

# RiskMAP

Increasing Resilience Together



## Raising Awareness through Risk Communications

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Risk MAP Lead



FEMA

A 3D rendered white humanoid figure stands on a light gray surface, holding a large white rectangular sign with a thin gray border. The figure is positioned on the left side of the frame, with its right hand resting on the top edge of the sign and its left hand holding the bottom-left corner. The sign contains the following text in red:

**WARNING:**  
This session will  
be interactive



## FEMA's Risk MAP Flood Risk Awareness Survey

- Began in 2010
- Surveyed citizens and local officials



# What our Customers are Saying....

## *Results from National Awareness Survey*

### ▶ Personal experience

- Most cited source of flood risk information was local media (61%) and personal experience (48%)

### ▶ Availability of risk information

- Of the 23% who said they reviewed their map, 42% reviewed it in a public building or official's office

### ▶ Customer Wants

- Many expect to hear about flood risk from their mayor (47%) or floodplain manager (32%)
- 10% expect to hear from FEMA.



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# Summary and Key Takeaways

## Summary

- Risk awareness among the general population is 30%
- Respondents recognize greater risk within their broader community than individually
- Risk communication is positively associated with increased risk awareness

## Key Takeaway

- ☑ The level of risk awareness has been consistent over the last four years
- ☑ Communication should be tailored to bridge the gap in perception between community risk and home risk
- ☑ Local officials should increase the frequency at which they communicate about flood risk

# Summary and Key Takeaways (con't)

## Summary

- Local media are the preferred channels and sources for flood risk information
- Moving to a new residence is the most frequently reported reason for searching for flood risk information
- Mitigation action among the general population is 76%

## Key Takeaway

- ☑ Local media should be used for communicating flood risk
- ☑ Local officials should partner with realtors to target new residents with flood risk information
- ☑ Citizens are taking action across a variety of different mitigation activities

# Region 6 Piloting the New Awareness Metric

- ▶ Measure 1: Number of Outreach Activities
- ▶ Measure 2: Web and Call Center Traffic
- ▶ Measure 3: Risk MAP Engagement Effectiveness
- ▶ Measure 4: Community Awareness Indicators

Community Activities as a result of Risk MAP that demonstrate progress toward raising awareness



# Looking for New Risk Awareness Indicators:

## Outreach and Education to the Public as a result of Risk MAP

- ▶ High water mark information
- ▶ Promotion of website or tools that promote risk awareness or mitigation
- ▶ Completion of a *Program for Public Information* (a CRS activity)
- ▶ Flood and other natural hazard risk information on community's website
- ▶ Promotion of the purchase of flood insurance to property owners
- ▶ Increasing other public officials' awareness of community flood risk
- ▶ Community sponsorship of local workshops, presentations, and/or materials on natural hazard risk





# Your Turn to Share:



**What are you currently doing in your community to raise awareness of natural hazard risk?**

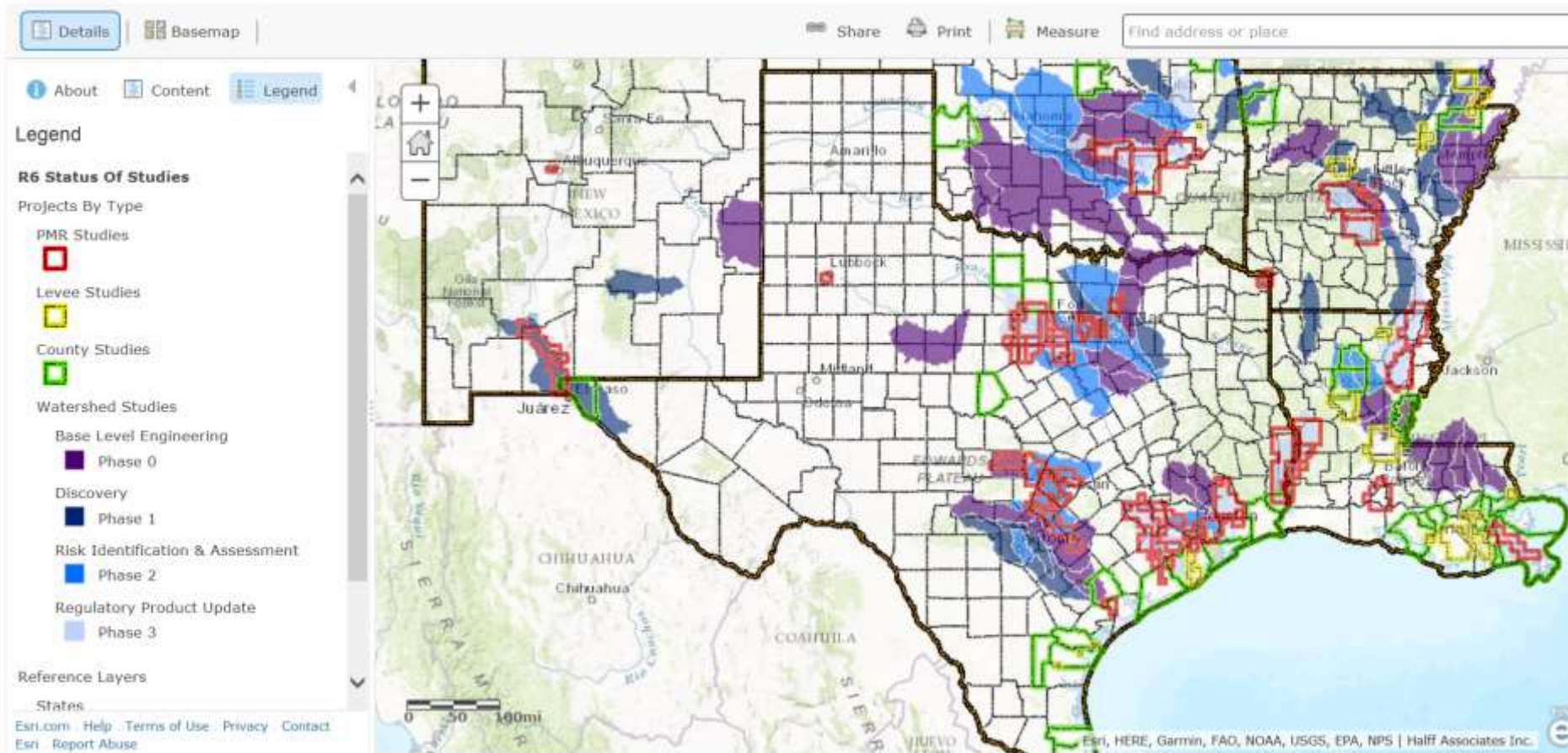


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# Opportunities to Raise Awareness of Risk

- **Community Outreach and Public Events**
  - Community Websites and Social Media – *RiskMAP6.com and FEMA.gov*
  - Programs for public natural hazard awareness – *HWMI, Ready.gov, others*
  - Training and Education opportunities – *Virtual Brown Bags*
- **Discovery**
  - Base Level Engineering Data and Flood Risk Report – *EstBFE Viewer, Flood Risk Report & Community links on RiskMAP6.com*
- **Risk Identification and Assessment**
  - Resilience Meetings with Flood Risk Products – *Recipe Cards, VBB Webinars*
- **Regulatory Update**
  - Flood Risk Open Houses – *Risk Communications Guidebook & RiskMAP6.com*
  - Stakeholder Workshops – *FloodSmart Tools*

# Status of Studies



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**RiskMAP6.com** Helping communities understand a complete picture of their natural hazard risk

Home What is Risk MAP? The Risk MAP Process Path **Communities: Know the Risk** Take Action: Empowering Communities Contact Us **Resources and Related Links**

Subscribe Sign Up

**Find Your Preliminary Flood Maps**  
**Find Your Effective Flood Map**

**Upcoming Events**

- Virtual Brown Bag Sessions on Using Flood Risk Products**  
Present On: 07/02/2016  
Monthly online technical training series to assist community officials and technical staff on pairing local datasets with Flood Risk Products to communicate risk. Sign up through the link: <https://h6virtualbrownbag.eventsbritc.com/>  
Each session devoted to a specific dataset
- Jefferson Parish, LA, Insurance Workshops for Agents**  
Present On: 2/03/2016  
Register for Insurance Workshops (Mar 14 & 29). Learn about Newly Mapped Procedure, Grandfathering, Conversion, NFIP Reform and more. Details available when you register.  
<http://www.riskmap6.com/registration>

**Welcome to RiskMAP6.com**

Thank you for visiting RiskMAP6.com. Risk MAP stands for Risk Mapping, Assessment and Planning, which is a nationwide program developed by FEMA to work together with States, Tribes, and local communities in building an understanding of a complete picture of their natural hazard risk. An informed public is empowered to take actions to reduce their flood risk.

FEMA Region 6 covers a five state area, Arkansas, Louisiana, New Mexico, Oklahoma and Texas. Find out more about Risk MAP and the Risk MAP Process Path for Region 6 through this website. Also, sign up for our bi-annual FEMA Region 6 Risk MAP newsletter, "The Voice", through this website. Previous issues are also available under the Resources tab.

If your community is currently involved in a Risk MAP study, information and status of the study may be found under the Communities: Know the Risk tab. If Preliminary Flood Insurance Rate Maps (FIRMs) have been issued for your community, an interactive mapping portal will be available from the community page. Share this flood risk information with others and encourage your community to take actions to mitigate the threat of damage and loss of life.

**The Risk MAP Vision**

Through collaboration with State, Tribal, and local entities, Risk MAP delivers quality data that increases public awareness and leads to action that reduces risk to life and property.

- ▶ Website designed to assist local officials in communicating risk.
- ▶ Project specific documents can be made available to share with citizens
- ▶ Links to Interactive Mapping Portal and Map Service Center
- ▶ Public Meeting notifications
- ▶ Community-specific materials
- ▶ Latest Resources

# http://maps.RiskMAP6.com

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Flood Information Portal  
Harris County, TX  
Preliminary DFIRM Issued: 05/29/2013 and 05/20/2014

**Task Panel**  
Search by Address  
Enter Address:  
Search Clear

**Search by FIRM Panel #**

**Map Layers**  
Results  
Preliminary Flood Insurance Rate Map  
Base Flood Elevations(BFEs)  
Streams  
LIMWA  
FIRM Panel Schema  
Flood Hazard Areas  
100-yr Flood Depths  
Communities  
Effective Flood Insurance Rate Map  
BFEs  
Flood Hazard Areas  
Change Layer  
Change Layer  
Base Data Layers  
Google Hybrid  
Google Satellite  
Google Maps

**Legend**  
Streams  
Preliminary BFE  
Effective BFE  
LIMWA  
FIRM Panel

**Preliminary Flood Insurance Rate Map**  
A  
AE, AO, AH, AS5  
AE, FLOODWAY  
VE  
VE, FLOODWAY  
X 0.2 PCT ANNUAL CHANCE FLOOD HAZARD  
X PROTECTED BY LEVEE  
X AREA OF SPECIAL CONSIDERATION  
X  
D, UNDETERMINED RISK AREA

**Effective Flood Insurance Rate Map**  
A  
AE, AO, AH, AS5  
FLOODWAY  
V  
VE  
X 0.2 PCT ANNUAL CHANCE FLOOD HAZARD  
X PROTECTED BY LEVEE  
X AREA OF SPECIAL CONSIDERATION  
X  
D, UNDETERMINED RISK AREA

**Change Layer**  
Change Type:  
None  
100-yr Depths  
0 - 2 feet  
2 - 4 feet

**Flood Information for this location**  
View Detailed Flood Report  
Firm Panel(Date Issued): 48201C0765M (3/29/13)  
Change Type: None  
Preliminary Flood Hazard Area: AE  
Effective Flood Hazard Area: AE

CITY OF BAYTOWN

1000 ft  
200 m

- ▶ Changes Since Last FIRM
- ▶ Depth Grids
- ▶ Detailed Reports



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# Tools from Region 6

## ▶ RiskMAP6.com- **new website coming soon!**

- Share links to maps available online
- Share information about upcoming meetings

## ▶ Risk Communication Guidebook for Local Officials

- <http://www.riskmap6.com/guidebook.aspx>
- Includes web content to be shared

## ▶ The Voice News and Information

- Share stories and information in your message platform



# City of Leon Valley, TX: First HWMI Community in Region 6



## HIGH WATER MARK INITIATIVE

COMMUNITY-LED | FEDERALLY-SUPPORTED

FEMA developed the High Water Mark (HWM) Initiative to increase the general public's awareness of flood risk and drive actions to reduce flood risk in communities. Many Americans do not believe they are at risk of flooding.

Less than a third (30%) of respondents to a FEMA national survey believe their community is at risk of flooding.

Only 30% of respondents believe their residence is at risk of flooding.

Participants' priority to focus on did not change their behaviors.

### THE HWMI INITIATIVE HELPS:

- Promote current and/or long-term mitigation actions locally;
- Increase resilience of your community and its citizens;
- Highlight flood risk awareness by sparking discussion around flood risk in the community; and
- Establish partnerships across federal, state and local entities.

### CAN YOUR COMMUNITY COMMIT TO:

Identify flood risk within your community

Take action to reduce flood risk

Place a HWM sign in your community

Sign a Memorandum of Understanding (MOU) with FEMA to partner and collaborate on this effort

Share your progress with FEMA Region 6.

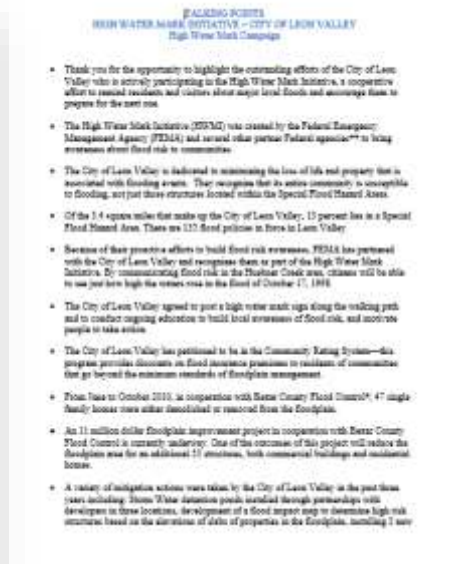
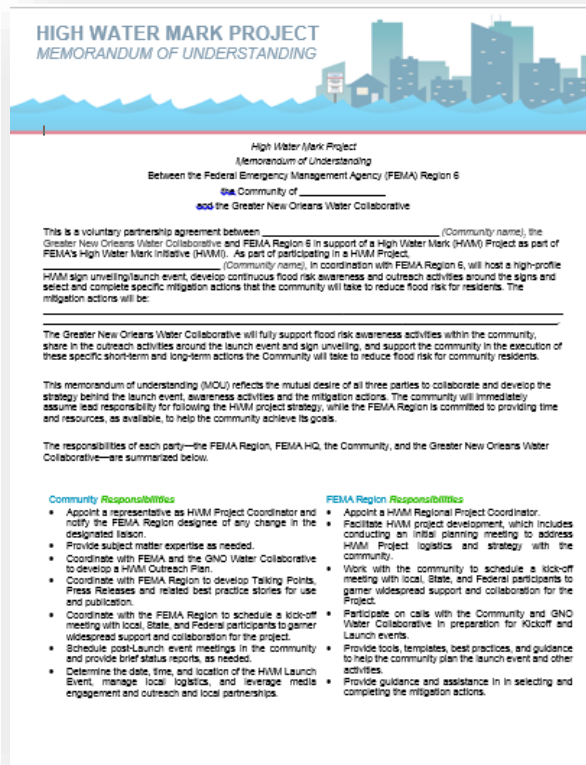
## THEN WE WANT YOU!

Download the High Water Mark Initiative sign and learn more about the HWM Initiative at [www.fema.gov/highwatermarks](http://www.fema.gov/highwatermarks) or call 1-800-485-6044.



# Building Products to Support the HWMI

- Kick-off Webinar
- HWMI MOU
- Press Releases
- Talking Points
- HWMI Outreach Plan
- Best Practice Story
- News article for FEMA publications – In the Loop and The Voice
- Webcopy for FEMA.gov
- HWM Fact Sheet
- Overview Presentation for Local Officials
- HWMI Flyer





<https://www.ready.gov>



Navigation

Search

Languages



September is National Preparedness Month

Get the National Preparedness Month [Social Media Toolkit](#), [logo](#), & promote weekly tips!

### Social Media Toolkit includes:

- Themes
- Hashtags and Emogi
- Graphics, logos, videos & links
- Outreach materials
- Twitter & Facebook Content
- Toolkit in Spanish



### 3 fast FLOOD FACTS

- Heavy rain can bring dangerous flash flooding.
- 6 inches of moving water can knock a person down.
- 2 feet of moving water can sweep a vehicle away.



Whether you're walking or driving, stay clear of floodwater. Share these facts with friends so they're safe too.



# Tools from FloodSmart.gov

- Social Media Messaging
  - Twitter content
  - Facebook content



## Social Media Messages



Help Americans become FloodSmart by sharing these messages about flood risks and flood insurance protection with your social networks.

### Twitter

Use these messages to spread the word on Twitter. Click "Tweet" to post messages to your Twitter account.

**Note:** Tweets can be no more than 140 characters.

Did you know? #Flooding is the most frequent and costly natural disaster in the country. <http://bit.ly/29L6Kf9>  
#NatlPrep



<https://agents.floodsmart.gov/Agents/social-media-messages>

# FloodSmart Graphics and Social Media

## ABFE Social Media Messaging

### Open House Messages

- **Facebook:** Do you know your flood risk? Join us at the [Wimberley Community Center](#) at 14058 Ranch Rd 12, Wimberley, Texas on Wednesday, Sept 2 from 2-8pm. If you're not able to make it, visit [RiskMAP6.com](#) to find your property's updated flood risk. FEMA is releasing new advisory flood risk information so Texans can rebuild to create a safer, stronger future. FEMA officials and partners are hosting an Advisory Base Flood Elevation Open House to ensure that Texans impacted by recent flooding have all of the information they need in order to rebuild and recover.

o **Photo:**



Attend the Upcoming Flood Risk Open House

Join Willacy County for an opportunity to view the newly updated Flood Maps


- Find your property on new flood maps and learn your flood risk
- Get Answers to your question from Community, County, State and FEMA Representatives
- Learn about Flood Insurance from the experts

November 18, 2-7 pm  
Tourist Center  
700 FM 3168  
Raymondville, TX

For more information, visit [www.riskmap6.com](http://www.riskmap6.com)



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*What are you currently  
doing in your community to  
raise awareness of natural  
hazard risk?*



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# Your Turn to Share:



**What is the most common question you receive about flood risk in your community?**



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# Mapping Evolution Components

## *Base Level Engineering*

### ▶ This approach teams:

- + High resolution ground elevation data
- + Automated hydrologic and hydraulic modeling
- + Lessons learned in Map Modernization and Risk MAP
- + Cross-section location and orientation review
- + Recommendations from Congress and TMAC

### ▶ To create:

- + Baseline modeling equivalent to Zone A floodplains
- + Scalable models that can be further refined
- + Refined data delivery to support immediate data availability and customer centric data release
- + Initiates national model framework to build upon



# Base Level Engineering

**Estimated BFE Viewer** Drop Pin Location (Long/Lat) -96.402864,31.956745 Current View Scale 1:18,489,300

Reset Previous View Next View Data Availability Drop Pin Help FEMA

**ABOUT THIS TOOL**

**LEGEND**

**Base Flood Elevation**

FEMA Region 6

States

**Watershed**

Base Level Engineering (BLE) - Study Status

- BLE Data Available
- Some Data Available
- BLE Data In Development
- Some Data In Development
- Future BLE Development Planned

**GET PROPERTY REPORT**

**DISCLAIMER**

**TERMS AND DEFINITIONS**

Find address or place

Basemap Layers

400km 300mi

Long/Lat: -115.782318, 38.525812

POWERED BY esri

# Estimated BFE Viewer

The screenshot displays the 'Estimated BFE Viewer' web application. The interface includes a top navigation bar with the title 'Estimated BFE Viewer', a search field for 'Drop Pin Location (Long/Lat)', and the 'Current View Scale' of 1:36,200. Navigation icons for 'Reset', 'Previous View', 'Next View', 'Data Availability', 'Drop Pin', and 'Help' are present, along with the FEMA logo. A left sidebar contains a legend for 'Base Flood Elevation' and 'Study Watershed'. The main map area shows a satellite view with red lines representing 'Detailed Study Stream' and pink shaded regions for 'Estimated Flood Extent (BLE)'. A scale bar indicates 1 km and 0.6 mi. The map coordinates are Long/Lat: -96.423108, 31.940723. The Esri logo is visible in the bottom right corner of the map area.

**Estimated BFE Viewer** Drop Pin Location (Long/Lat) Current View Scale 1:36,200

Reset Previous View Next View Data Availability Drop Pin Help FEMA

**ABOUT THIS TOOL**

**LEGEND**

**Base Flood Elevation**

Base Level Engineering (BLE) Information

- Stream Centerlines
- Detailed Study Areas
  - Detailed Study Stream (see FIRM)
  - Detailed Study Available (see FIRM)
- Estimated Flood Extent (BLE)
  - Moderate Flood Risk
  - High Flood Risk
  - Low to Moderate Flood Risk
- Study Watershed

Find address or place

Basemap Layers

1km 0.6mi

Long/Lat: -96.423108, 31.940723

POWERED BY esri



# Estimated BFE Viewer

## Using the Estimated BFE Viewer

As a part of the Risk Mapping, Assessment, and Planning (Risk MAP) process, FEMA is required to review the validity of the flood hazard information every five years. FEMA is currently preparing cursory flood hazard analysis at a watershed basis to support the assessment of the flood hazard data shown on their Flood Insurance Rate Maps (FIRM). The flood hazard uses high resolution ground elevation data, calculates high level flood flow estimations, and prepares hydraulic modeling to determine how natural water courses convey the predicted flood and define estimated flood extents. The analysis is also being made available to local communities and State entities who assist FEMA in the administration of the National Flood Insurance Program (NFIP).

This analysis based on current conditions is informed by readily available land use data, providing valuable flood risk information for a number of streams that are currently not included in FEMA's flood inventory. This effort provides flood hazard data for the 1-percent annual chance flood event, providing data that can be used for local planning and development and in advance of a FIRM update.

To allow individuals, communities, States and Federal entities an opportunity to engage with the results, FEMA developed the Estimated Base Flood Elevation (BFE) Viewer. The viewer provides an estimated flood risk (high, moderate, low), returns site specific estimated flood elevations and flood depths. The interactive viewer can be accessed at <https://apps.femadata.com/estbfe>.



### Steps for Viewing the Estimated BFE

After accessing the Estimated BFE Viewer at <https://apps.femadata.com/estbfe>, users must first click "OK" to agree to the privacy and security terms of the site in order to use the application.

**Step 1:** A welcome window will provide an address search window, or users may click "continue" and type the address of interest on the search window above the map. Enter a street address or place either of these search tools.

**Step 2:** Verify the location of interest. Select the Drop Pin  feature from the top tool bar and place the pin at the point of interest. If the pin is red, users should zoom in closer to best locate the area of interest. Users should locate their structure and place the "pin" at the farthest upstream edge of the building or property of interest.

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## Estimated Base Flood Elevation (BFE) Viewer Flood Risk Information Report

FEMA is providing a look at flood data availability and relative Base Level Engineering analysis through the **Estimated Base Flood Elevation Viewer (Estimated BFE Viewer)**. Base Level Engineering uses high resolution ground elevation data, flood flow calculations, and fundamental engineering modeling techniques to define flood extents for streams. The viewer is an effective tool for property owners, community officials, and land developers to identify flood risk, estimated flood elevations, and flood depths for watersheds where Base Level Engineering has been prepared.

The **Estimated BFE Viewer** and the information generated are not for flood insurance rating purposes. Users should always consult community officials to discuss the flood risk for their area, obtain information on local building requirements and permits, or to view an official copy of the effective Flood Insurance Rate Map (FIRM). For National Flood Insurance Program insurance rating purposes, visit the FEMA Flood Map Service Center (<https://msc.fema.gov>) to view the FIRM online.

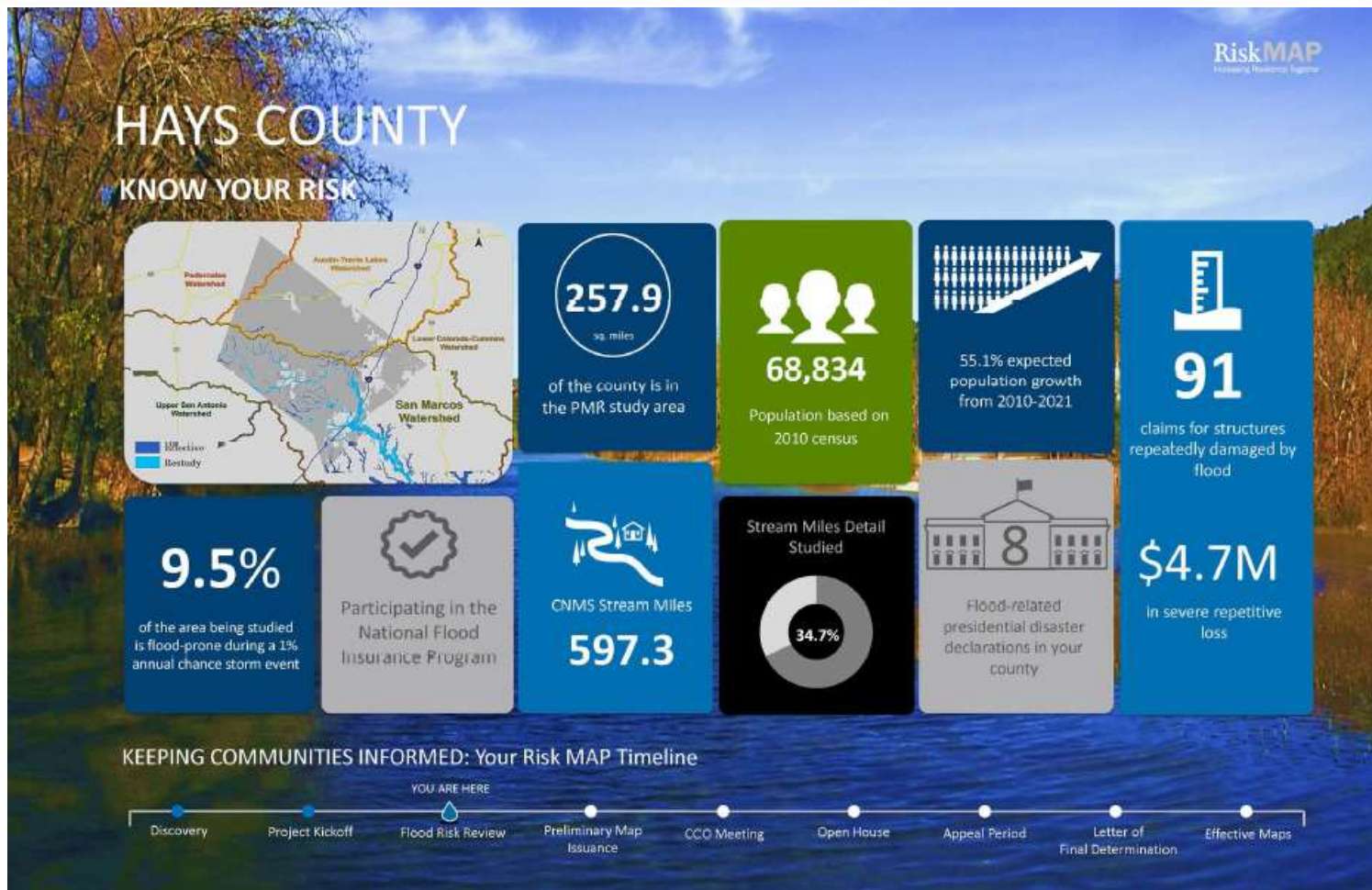
**Flood Risk Information Report Details**



Data Element	Value
State	Texas
County/Parish	Navarro
Longitude/Latitude	-96.402864, 31.956745
Estimated Flood Risk	High
Estimated Base Flood Elevation*	318.7
Estimated Depth of Flooding	5
Model Available at	R01TX/Navarro/15-04-03865/Richland/Alligator

\*The information for each report is dependent on the location of the Inquiry marker placed by the user. Address locators are not 100 percent accurate in identifying addresses, and results are not considered an official determination. Users should zoom in and verify the location of the marker prior to printing.

# Flood Risk Report: Communities-by-the-Numbers



FEMA

# Flood Risk Report: Potential Next Steps



## TAKE ACTION: Potential Next Steps



Your Hazard Mitigation Plan is set to expire **December 6, 2016**.

The hazard mitigation goals identified projects for:

- Flood-risk reduction and acquisition of flood-prone properties.
- Streamflow monitoring.
- Higher floodplain management standards.
- Training and outreach.

Localized flood-risk reduction structures and the acquisition of flood-prone properties are eligible projects under FEMA's Hazard Mitigation Grant Program, Pre-Disaster Mitigation, and Flood Mitigation Assistance grants. Read more about the FEMA Hazard Mitigation Assistance grant programs on the [Texas Division of Emergency Management \(TDEM\)](#)<sup>1</sup> fact sheet. Opportunities can be discussed with the TDEM mitigation team.

Monitoring river flows is a matter of public safety, environmental protection and wise economic development. WaterWatch is a U.S. Geological Survey (USGS) website that displays maps, graphs, and tables describing real-time, recent, and past streamflow conditions for local, State, and Federal needs. The USGS streamgaging network reports consistent results using standard techniques and technology. Visit the [WaterWatch](#)<sup>2</sup> website to learn more.

Issued by the Association of State Floodplain Managers, the [Guide to Higher Regulator Standards in Floodplain Management](#)<sup>3</sup> describes stricter measures to minimize flooding impacts. Implementing higher development standards reduces the risk to life and displacement of residents, property and environment damage, and the burden on community infrastructure and services.

The Texas Floodplain Management Association (TFMA) is currently revisiting higher regulatory standards to transform the national guidance into a document applicable for communities in Texas. Stay informed of the progress by visiting their [website](#)<sup>4</sup>, or by reading the TFMA [newsletter](#)<sup>5</sup>.

The [National Weather Service \(NWS\) StormReady](#)<sup>6</sup> program uses a grassroots approach to recognize communities who demonstrate severe weather readiness and are better prepared for increasing vulnerability to extreme weather events. Visit the StormReady website to learn more.

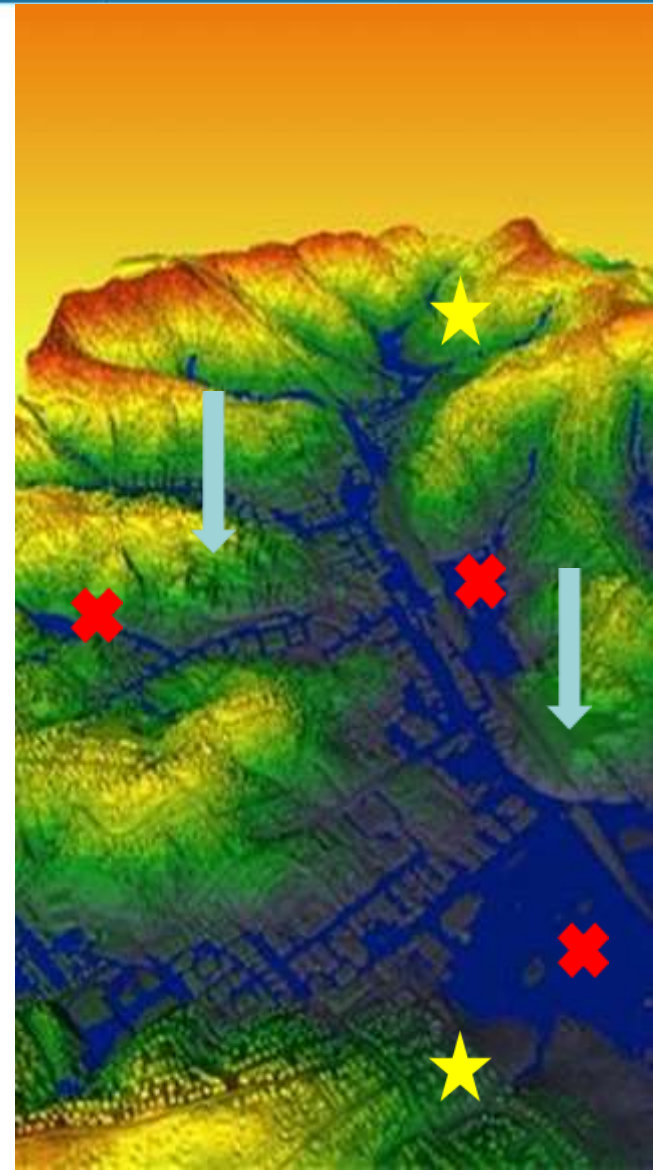
<sup>1</sup> [https://www.bdps.state.tx.us/dem/Mitigation/hmgp\\_fact\\_sheet.pdf](https://www.bdps.state.tx.us/dem/Mitigation/hmgp_fact_sheet.pdf)  
<sup>2</sup> <http://waterwatch.usgs.gov/>

<sup>3</sup> [https://www.floods.org/arc-files/documentlibrary/committees/3-13\\_Higher\\_Standards\\_in\\_Floodplain\\_Management2.pdf](https://www.floods.org/arc-files/documentlibrary/committees/3-13_Higher_Standards_in_Floodplain_Management2.pdf)  
<sup>4</sup> <http://www.tfma.org/>

<sup>5</sup> <https://www.tfma.org/?page=newsletter>  
<sup>6</sup> <http://www.stormready.noaa.gov/>

# Flood Risk Datasets

- Describes variability of risk within (and around) of the Special Flood Hazard Area (SHFA)
  - Water Surface Elevation Grids
  - Flood Depth Grids
  - Changes Since Last FIRM
  - Annual Percent Chance Grids
  - 30 Year Percent Grids
  - Areas of Mitigation Interest
  - **Others as identified**
- ▶ May be produced for other natural hazards



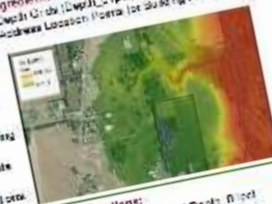
# Provide a Recipe for Resilience

## ► Recipe Cards

- Show community officials **how to pair our flood risk products with their local data**
- Include **step-by-step procedures** for spatial analysis
- Build local knowledge, stimulates awareness, **increases capability and capacity**

**Identifying Structures For Elevation/Acquisition**  
Depth Grid data delivered in the Flood Risk Database (FRD) allow communities to better understand, visualize and communicate the severity of flood depths in areas deemed as flood-prone. Depth grids illustrate the flood depths in feet above the ground surface. Depth data may be prepared for a variety of potential flood occurrences: the most common depth grids are prepared for the 1% Annual Chance Flood event.  
Communities may review the flood depth information shown on the depth grid to identify flood risk in specific areas and provide a data point to prioritize between alternative acquisition projects. The calculated structure-specific information also informs grant application.

**Ingredients:**  
• Depth Grids (Depth, 2 foot, etc.)  
• Address Location Points (or building footprints)



**Using Depth Grids to Identify appropriate mitigation actions:**  
Using ADD DATA to assign points to the Flood Risk Database and add Depth\_Grid

- Step 1: Using ADD DATA to assign points to the Flood Risk Database and add Depth\_Grid
- Step 2: ADD local data - identify the address or address points to the data.
- Step 3: Using the address points - EXPORT the address/location information.
- Step 4: From the address table - EXPORT the address/location information. These properties could then be reviewed for contact to discuss mitigation actions that are most appropriate. For instance, properties at risk of greater flood damage may be better off allowing the entire structure, whereas properties prone to structural flooding may be able to utilize dry flood proofing techniques such as waterproofing the lowest portions of the structure.

## Evidence Drawn From Depth Grids

### Elected Officials and Community Staff

- Review variability of flood risk within the identified Special Flood Hazard Areas on FIRMs
- Identify populations and areas within the community at risk during various storm events
- Identify road crossings that may become impassable during a storm event and plan accordingly
- Perform Cost-benefit depth-damage calculations
- Provide a visualization tool to help building permits and inspectors staff explain flood risk to developers
- Assist with developing more stringent development/building codes
- Assist emergency response staff identify high risk areas
- Highlight areas of the community for outreach and education efforts

### Planning Staff

- Assist with mitigation prioritization activities and projects
- Assist with advance recovery planning and disaster preparedness
- Depict high flood risk areas for future planning needs
- Assist with Capital Improvements planning by guiding infrastructure investments away from high risk areas

### Engineering and Technical Staff

- Data point for use in prioritization/mitigation projects
- Helps assess potential projects for cost effectiveness
- Inform development decision making for risk prone infrastructure

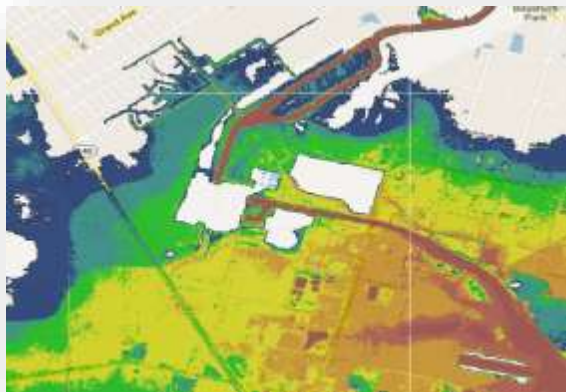


FEMA

# Resilience Toolkit

## ▶ FEMA Flood Risk Products with FloodSmart Tools

- Depth Grids → **Cost of Flooding Tool**
- Percent Annual Chance Grids → **What is your Flood Risk?**
- Changes Since Last FIRM → **Agent Referral Service/Targeted Outreach**




# Monthly Virtual Brown Bag Trainings

Suite of monthly trainings to help communities become more flood-resilient by using flood risk data for future development, emergency planning, and **risk communications**.

- Live tutorials on pairing local data with FEMA data to develop flood risk assessments;
- Understanding the LOMA process
- Tracking community progress toward resilience through mitigation action; and
- Enhancing risk communication through social media and other tools.

<https://r6virtualbrownbag.eventbrite.com>





*What is the most common question you receive about flood risk in your community?*





# Get the Word Out About Your Event

- ▶ **Invite: Insurance Agents, Real Estate Professionals, Lenders, Surveyors, Local officials**
  - Register through EventBrite—free online tool, reminders, follow-up emails
- ▶ **Announced through FloodSmart’s Agent Database, GovDelivery, Floodplain Management Association, Local Officials, and Community Contacts**
- ▶ **Utilize State Contacts – Insurance, Real Estate, NFIP**

**Subject Line:** Important Information for Agents in Harris County, Texas

**Flood Risks Are Changing in Harris County, Texas, Be Prepared When Clients Call**

Harris County Flood Control District in coordination with The Federal Emergency Management Agency (FEMA) is reaching an important milestone in its effort to identify flood risk in the Addicks Reservoir watershed. Using the most current data and the latest modeling and digital mapping technologies, Harris County Flood Control District has created new preliminary Flood Insurance Rate Maps (FIRMs) depicting the current flood risks for areas of Harris County.

**Insurance Workshops**

To help you better understand the process used behind creating the new FIRMs, what and where the changes are occurring, impacts of the NFIP Reform Act, cost-saving options available to clients, new tools and resources to assist you, and the latest on wind insurance, Harris County Flood Control District has partnered with FEMA and the Texas Dept. of Insurance to hold Stakeholder Workshops. Discussion topics will include information on the Newly Mapped Procedure, what to say when the Base Flood Elevation (BFE) changes, how changes to the NFIP could affect your clients; what you need to know about TWIA and required windstorm inspections; and where to find online maps and other resources.

Mark your calendar and register to attend the Harris County Insurance Workshop:

Harris County, February 2, 2016, from 10 a.m. to noon at the Richard and Meg **Weekley** Community Center, 8440 Greenhouse Road, Cypress, TX 77433.

Register to attend at <http://hcfcdinsuranceworkshop.eventbrite.com>

**Flood Risk Open House in Cypress, TX**

A Flood Risk Open House will be held to allow residents and business owners to view the new preliminary flood maps and determine if and how their flood risk has changed. In addition, they will also be able to learn what options they have to reduce their flood risk, meet with HCFCD Representatives, FEMA and State officials representing the NFIP and Texas Dept. of Insurance, and local community officials. Tell your clients about the Open House happening in their area:

Harris County, February 2, 2016, from 2 p.m. – 6 p.m. at the Richard and Meg **Weekley** Community Center, 8440 Greenhouse Road, Cypress, TX 77433

Your clients will view you as an important resource to accurately explain their changing flood risks. So, plan to attend this important Workshop to become better prepared when your clients call. For more information about the Harris County Flood Control District, visit <http://www.hcfcd.org>. To view the maps, visit [www.riskmap6.com](http://www.riskmap6.com). For more information about flood insurance, visit [Agents.FloodSmart.org](http://Agents.FloodSmart.org) and for the Texas Windstorm Insurance Association, visit <http://www.twia.org>



# Get the Word Out About Your Event

## DO YOU KNOW YOUR FLOOD RISK?

TUE, MAR 29 AT 10:00 AM, GRETNA, LA

### Flood Risks Are Changing in Jefferson Parish- Insurance Workshop (WB)

By: FEMA Region 6 - Mitigation

FREE

REGISTER

To help you better understand where the changes are occurring on the new flood maps, more about the Newly Mapped Procedure and Grandfather rating options, Policy Conversion and retaining customers whose risk is reduced, impacts of reform legislation and upcoming changes to the NFIP, and using new tools and resources to assist you, Jefferson Parish has partnered with FEMA to hold two Insurance Workshops. This information is also valuable to Real Estate professionals, lenders, builders, and surveyors.

There is no charge for these workshops and we encourage you to share information about this event with other flood insurance agents, lenders, surveyors, builders and real estate professionals. An earlier Insurance Workshop is offered on March 14. Register for this event at: <http://eastbankinsuranceworkshop.eventbrite.com>

Your clients will view you as an important resource to accurately explain their changing flood risks. So, plan to attend one of these important Workshops to become better prepared when your clients call. For more information about flood insurance, visit [Agents.FloodSmart.gov](http://Agents.FloodSmart.gov).

#### WHEN

Tuesday, March 29, 2016 from 10:00 AM to 12:00 PM (CDT) - [Add to Calendar](#)

#### WHERE

West Bank Council Chambers - General Government Bldg - 2nd floor 200 Derbigny St., Gretna, LA 70053 - [View Map](#)

# FloodSmart Resources for Public Meetings

- Fact Sheets
- Pamphlets



# Insurance Workshops

- ▶ Coordinated with local communities, often with Flood Risk Open Houses
- ▶ Focused on Communities where new maps indicate risk is changing for significant numbers of structures
- ▶ Aimed at reaching Insurance Agents, Real Estate Professionals, Lenders, Surveyor, Community officials
- ▶ 2-Hour Workshop – Course approved for 2-CEUs through TX Dept of Insurance, ASFPM and TFMA



# Insurance Workshops

- ▶ **Announced through: FloodSmart's Agent Database, Local Officials, Community Contacts**
- ▶ **Invite: Insurance Agents, Real Estate Professionals Lenders, Surveyors, Local officials**
  - EventBrite – Free online tool, follow-up emails
- ▶ **2-Hr Workshop on Flood Study background, Flood Insurance, Resources, Preview of Maps (online)**
  - Prior to each Flood Risk Open House
  - Covers the Effects of Map Changes on Insurance
  - Encourages use of FloodSmart Tools with customers
  - Hands-on digital map support
  - Follow up Resources and PPT emailed to attendees



# Make it Relevant

## The Cost Of Flooding

Embed This

2 inch flood



FIND AN AGENT

	Computer Accessories	\$80
	Washer/Dryer	\$130
	Accent Furniture & Accessories	\$130
	Loss of Personal Items	\$500

Total Losses **\$21,000**

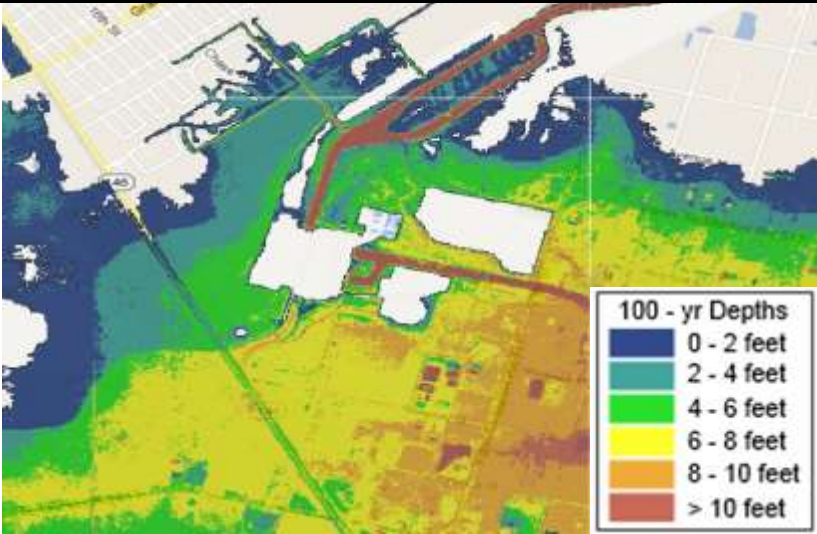
2,000 Square Foot Home

See 1,000 Square Feet

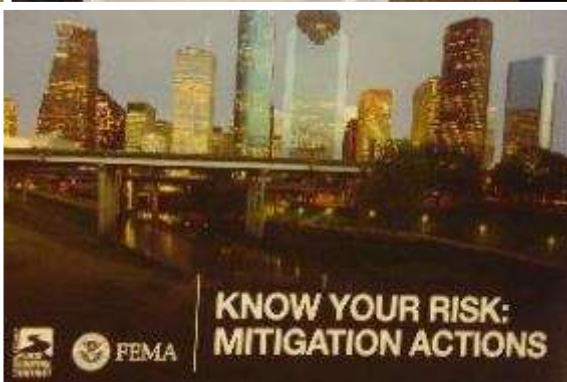
Estimates are for illustrative purposes only and should not be used to estimate any actual flood loss. A flood certified insurance adjuster making a room-by-room item-by-item, detailed estimate of covered flood damage is the only estimating method approved by and acceptable to the National Flood Insurance Program. These estimated costs are based on an average U.S. home of 1,000 and 2,000 square feet, built on a slab and with typical household items. Costs vary from State to State and home to home.



- FloodSmart tools application
- Useful to starting conversations around risk
- Meaningful to residents/clients



# Community-Led/ FEMA-Supported Outreach



# Flood Risk Open House





# Setting up the Open House Event

- ▶ Coordination with FEMA: Mitigation staff (Risk Analysis/ Floodplain Management/ Insurance), External Affairs
- ▶ State: NFIP Coordinator
- ▶ Communities: Local Floodplain Administrators, Public Works, County/Parish officials
- ▶ FEMA's Mapping Partners
- ▶ Maps available for Citizens
- ▶ Location for event
- ▶ Publicity



## FEMA FLOOD MAPS INFORMATIONAL OPEN HOUSE

In August 2015, the Federal Emergency Management Agency (FEMA) issued new preliminary Flood Insurance Rate

### FEMA Updated Flood Maps Open House

Attend this Community Care Event to learn about the new flood zones for the City of Boston. FEMA and City of Boston representatives will provide more information about insurance, changes to local permitting, and what it means to live or own property in a high-risk flood zone. Residents can view interactive information if you will be affected by the flood map changes.

This is important for: Charlestown, East Boston, South Boston, North End, Downtown, West End, East End, and Fort Point.

Translation services will be available.

Please RSVP before by providing your name and email, and clicking "Send RSVP" to submit. In the case of unforeseen weather, we will provide those who RSVP with information about those dates.

January 12, 2016  
4:00 PM - 7:00 PM  
Boston Teachers Union Hall - 180 St. Vernon Street, Dorchester, MA 02125 - this is not recommended to use the address from GPS. Click here for detailed driving and public transportation directions.

Everyone should understand their risk for flooding and their flood insurance purchase requirements. Flooding can happen to anyone and flood insurance rate maps are only officially used by mortgage brokers to determine flood insurance requirements. Neither FEMA nor the City of Boston can assess an individual property's obligation to purchase flood insurance. To receive an official non-binding indication of what the flood hazard zone of March 16, 2016 will look like, click text to view a copy of the FRM changes. Express the interest by clicking the icon that looks like a stack of papers in the top right corner. Please do not take screen shots of the map and share images of it out of context without the disclaimer. Thank you for helping to provide the best information to our neighbors about the important flood.

There are resources available to help people manage the effects of these changes:

- Call a FEMA Map Specialist to help read the official maps or FEMA's Map Service Center — 1-877-FEMA4MAP (677-315-3227)
- If you think your property's flood insurance risk will change, call Boston's agent for flood insurance inquiries.
- Call a FEMA insurance Specialist to discuss all of your insurance options — 1-888-375-9537.

House to Answer These Questions:

ms?  
elopment?

City of Redwood City (650) 780-7180.



FEMA

# Flood Risk Open House—Postcard



- ▶ Provided to Communities at the CCO Meeting
- ▶ [Riskmap6.com/documents/Guidebook/ResSection\\_9/Template\\_Postcard for Open House Aug2014.pdf](http://Riskmap6.com/documents/Guidebook/ResSection_9/Template_Postcard_for_Open_House_Aug2014.pdf)

# Postcard (cont'd)

Twitter | Facebook | YouTube | Google+ | LinkedIn | Calendar | Documents | RSS | Sign Up | Contact Us

St. CHARLES PARISH, LA

Home Government Residents Business Visitors I Want To...

Parish Government Structure

Parish President  
Parish Council  
26th Judicial District Court  
Staff Directory

Departments A-F  
Departments G-P  
Departments Q-Z

Parish Government Agencies  
Sheriff's Office  
Fire Departments

News

FEMA TO HOST OPEN HOUSE ON PROPOSED NEW FLOOD INSURANCE RATE MAPS  
Residents encouraged to attend to learn what maps will mean for their flood insurance rates.  
Posted Date: 3/5/2014

Twitter Facebook LinkedIn Google+ YouTube

LULING --Representatives Federal Emergency Management Agency Flood Insurance Rate Maps (FIRMs) for St. Charles Parish will be available for review to the public during an upcoming open house to be held from 2 p.m. until 7 p.m. March 25 at the R.K. Smith Middle School Cafeteria, 281 Judge Edward Dufresne Parkway, Luling.

FEMA representatives, including engineers and insurance specialists, will be available to answer any questions or concerns and explain side-by-side comparisons of current and eventual flood zone changes at any given address.

Using interactive online maps, representatives from the state, parish and various insurance companies will also be available to answer floodplain and flood insurance questions. The open house will also serve as an opportunity for community members to make public comments on the maps.

The changes, on average, will equate to flood insurance rate decreases for those on the East Bank of St. Charles Parish that are protected by the Lake Pontchartrain and vicinity levees. This includes properties in the communities of St. Rose, Deshairens, New Gary and Norco. On the West Bank, flood insurance rates are set to increase in certain areas of Minerva Park in Luling, parts of Boutte and large sections of the communities of Paradise, Des Amandes and Bayou Glauche.

FEMA issued its new preliminary FIRMs to St. Charles Parish on Dec. 5, 2012. The proposed maps indicate flood-prone areas within the parish, and insurance companies use them to determine flood insurance rates for buildings and contents.

**DO YOU KNOW YOUR FLOOD RISK?**



*Learn More:*

**Attend the Upcoming Flood Risk Open House**

**FLOOD RISK OPEN HOUSE**  
Thursday, Nov 6, 2014 2-7 pm  
City of Rockport Public Works  
2751 SH 35 Bypass  
Rockport, TX 78382

Join Aransas County for an opportunity to view the newly updated Flood Maps

- Find your property on new flood maps, and learn your current flood risk.
- Get answers to your questions from State NFIP and TDI Reps, Community Officials, and FEMA representatives.
- Learn about flood insurance from the experts.
- Get information on how the newly updated maps may impact flood insurance rates and requirements.
- Hear about potential cost savings.

For more information, visit [www.txcharf.com](http://www.txcharf.com)



# Resources for Communities

- ▶ **Infographic - <http://www.fema.gov/media-library/assets/images/92188>**
- ▶ **Risk Communication Guidebook for Local Officials - <http://www.riskmap6.com/guidebook.aspx>**
- ▶ **RiskMAP6.com – Resources tab - <http://www.riskmap6.com/Resources.aspx>**
- ▶ **FloodSmart.gov – Community Resources - [https://www.floodsmart.gov/floodsmart/pages/partner/partner\\_index.jsp](https://www.floodsmart.gov/floodsmart/pages/partner/partner_index.jsp)**
- ▶ **Risk MAP – Information for Community Officials - <http://www.fema.gov/risk-map-program-information-community-officials>**



# Your Turn to Share:

**If you could develop a Risk Communication product, what would it be about?**



FEMA

# QUESTIONS?

## Contact Information:

Diane Howe

FEMA Region 6

Phone: 940.898.5171

E-mail: [Diane.Howe@fema.dhs.gov](mailto:Diane.Howe@fema.dhs.gov)



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# We're Listening!

*If you could develop a Risk Communication product, what would it be about?*



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