FEMA's Customer Experience Initiative: New Tools for Sharing Flood Risk Information

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FEMA

Presentation Overview

- Establish the role of the customer in achieving the Moonshots

- Describe the FEMA Customer Experience (CX) Initiative

- Review progress made on CX efforts since ASFPM 2017

- Identify the new FEMA products being developed, which include:

  - Toolkit for Communities

  - YouTube Video Series

  - Story Maps

- Gather input to inform FEMA's implementation plan for new products

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The Celestial Picture: Moonshots and the FEMA Customer

Putting the Customer First: FEMA's Customer Experience (CX) Initiative

More Useful Products for Non-Technical Experts

Transparency into the Process for Users

CX

Active Community Role in Defining the Process

Faster Process

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New Products and Tools for the Customer

New Product

Impact

Toolkit for Communities → **Active Community Role in Defining the Process**

YouTube Video Series → **More Useful Products for Non-Technical Experts**

Story Maps → **Transparency into the Process for Users**

Toolkit for Communities

Initiative

Leading practices, tools, and templates for community officials to **tailor** and use to **engage and inform the public** throughout the flood risk journey

Audience

Community officials for use with the **public**

Impact

Community officials are able to **more easily relay flood risk information** to constituents via **robust and consistent engagement products**

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Toolkit for Communities

Components

- Welcome Package for Community Officials
- Communication Charter
- Effective Risk MAP Meeting Design Guide
- Social Media Guide and Editorial Calendars
- Story Maps
- YouTube Video Series for Community Officials
- Community Engagement Best Practices Along the Risk MAP Timeline

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Initiative

Series of eight **2- to 5-minute videos** that introduce information on topics such as the **NFIP, Risk MAP, and mitigation**

Audience

Community officials and the **public**

Impact

Shares foundational knowledge on **basic topics** related to the flood risk in an accessible and compelling manner

▶ YouTube Video Series

Topics
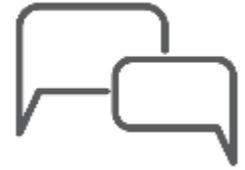
Video Title	Questions Answered
Introduction to NFIP	▪ What is the NFIP? ▪ Why is my community in this program, and why does it matter?
Flood Insurance and Communities	▪ Why do residents need flood insurance? ▪ How expensive is flood insurance? ▪ What resources are available if people can't afford insurance?
Flood Risk Basics and Communities	▪ What is a floodplain? ▪ What does flood risk mean? ▪ How and why does my community's risk change over time?
Introduction to Risk MAP	▪ What is Risk MAP? What is a Flood Insurance Rate Map (FIRM)? ▪ How can I access flood data and flood maps? ▪ What is the timeline for updating flood risk data? What is the cost?
Providing Input as Data and Map are Developed	▪ How can I share knowledge and data to improve the map? ▪ How can my community work with FEMA to share the work we have done to produce a better map?
Collecting Data to Create the Map	▪ How and why does flood risk change over time? ▪ What information is used to generate flood risk data and maps? ▪ Who provides the information used to generate data and maps?
Mitigation	▪ What is mitigation? How can my community take action?
We have a Map – Now What?	▪ What are the next steps now that data and maps are available? ▪ Is there anything else my community can do? ▪ How can we use the data and maps to reduce food risk?
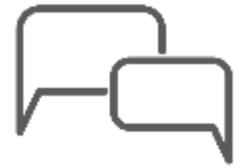
Story Maps

Initiative

Digital platform to **introduce flood maps,** with **other data** and a **narrative** explaining **how products inform decisions**

Audience

Community officials and the **public**

Impact

Hazard and demographic information is **accessible** to stakeholders, even without technical training or expertise

FEMA's Flood Risk Products

Driving Data-Informed Decisions for Community Resilience

Customer Input: New Products

➢ Do you like the products you saw today?

➢ Will the **toolkit** work for you? The **video series**? The **story map**?

➢ Would you recommend the toolkit to others? If so, who?

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Customer Input: Implementation Strategy

➢ How do you want to learn about and access these new tools?

➢ Additional thoughts?

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Customer Input
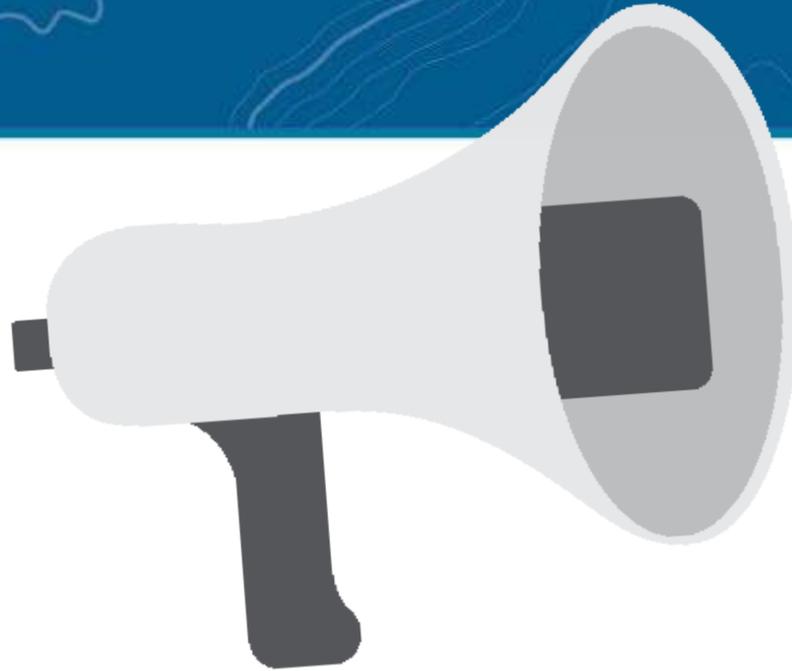
Please direct questions or feedback on the products shown today to Peter at:

Peter.Herrickjr@fema.dhs.gov