warren
Clark	Jackson	Metcalfe	Washington
Clay	Jefferson	Monroe	Wayne
Clinton	Jessamine	Montgomery	Webster
Crittenden	Johnson	Morgan	Whitley
Cumberland	Kenton	Muhlenberg	Wolfe
Daviess	Knott	Nelson	Woodford

Kentucky 2010 Demographic Profile

Some Kentucky demographic highlights from this release are:

- The median age was 38.1.
- The average household size was 2.45 people per household.
- Among the state's occupied housing units, 68.7 percent were owned, compared with 31.3 percent that were rented.

Additional resources prepared by the Kentucky State Data Center:

- Kentucky Cities Demographic Summary Tables (Excel format)
- Kentucky Counties Demographic Summary Tables (Excel format)

Opportunities to Utilize “New” Channels

- Schools/PTAs
- University of Kentucky radio/PSAs
- Web: social media; website for laypersons
- UK sports radio
- State Department of Education
- 4H, Scouts/merit badge
- National Weather Service/local news outlets
- Community organizations
- Citizen Corps
- Community access TV
- Materials on <http://water.ky.gov>
- Rotary, Lions, other civic organizations
- State/county fairs
- KAMM conference, ASFPM
- County, city board/council meetings, annual meetings
- Kentucky county meetings
- Literacy groups
- Libraries
- Theater ads
- Driver’s education videos (TADD)

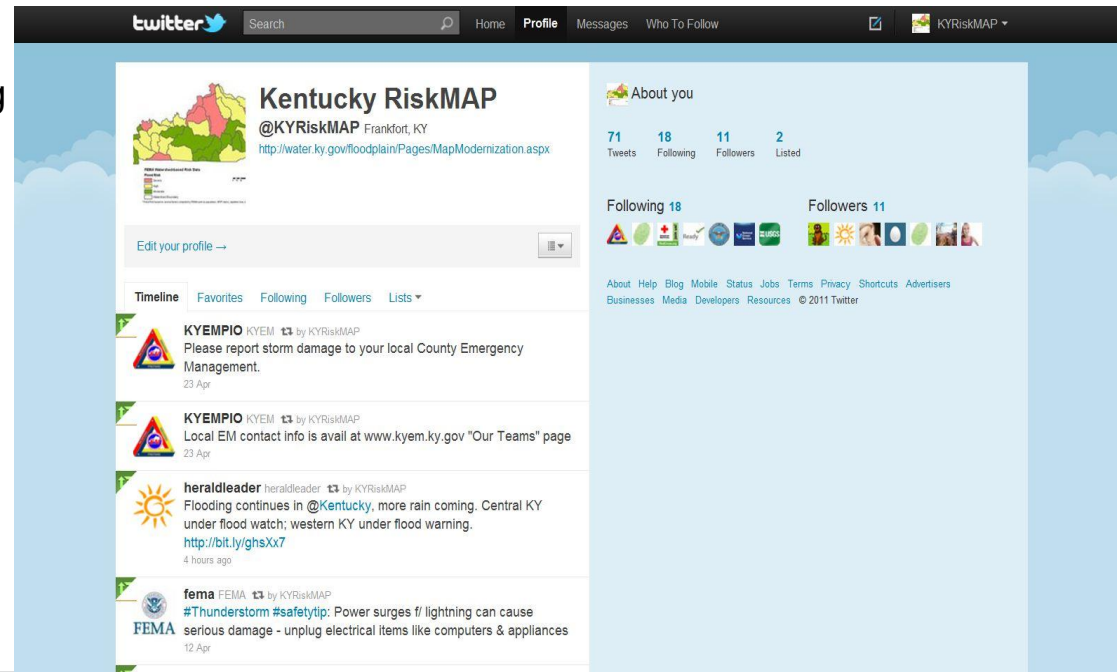
Near-Term Actions

- **Share outreach materials between groups on the web**
 - Create Facebook pages and Twitter feeds (closed and open) for officials to share information and unify messages
 - Facebook:
<http://www.facebook.com/pages/Kentucky-Risk-MAP/200693083275356>
 - Twitter: @KYRiskMAP
 - Youtube:
<http://www.youtube.com/user/KYRiskMAP>
- **Strengthen the State to Local Officials link**
- **Develop seminars, presentations, and webinars for city & county officials**



Near-Term Actions

- Create FEMA/Kentucky flood risk outreach road show
- Silver Jackets Program (USACE) leadership
- Create outreach toolbox modules
 - Community assessment template
 - Diverse messages
 - Training/materials on communicating and translating information to audiences (risk communicator)

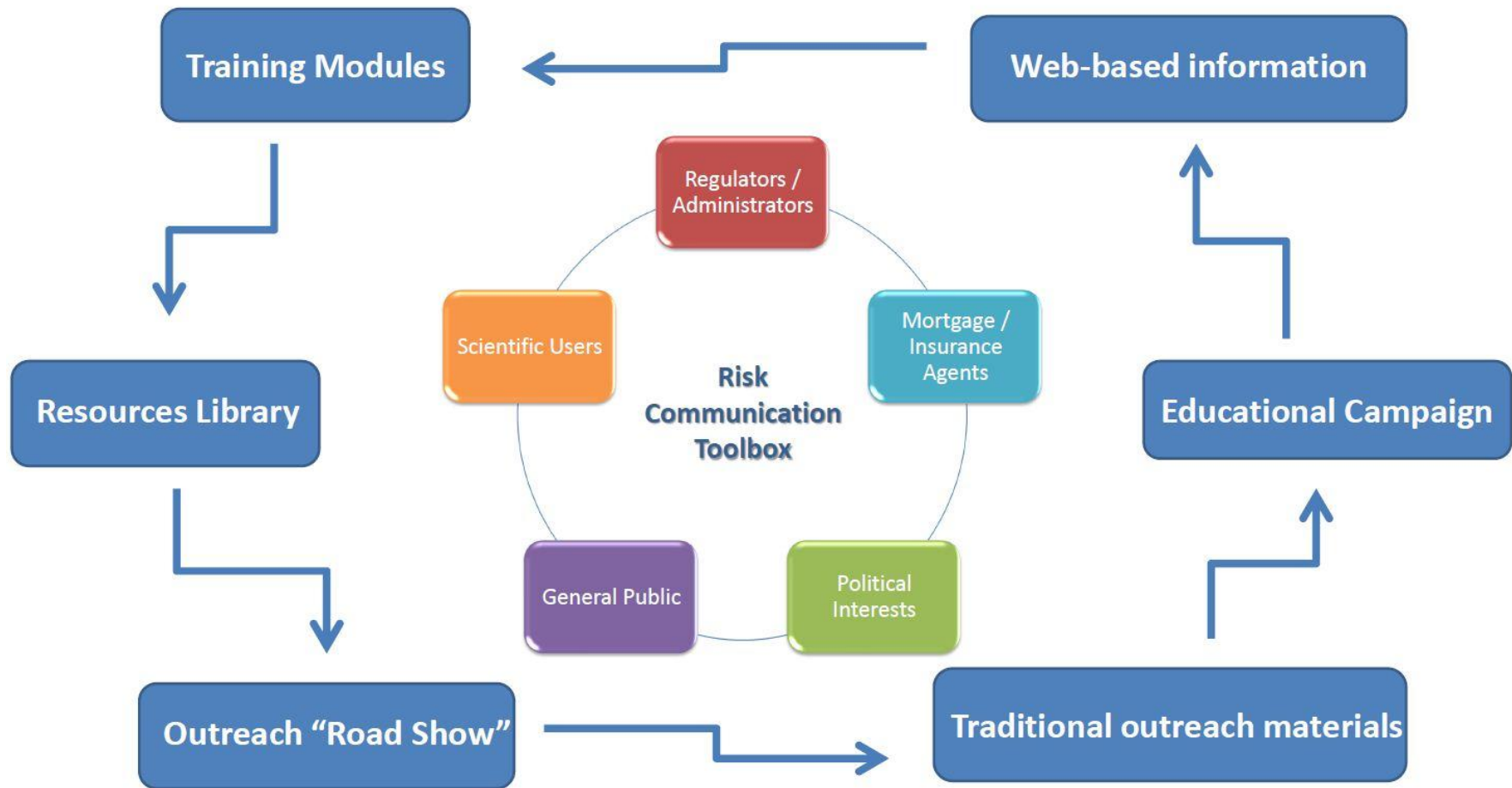


Intermediate/Long-Term Actions

- **Develop Kentucky Hazard Mitigation Outreach Strategy and Approach**
 - Outline state risk communications network
 - Integrate Risk MAP community with National Outreach Strategy
- **Educate youth about risk and hazard mitigation**
 - Formalize messaging in KY school curriculum
 - Build on TADD, Smokey Bear success in schools
- **Improve platform and methods to better serve risk and mitigation information**
- **Training program for major audience groups**
 - Disaster response
 - Flood management training
 - Substantial damage determinations
 - Mentoring program pairing FEMA and State officials with local officials



Toolbox Framework



Toolbox Modules

- **Training modules on Risk MAP, Flood Insurance, HMA, etc.**
 - Concise message
 - Method of delivery and message dependent upon audience
 - Classroom
 - Webinar
 - Multimedia
 - Factsheet/website
 - Traditional (pamphlets, mailers, etc.)
 - Combination
- **Identify audience and utilize pertinent modules**
- **Training modules are one piece of the communication strategy**

Communication Toolbox - Goals

- **Synergy with other existing outreach efforts**
 - All Federal agencies that have outreach component
 - KyEM applicant briefings post-disaster
 - ASFPM/NFIP mentoring program
 - NFIP training
 - Kentucky Association of Mitigation Managers (KAMM)
 - Dam Safety Workshops
 - National Committee on Levee Safety
 - Kentucky Watershed Leadership Academy (KWLA)
 - <http://kywla.org>; <http://water.ky.gov/watershed/Pages/WatershedPlanning.aspx>
- **Develop web-based survey for enhancements**

Conclusions

- **Many agencies (FEMA, USACE, USGS, NWS, DOW, etc.) have some semblance of outreach activities**
 - Sometimes efforts align well and are easily communicated
 - Many times agencies perform similar functions
- **For the most part, the general public doesn't recognize all the available resources**
- **A toolbox is needed to help communicate available programs, funding opportunities, and pertinent messages**
 - Expertise from a wide array of activities should be made easily available
 - Toolbox should be KY specific, but general enough to carry over to other states, CTPs
- **Toolbox should encompass training modules, web-based resources, traditional efforts, and strategies for future implementation**



Resources

- **Kentucky Division of Water**

- Part time resource to be involved in the development of communication material and engage stakeholder participation
- Management time to coordinate and provide direction

- **FEMA Region IV**

- Part time resource to participate in workgroup

- **Accenture**

- Support Communications Training
- Work with KY to develop toolbox, road show, presentations
- Work with KY to develop a longer term outreach strategy
- Facilitate packaging existing training materials into a comprehensive program



Questions?

