



# FMA News

The Newsletter of the Floodplain Management Association  
[www.floodplain.org](http://www.floodplain.org)

July 2011

Volume 21, Issue 2

## Highlights

|  |    |
|--|----|
| Annual Conference                      | 2  |
| FMA/ASCE Water Symposium               | 8  |
| HDSC Releases NOAA Atlas               | 9  |
| FloodSAFE—California                   | 10 |
| USGS Flood Frequency Report            | 10 |
| CalEMA—Mitigation Team                 | 12 |
| Value of Professional Conferences      | 12 |
| Hazus-MH Training                      | 14 |
| An Improved CRS Is On Its Way          | 16 |
| Prop 84 River Parkways Grants          | 16 |
| LID and Flood Control                  | 17 |
| Meeting and Funding NPDES Requirements | 20 |
| Maximizing Your Sales Lead             | 22 |
| 2011 California Water Conference       | 23 |

## Letter From the Chair



Greetings,

It is hard for me to believe that this is my last time to write to you as the Chair of FMA. It has been an interesting time to be a part of the leadership for this great organization as we faced the challenge of staying current and at the forefront of the important issues in our changing industry. As part of that effort, we recognized that we are shifting our focus as floodplain managers more towards Flood Risk Management. While that may seem like a minor shift, it provides our profession not only with new opportunities but also with an added responsibility to better educate elected officials and the public about these issues. However, these challenges are not just limited to our own area.

I spent the past three weeks in Hungary and learned that we are struggling with the same flood management issues here as across Europe. I was invited to speak at the 25<sup>th</sup> Conference of the Danubian Countries, a semi-annual event that for 50 years has brought together decision makers and hydrological experts from over 10 countries that are joined by the common issue of providing flood management for the Danube.

At the conference, it was interesting to see how an issue like flood management can bring together people who have such diverse political and economic interests (The first conference was organized during the Cold War era when working through the Iron Curtain created special challenges.). It was very interesting for me to hear speakers struggling to find solutions to the same issues that we are dealing with here in California and all throughout the United States. Issues such as flood risk management, climate change, land use alterations, system operation and maintenance, and information management and sharing are keeping our colleagues busy over there, too.

When I go back to Hungary, they are always eager to hear about my experiences in California and learn about the ways we are solving our problems. On the other hand, I was also learning a lot from their experiences. My challenge will be to figure out ways to share these experiences with all of you.

See you all soon at the Annual Conference in San Diego.

Pal



## 2010-2011 BOARD OF DIRECTORS

**Pal Hegedus** - Chair  
RBF Consulting

**Jeanne Ruefer** - Past Chair  
Accenture

**Marty Teal** - Vice-Chair  
WEST Consultants

**Tom Plummer** - Secretary  
Civil Engineering Solutions

**Mark Seits** - Treasurer  
HDR Consulting

**Andrew Trelease** - Director  
Clark County Regional Flood Control District

**Sara Agahi** - Director  
County of San Diego

**Mike Fox** - Director  
San Bernardino County FCD

**Alex Yescas** - Director  
PBS&J

**Mike Nowlan** - Director  
Wood Rodgers

**Tom Smythe**—Director  
Lake County Watershed Protection District

**Maria Lorenzo Lee**—Ex-Officio  
California Department of Water Resources

**Kim Davis**—Ex-Officio  
Nevada Division of Water Resources

**Judy Soutiere**—Ex-Officio  
U.S. Army Corps of Engineers

**Eric Simmons**—Ex-Officio  
FEMA Region 9

**Carol Tyau-Beam**—Ex-Officio  
Hawaii DLNR

---

**Iovanka Todt**, *Executive Director*

## 2011 ANNUAL CONFERENCE

### FLOOD RISK MANAGEMENT IN THE 21ST CENTURY

September 6 - 9, 2011 in San Diego, California



## FMA 2011 CONFERENCE WORKSHOPS!

- Two-dimensional Flow Hydraulic Analysis Workshop
- FEMA Coastal Construction Workshop
- FEMA Building Science
- Water Resources Institute: Shared Vision Planning Workshop
- Levee Design 8-Hour Short Course
- SCCRWP Channel Assessment/Hydromodification Tool & Field Trip
- The Latest DFIRM & LOMC/PMR Submission Requirements Now that Risk Map Is Here
- Fundamentals of Flood Insurance
- USACE Flood Risk Communications Essentials
- FEMA Short Listening Sessions with Communities - by appointment

**FMA 2011 Conference Panel Highlights**  
**September 6-9, Sheraton San Diego Hotel and Marina**  
**Technical Sessions not Included – To appear after July 1**

**Half-Day Plenary: Trends and Developments in Flood Risk Management**

Alex Dornstauder, Director Flood Risk Management for the Corps of Engineers  
 Ed Fleming, Commander, U.S. Army Corps of Engineers, New Orleans District  
 Stu Townsley, U.S. Army Corps of Engineers, Flood Risk Program  
 Sally Ziolkowski, FEMA Region 9  
 Susan Gilson, NAFSMA

Gary Bardini, Chief, Flood Management, California Department of Water Resources  
 Kamyar Guivetchi, Manager, Statewide Water Planning, California DWR  
 Carol Tyau-Beam, NFIP Coordinator, State of Hawaii (invited)  
 Rob Martinez, State Engineer, Nevada (invited)

Hon. Stan Cleveland, Supervisor, Sutter County  
 Gary Hildebrand, Asst. Deputy Director, County of Los Angeles Dept. of Public Works  
 Cid Tesoro, Program Manager, San Diego County Department of Public Works  
 Tim Washburn, Sacramento Area Flood Control Agency

**TOWARDS REGIONAL, RISK-BASED FLOOD MANAGEMENT IN CALIFORNIA: A PUBLIC POLICY FORUM**  
**Ellen Hanak, PPIC, Moderator**

This public policy forum brings together flood management experts from federal, state, and local agencies to discuss practical next steps toward such a vision with two of the PPIC study authors. Topics of discussion will include: (i) using a more diverse set of environmentally beneficial flood protection tools, including setback levees and bypasses; (ii) developing better risk-based investment guidelines and more robust funding and cost-sharing approaches; (iii) improving incentives for flood insurance uptake; (iv) better incorporating ecological benefits of flood protection as part of an overall regional strategy; and (v) overcoming institutional barriers to a more integrated regional approach.

Curt Aikens, Yuba County Water Agency  
 Jay Lund, University of California Davis (co-author of PPIC study)  
 Ricardo Pineda, Department of Water Resources  
 Edwin "Stu" Townsley, U.S. Army Corps of Engineers  
 Warren "Dusty" Williams, Riverside County Flood Control District

**LONG-TERM PERSPECTIVES OF FLOODSAFE CALIFORNIA**  
**Moderator: Paul Marshall, DWR/Yung-Hsin Sun, MWH or Lisa Beutler, MWH**

This session will review the latest business process and organizational structure, and the long-term investment strategy under FloodSAFE California. Additional reviews include federal partnership and the outcomes of recent Golden Guardian exercise.

**FloodSAFE Organization for Success** – Ownership, missions, and branding

Ann Parkin, DWR/Naser Bateni, GEI

**CVFPP, 2017, and plan-based implementation** – Driving the wheel of improvement

Jeremy Arrich, DWR/Mike Mierzwa, DWR and Yung-Hsin Sun, MWH

**Statewide Flood Management Planning** – Covering the whole basis

Terri Wegener, DWR/Ed Winkler, CH2M Hill

**Delta program coordination** – A critical task for multiple programs and jurisdictions in Delta management

Mike Mierzwa, DWR/Ken Kirby, Kirby Consulting

**Federal CVIFMS and Statewide flood management planning collaboration** – Getting alignment with our federal counterpart

Alicia Kirchner, USACE

**Golden Guardian Experience and Lessons Learned** – A success story

Bill Croyle, DWR

**SYSTEM REOPERATION: THE PROMISE AND THE PERILS – PART 1****Moderator: Ted Frink, CA DWR or Maria Lorenzo-Lee or Ricardo Pineda**

This session will include an introduction to the system: a brief description of the set of discrete facilities that has evolved into the “system” we rely on today, with its often competing flood management and water supply goals. Following that, a presentation will be made on the fundamental building blocks available to improve this operation to meet water supply, flood management, and ecosystem goals. Panelists will then address potential opportunities, regulatory and policy constraints, and other limiting factors, addressing specific or multiple goals (water supply, flood management, ecosystem) and speaking from their personal knowledge of specific institutional settings.

**State/water supply** -- Jerry Meral, Natural Resources Agency**Federal water supply and flood management** -- (USACE, USBR)**State/flood management** – Artie Hinojosa, FloodSafe**NGO/ecosystem** -- Steve Rotherth, John Cain, American Rivers (ecological enhancement opportunities)**NGO/water supply** -- Greg Thomas (building blocks; conjunctive use, water supply perspective)**Local/multiple goals** -- Curt Aikens, YCWA (Yuba/Feather case study)**Multiple institutions, multiple goals** - Kirk Rodgers, Lester Snow, HDR**SYSTEM REOPERATION: THE PROMISE AND THE PERILS – PART 2 - Technical Issues**

Even if the promise of system reoperation benefits is considerable, technical challenges exist to developing optimal reoperation plans and implementing them. This panel will discuss fundamental technical hurdles (e.g., missing tools, data gaps, technology) and ideas for how they might be addressed. Speakers with expertise in particular or multiple technical arenas will speak from their individual perspectives and experience, including particular case study examples where possible.

**Modeling and analysis tools: overview** – Jay Lund, UCD**Modeling tools and analysis tools** – Shengjun Wu, DWR, Betty Andrews, ESA PWA; David Purkey, SEI**Decision support (ecosystem metrics and modeling)** - Katherine Wieckowski (ESSA – Sacramento River EFT); Mark Tompkins (Newfields), Eric Ginney (ESA PWA)**Communications/Coordination** - Representative, State-Federal Flood Operations Center**Meteorological prediction** -- Mike Dettinger (hydrology – changing baseline), DWR**Operations using forecasting (FBO, FCO)** -- Buzz Link, HDR

## FEDERAL AND STATE EFFORTS ON LEVEE POLICY AND DESIGN CRITERIA

**Moderator: Ric Reinardt, MBK Engineers**

### Levee Certification Program Update from FEMA

Eric Simmons, FEMA Region 9. New guidance on mapping behind levees. Summary of progress on levee certification in the West, key issues and experiences in working with local agencies on certification and mapping.

### New Engineering Circular on Levee Safety

Stu Townsley, USACE

### Urban Levee Design Criteria

Rod Mayer, Mike Inamine, DWR

## THE LEVEE CHALLENGE - LOCAL PERSPECTIVES

**Moderator: Ricardo Pineda, California DWR**

### Levee issues in Southern California

Dusty Williams, Riverside County RFCO

Representative, Michael Brown (?), NFIP Coordinator, City of Los Angeles

### Impact on Local Communities: Flood Insurance Costs and Requirements

Scott Shapiro, Attorney

Ventura County, Carson *(TBD)*

### Protecting communities in the Central Valley

Roger Churchwell, San Joaquin AFCA

### Open Discussion – Moderated

## SUSTAINABLE FUNDING STRATEGIES THROUGH INTEGRATED PLANNING

**Session Moderator: Bill Harris, City of San Diego**

David Kennard, Hazard Mitigation Branch, FEMA Region 9 *(TBD)*

Jay Aldean, Truckee River Flood Project *(to be invited)*

Kamyar Guivetchi and Terri Wegener, DWR: IRWM, FloodSAFE *(invited)*

Kirby Everhart, Hazard Mitigation Grants Section, CalEMA

Phil Doudar, County of Los Angeles

## HALF-DAY SPECIAL TRACK: THE PERFECT COASTAL STORM- UNLOCKING THE MYSTERY ON FLOOD RISK ON THE WEST COAST USING MAPPING AND POLICY TOOLS

**Session Moderator: Maria Lorenzo-Lee, California DWR**

This panel will examine several on-going initiatives to map California coastal flood hazards. These agency-studies consider various mechanics related to flooding: coastal flooding and erosion, Sea Level Rise, Tsunami Wave Hazards, etc. Representatives from federal and state government will present their analysis methods and the goals of their coastal studies. The regulatory community will provide their perspective on the use of this data for policy decisions, planning, and flood risk communication.

Ed Curtis, FEMA Region 9 – **FEMA Mapping Efforts**

Chuck Real, California Geologic Survey –**Maritime Safety Zone**

Doug Marcy, NOAA - **Sea Level Rise Mapping**

Patrick Barnard, USGS - **Southern California Coastal Hazards: The Framework of an Operational Model**

Representative, CA Coastal Commission – **Regulatory Issues**

Representative, San Diego Sea Level Rise Working Group

## **SEDIMENT MANAGEMENT IMPACTS AND OPTIONS**

**Moderator: Bill Harris, City of San Diego (Cid Tesoro to follow up)**

Gary Hildebrand, County of Los Angeles

Greg Woodside, Orange County Water District

Monica Eichler, PE, PMP, Coastal Project Management Section, USACE (*invited*)

Representative, City of San Diego – Penasquitos Lagoon, Tijuana River Valley (*invited*)

## **CENTRAL VALLEY FLOOD PROTECTION PLAN: STATE SYSTEMWIDE INVESTMENT APPROACH**

**Session Moderator: Paul Marshall, DWR/Yung-Hsin Sun, MWH**

The State Systemwide Investment Approach (SSIA) is the essence of the Central Valley Flood Protection Plan. This session will review the key elements and policy considerations embedded in the SSIA and their significance in the improvement of flood management in the Central Valley.

**Formulating an integrated plan reflecting State's interests and focus** – Jeremy Arrich, DWR/Kari Shively, MWH

**Balancing investments in urban areas, rural areas, and small communities** – Mike Inamine, DWR/Ken Kirby, Kirby Consulting

**Stabilizing regulatory process and enhancing ecosystem function through conservation strategy** – Dave Carlson, DWR or Marc Hoshovsky, DWR/John Hunter, AECOM

**Restructuring operations and maintenance practices for sustainable practice** – Keith Swanson, DWR/Yung-Hsin Sun, MWH

**Developing implementation tactics** – Jeremy Arrich DWR or Joe Barlett, DWR/ Ibrahim Khadam, MWH

## **CENTRAL VALLEY FLOOD PROTECTION PLAN: EVALUATION METHODS AND PERFORMANCE MATRIX**

**Session Moderator: Mike Mierzwa, DWR/Kari Shively, MWH**

This session provides a review of the technical evaluations for supporting the development of the Central Valley Flood Protection Plan. The session will begin with an overview of technical analysis by the moderator.

**Overview of technical analyses** – Mike Mierzwa, DWR/Kari Shively, MWH

**System hydrologic and hydraulic performance** – Joe Bartlett, DWR and Josh Yang, MWH/Eric Clyde, MWH

**Flood damage reduction and life loss prevention** – Jennifer Marr, DWR/Steve Cowdin or David Ford, (Ford Engineering)

**Reservoir studies and opportunities** – Rebecca Guo, MWH/Eric Clyde, MWH

**Ecosystem function enhancement and restoration opportunities** – Stacy Cepello, DWR, AECOM

**Climate change adaptation** – Matt Young, MWH or Yung-Hsin Sun, MWH

**Overview of technical analyses** – Mike Mierzwa, DWR/Kari Shively, MWH

**System hydrologic and hydraulic performance** – Joe Bartlett, DWR and Josh Yang, MWH/Eric Clyde, MWH

**Flood damage reduction and life loss prevention** – Jennifer Marr, DWR/Steve Cowdin or David Ford, (Ford Engineering)

**Reservoir studies and opportunities** – Rebecca Guo, MWH/Eric Clyde, MWH

September 6-9, 2011  
Sheraton Resort and Marina

# ***Flood Risk Management in the 21st Century***

*Cutting Edge Tools & Strategies in Planning, Integrated Design & Communication of  
Flood Risk*

[LIST OF ACCEPTED ABSTRACTS](#)

[Preliminary Conference Program](#)

Register now at the [2011 Conference Registration Web Site](#)  
[Sheraton Room Reservation Site](#)

**SPONSORSHIP OPPORTUNITIES STILL AVAILABLE**

[Learn more »](#)



**WOOD RODGERS**  
DEVELOPING INNOVATIVE DESIGN SOLUTIONS

**Professional Services:**

- Flood Planning & Management
- Flood Insurance Studies and Revisions
- River/Floodplain Modeling & Mapping
- Watershed Modeling & Mapping
- Feasibility Studies & Alternatives Analyses
- Flood Defense Facility Design & Certification
- Stormwater Management & Drainage Master Planning

**Helping  
Our Communities  
be Flood Ready...**

**Along our Bays and Rivers  
to our Mountain Creeks**

|  |  |  |
|--|--|--|
| <b>RENO, NEVADA</b><br>Mark Gookin, P.E., CFM<br>Tel: 775.823.9446<br>mgookin@woodrogers.com | <b>OAKLAND, CALIFORNIA</b><br>Dan Matthies, P.E., CFM<br>Tel: 510.208.0342<br>dmatthies@woodrogers.com | <b>SACRAMENTO, CALIFORNIA</b><br>Shyamal Chowdhury, Ph.D., CFM<br>Tel: 916.326.5816<br>schowdhury@woodrogers.com |
|--|--|--|

**www.woodrogers.com**

## FMA and ASCE Lead Water Symposium in California



On February 15, 2011, an interactive symposium titled, Resiliency of Water Management –Dynamic Balancing in the 21st Century, organized by the American Society of Civil Engineers – Environmental and Water Resources Institute (ASCE-EWRI), Sacramento Chapter, in collaboration with the Floodplain Management Association (FMA), brought together over 120 experts and practitioners in water management to discuss new strategies for water management in California. The symposium, introduced by John Laird, California Natural Resources Secretary, highlighted the critical need for a shift toward a new, dynamic, risk-based and adaptive water management approach, one which fully recognizes the existence of uncertainty of natural systems, the variable stressors on water such as scarcity, climate change and population growth, and the diverse interests that play a key

role in water governance.

Pamela Creedon, Executive Officer, Central Valley Regional Water Quality Control Board, and Iovanka Todt, FMA's Executive Director, moderated the panel discussions at this event on issues such as water governance, science and policy, the regulatory framework, water infrastructure financing and other critical topics in water management.



Panelists included: Phil Isenberg, Chairman, California Delta Vision Blue Ribbon Task Force; Martha Davis, Executive Manager of Policy Development, Inland Empire Utilities Agency; Lizzy Martin, CEO, The Sierra Fund; Melinda Terry, Manager, North Delta Water Agency; Timothy Quinn, Executive Director, Association of California Water Agencies; Jay Lund, Director of Center for Water Resources, UC Davis; Kamyar Guivetchi, Manager, Statewide Integrated Water Management, California DWR; Lester Snow, Secretary, California Natural Resources Agency (retired); Leo Winternitz, Delta Project Director, The Nature Conservancy; Ellen Hanak, Director of Research, Public Policy Institute of California; and Kirk Rodgers, Senior Program Manager, HDR, Inc., Past Director, Bureau of Reclamation, Mid-Pacific Division.



The key outcome of the Symposium is a White Paper which has been presented to Governor Jerry Brown and other water officials and it is posted on the FMA web site on the [Local Developments](#) page.