The Evolution of Communicating Risk:
A Conversation with FEMA's Data and Communications Branch
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Livin’ in the Future

Data

Engagement

Action
The Times They Are a-Changin’

Legislative Authorities

- National Flood Insurance Act (NFIA)
- National Flood Insurance Reauthorization
- Homeowner Flood Insurance Affordability Act of 2014 (HFIAA)
- Biggert-Waters Flood Insurance Reform Act of 2012 (BW-12 Requirements)

Internal Strategies and Improvement Plans

- NFIP Rethink
- National Mitigation Investment Strategy (NMIS)
- FEMA Strategic Plan
- (Obj. 1.1 & 1.2)
- Community Lifelines

Guidance from Oversight Agencies and Federal Oversight

- IG Report on Flood Mapping Programs
- Administration Priorities
- Technical Mapping Advisory Council (TMAC)
The Times They Are a-Changin’

- Customer Experience

- Organizations and Associations
- Mapping Coalition
- Mapping Operating Partners
- Resilience Network
Hit Me With Your Best (Moon) Shot...

I. BUILD A CULTURE OF PREPAREDNESS
   1.1 Incentivize investments that reduce risk, including pre-disaster mitigation, and reduce disaster costs at all levels
   1.2 Close the insurance gap
   1.3 Help people prepare for disasters
   1.4 Better learn from past disasters, improve continuously, and innovate

II. READY THE NATION FOR CATASTROPHIC DISASTERS
   2.1 Organize the “BEST” (Build, Empower, Sustain, and Train) scalable and capable incident workforce
   2.2 Enhance intergovernmental coordination through FEMA Integration Teams
   2.3 Posture FEMA and the whole community to provide life-saving and life-sustaining commodities, equipment, and personnel from all available sources
   2.4 Improve continuity and resilient communications capabilities

III. REDUCE THE COMPLEXITY OF FEMA
   3.1 Streamline the disaster survivor and grantee experience
   3.2 Mature the National Disaster Recovery Framework
   3.3 Develop innovative systems and business processes that enable FEMA’s employees to rapidly and effectively deliver the agency’s mission
   3.4 Strengthen grants management, increase transparency, and improve data analytics

Double Coverage by 2022

INCREASE INVESTMENT in Mitigation by 2022 x4
What’s Going On?

• What sort of tools/resources/capabilities/information do you need to drive action?
  • Who provides that data/information to drive action?

• What does FEMA need to do to change how communities are supported and empowered to better support vulnerable stakeholders?

• What partnerships do you find effective?

• Where do we need to build more partnerships at the local, tribal, state, and federal levels?
If you have other ideas or questions, please contact Peter Herrick at

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