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FEMA's Outreach Tools and Templates for Community Officials

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RiskMAP
Increasing Resilience Together



Introduction & Outline

- **Risk MAP Vision & Goals**
- **Flood Risk Awareness – Nationwide Survey & Results (2010 and 2011)**
- **Shared Responsibilities – Federal/State/Local Collaboration**
- **New Meetings Guidance**
 - Discovery
 - Appendix I, FEMA's Guidelines and Specifications for Mapping Partners
 - Flood Risk Review
 - Resilience
 - Community Coordination Officer Meeting and Flood Map Open House
- **Risk MAP Tools, Templates and Products**
- **Open Discussion & Questions**

Risk MAP

Vision

Risk Mapping, Assessment and Planning (Risk MAP) Vision:

To deliver quality data that increases public awareness and leads to action that reduces risk to life and property

Goals

FEMA will collaborate with federal, state, and local stakeholders to achieve the following goals under Risk MAP:

- Address gaps in flood hazard data
- Ensure public awareness through outreach
- Lead and support hazard mitigation planning
- Provide an enhanced digital platform
- Align risk analysis programs

One major objective of Risk MAP is to provide updated flood hazard data for 100 percent of the populated coastal areas in the nation



Flood Risk Awareness Surveys: 2010 and 2011

- **Nationwide, Research-based**
- **FEMA surveyed local officials and the public in 2010 to:**
 - Provide a baseline of flood risk awareness
 - Inform national outreach and community engagement activities
- **FEMA conducted the second annual survey in 2011 to track progress toward its awareness goals:**
 - Public awareness and understanding of risk management
 - Local official awareness of flood risk within Risk MAP project areas
- **FEMA will continue to track progress with annual surveys**



Opportunities Identified by Local Official Survey

- **68% know that their communities are at risk for flooding (2010 & 2011)**
- **71% of local officials who participated in a Risk MAP project more likely to communicate with their community about flood risk (2011)**
- **To raise awareness of flood risk:**
 - Share information about funding and resources available to enable/assist/incentivize mitigation activities
 - Encourage development and review of mitigation plans
 - Make flood maps as user friendly and easily accessible as possible
 - *Citizens that believe they are at risk of flooding take action*
 - Use communication methods that the public prefers

Survey Questions

- **Do you believe you live in a floodprone area?**
- **Have you taken actions to mitigate against flood damage?**
- **Is flood damage covered by your homeowners or renters insurance?**
- **How do you prefer to hear about your flood risk?**
- **Do you believe your community is at risk of flooding?**
- **How easy is it to find your community's flood map?**
- **Have you reviewed your community's flood map?**
- **Who is responsible for communicating flood risk?**

Survey Says...

- **The following tools would make it easier for local officials to share flood risk information with the public:**
 - Information to add to community websites
 - Publications for building owners on reducing risk
 - Customizable letters or brochures
 - Media materials such as draft press releases

Cross-Survey Takeaways

- **Local officials understand that:**
 - Their communities are at risk for flooding, while the public does not
 - Federally-backed flood insurance is available, while the public does not
- **The public:**
 - Expects to hear about flood risk from local CEO's, but CEO's are not providing much information
 - Prefers to hear about flood risk through local media, mailings and meetings, while CEO's prefer to use websites and newspaper ads

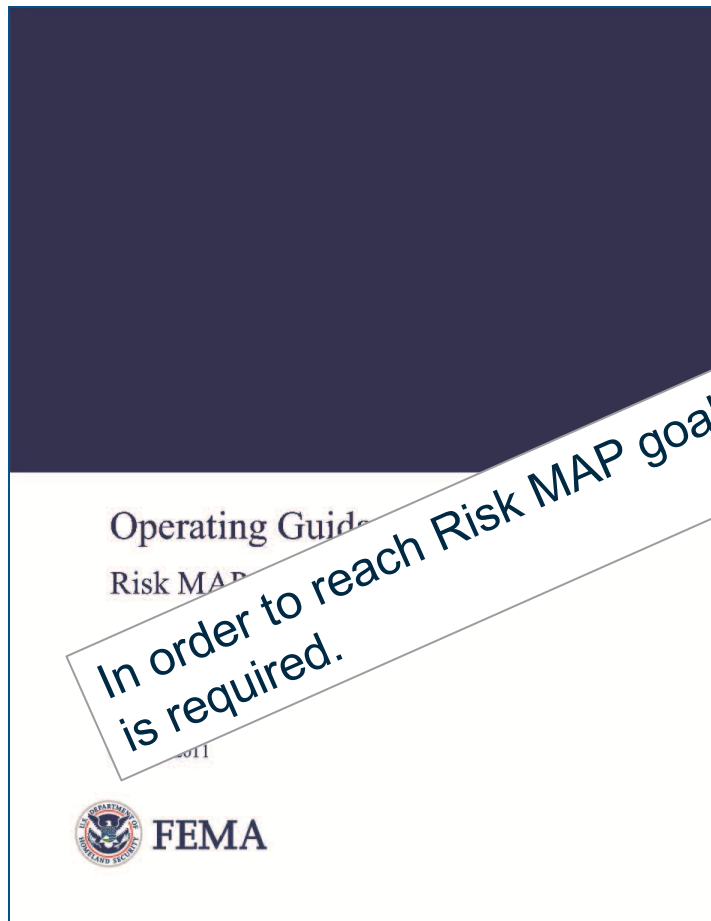


Increasing Value Through Ownership – Roles & Responsibilities

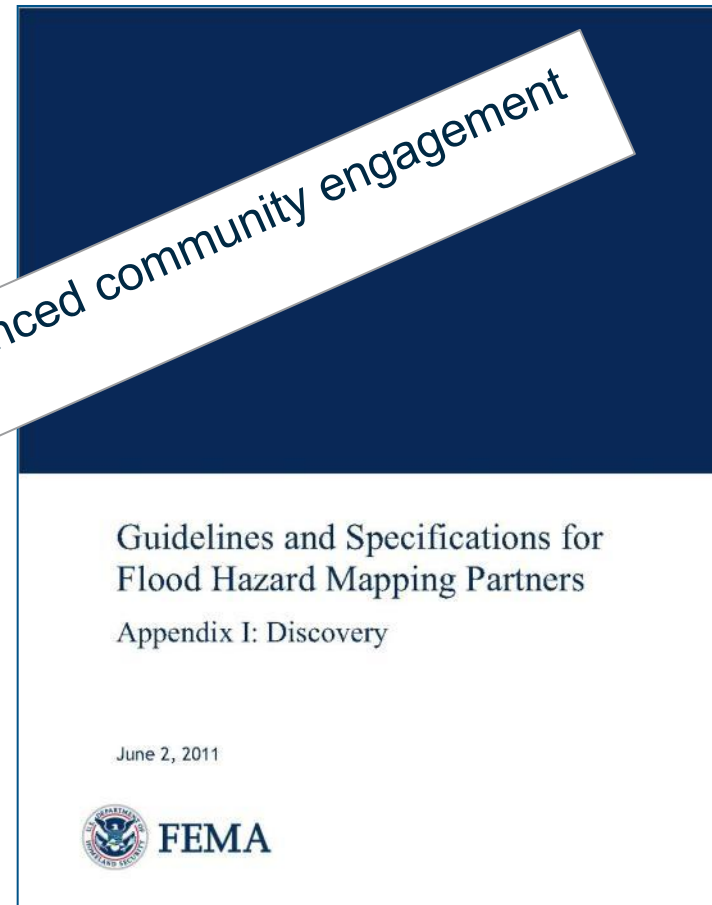


New Meetings Guidance & Appendix I

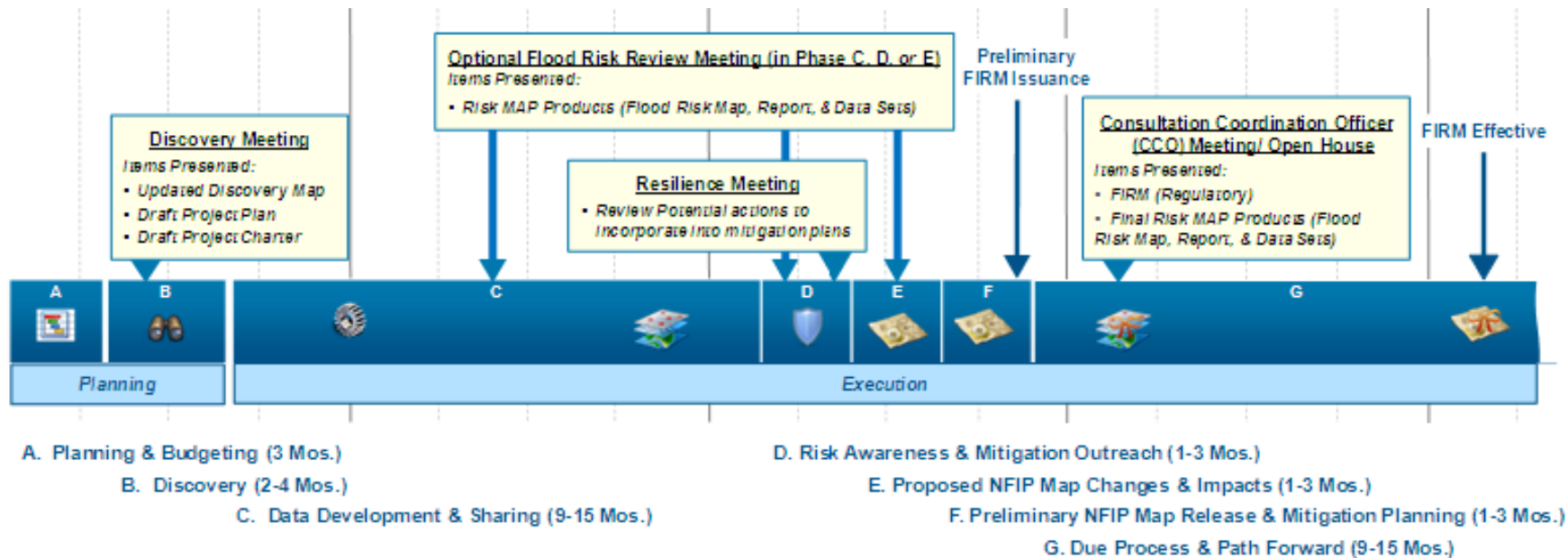
New Meetings Guidance



Appendix I: Discovery

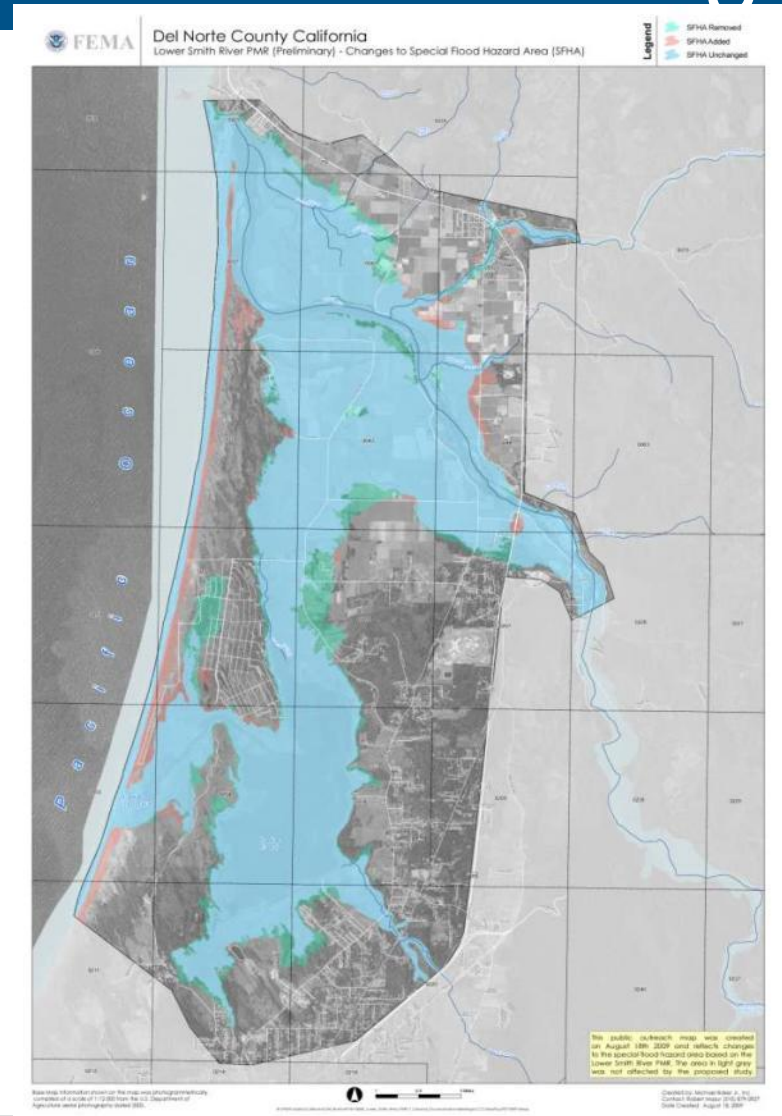


Risk MAP Meetings



Data Development & Sharing Phase: Flood Risk Review Meeting

- **Technical/engineering focused**
- **Gives officials the opportunity to review the draft Risk MAP study and products (if part of scope)**
- **Allows the project team to highlight flood risk associated with changes**
- **This meeting is optional, but strongly recommended**
- **May be important for projects that include significant changes in the identified hazard**



Risk Awareness & Mitigation Outreach Phase: Resilience Meeting

- **Continue to build local capacity for implementing priority mitigation activities**
- **Promote understanding of flood risk**
- **Promote strategies to reduce flood risk**
- **Review available resources to facilitate implementation**
- **Review communication roles and responsibilities**
- **Main objective: improve the community's resilience to flood risk**

Community Coordination Officer (CCO) Meeting and Flood Map Open House

- During the due process, after the regulatory preliminary FIRM has been distributed
- The CCO meeting is for the local officials
- The Open House is intended for the public
- A primary goal of Risk MAP is to promote community ownership of risk and in turn, risk reduction and mitigation



Risk MAP Tools, Templates and Products

■ Tools & Resources –

- Risk MAP Talking Points by Audience Type Information Sheet
- FEMA website - library
- www.r9map.org
 - Mapping, LOMC guidance docs, flood insurance, floodplain management
- 1-877-FEMA-MAP
- Project Status Fact Sheets

■ Templates –

- Community Outreach Plan Template
- Press release
- Open House Materials

■ Products –

- Flood Depth & Analysis Grids
- Changes Since Last FIRM
- Areas of Mitigation Interest
- Flood Risk Assessment
- Flood Risk Report, Map & Database
- Velocity Grids (Optional)

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Flood Risk Products

Planning for Risk
Risk is the possibility of suffering harm or loss; danger, a factor, thing, element, or course involving potential danger.

Changes Since Last FIRM
The *Changes Since Last FIRM* dataset helps communities understand changes to their Flood maps and prepare for the upcoming flood map adoption process. This product is a spatial dataset that identifies areas of floodplain and flood zone changes since the previous flood map study. The dataset captures areas where the floodplain and floodway have increased or decreased, as well as areas where the flood zone designation has changed (e.g., A to AE). In areas where the mapped flood hazard has changed, the engineering factors that may have contributed to that change will also be identified within the dataset. The built environment affected by the change is quantified and summarized to help locate previously unidentified areas at risk.

Flood Risk Assessment
Flood Risk Assessments helps guide community mitigation efforts by highlighting areas where risk reduction actions may produce the highest return on investment. Building on the foundation of the 2009 nationwide HAZUS Level 1 Average Annualized Loss (AAL) Study, basic refined HAZUS loss estimation analyses will be done for flooding sources with default HAZUS building stock information. Where local built environment data is available, enhanced HAZUS or other risk assessment analyses are possible. Communities are encouraged to pursue enhanced analysis where possible by providing FEMA with additional GIS data such as parcel data, building footprints, or elevation certificates. Communities may also provide additional funding to support analysis enhancement. The results of both the basic refined and enhanced HAZUS analysis can be incorporated into hazard mitigation plans.

Flood Risk Report, Map and Database
The *Flood Risk Report* provides stakeholders with a comprehensive understanding of flood hazard and risk exposure within their community watershed, or other geographic area. The report parallels the Flood Study report by providing a narrative of the Risk Assessment method and results.

The report will provide risk assessment information at the project level, placing emphasis on risk reduction activities that may have impacts beyond the specific stream area or community. The report will also provide assessment information that can be incorporated into mitigation plans.

The report will also include a *Flood Risk Map* that depicts county and community boundaries in relation to areas of risk within the study area, emphasizing that risk reduction activities may have an impact beyond the site.

The *Flood Risk Database* will be the primary source to access information collected and developed during the flood risk assessment process. Risk Database parallels the Digital Flood Insurance Rate Map data a project-level product that includes risk assessment data collected and analyzed under Risk MAP. FEMA will publish and maintain a database in a standardized form to support national, State, regional distribution. Viewing tools are currently under development to provide access to Geographic Information System (GIS) software to access and display the digital Flood Risk and FIRM products.

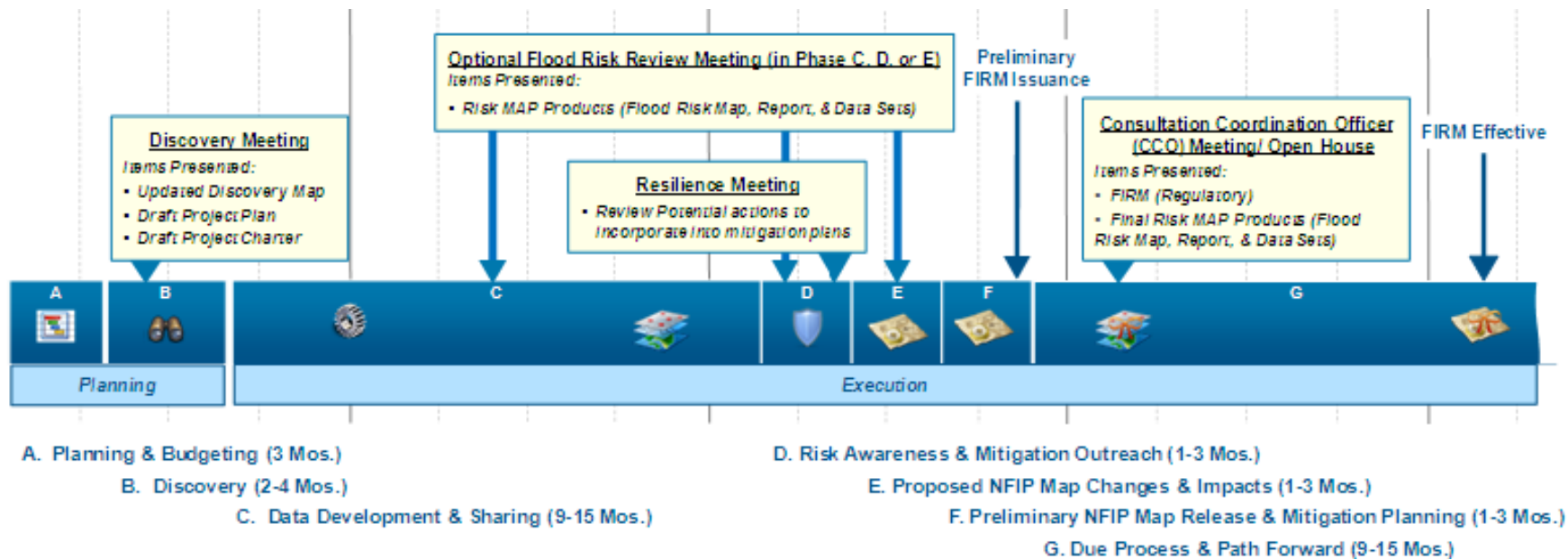
Flood Depth and Analysis Grids
Flood Depth and Analysis Grids help communities better understand their flood hazard beyond the 1 percent annual chance floodplain. Depth Grids will be produced for the 10 percent, 4 percent, 2 percent, 1 percent, and the 0.2 percent annual chance flood events. These depth grids will be used to create additional analyses that depict the percent annual chance of flooding and the percent chance of flooding over a 30-year time period in the floodplain.

Areas of Mitigation Interest
The *Identification of Areas of Mitigation Interest* helps communities better understand their impact on the floodplain. This spatial dataset, to be provided as an enhanced product, identifies conditions within a watershed that may contribute to the severity of the flood hazard and associated losses. These conditions include areas with a history of flood claims, hydraulic or other structures that contribute to backwater (e.g., undersized culverts, bridges and dams), and areas experiencing land use change or development. By identifying these conditions within the watershed, this product will also assist communities in determining potential mitigation opportunities.

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www.fema.gov/plan/prevent/fhm/rm_main.ad.htm • 1-877-FEMA MAP

Risk MAP Meetings



Dynamic and Collaborative Process

FEMA ENGAGEMENT WITH STAKEHOLDERS AND DATA COLLECTION

Review of all available data begins the process...

Risk Identification and Communication <ul style="list-style-type: none"> Low water crossings? Large areas of fill placement? Future development areas? Capital improvement projects? Channelization projects? Large reservoirs? O&M plan? Flood risk reduction projects? Digital stream inventory? Digital building stock? High water marks from recent flooding event? Elevation data? LIDAR? Local flood studies? 	Engage: <ul style="list-style-type: none"> U.S. Geological Survey U.S. Army Corps of Engineers U.S. Environmental Protection Agency State NFIP coordinators State Hazard Mitigation Officer State floodplain management associations State emergency management associations Local elected officials Regional authorities Local floodplain administrator Local emergency management officials Local levee districts Watershed groups Special interest groups Local business and commerce entities CTPs 	NFIP Community Actions <ul style="list-style-type: none"> Participating in the NFIP? Community assistance meetings? Community Rating System (CRS)? Relative loss properties? Areas of insurance claims? Community assistance visits? Community assistance calls? Active Letters of Map Change (LOMCs)? Recent disaster? Declared? Data from PDAs?
Mitigation Planning and Actions <ul style="list-style-type: none"> Approved hazard mitigation plan? Local evacuation plans? Current land use plan? Future land use plan? Drainage master plan? Flood reduction projects? Culvert enlargement projects? Areas of evacuation during high water? Local HAZUS runs? Digital parcel boundaries? 	Community Benefits and Grant Opportunities <ul style="list-style-type: none"> Grant administration plan? Digging grant projects? Hard projects? (infrastructure) Soft projects? (outreach/education) Targeted buy-out areas? Elevation projects planned? Pre-disaster mitigation (PDM) grants? Severe Repetitive Loss (SRL) grants? Grants in need of engineering info? Post-disaster 404 projects? Post-disaster 404 projects? 	

RiskMAP Process Path

LEGEND

- FEMA/State action
- Community action
- FEMA/State and community use
- Product/tool for community use
- Process path
- Opportunities for mitigation action





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