



# Stakeholder Outreach and Engagement for the California Coastal Analysis and Mapping Project

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**BakerAECOM**  
An Integrated Production Team

# Introductions

## ➤ **Laura Adleman**

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# Discussion Topics

- California Coastal Analysis and Mapping Project (CCAMP) Overview
- Outreach Program Goals & Considerations
- Materials and Tools
- Successes and Innovations
- Program Challenges
- Key Takeaways





# Overview - Risk MAP

## Vision

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

## Objective (Coastal)

To provide updated flood hazard data for 100% of the populated U.S. coast



# Overview - California Coastal Analysis and Mapping Project

Two Companion Large-Scale Efforts:

- San Francisco Bay Area Coastal Study
- Open Pacific Coast Study

Re-study flood risk along the open coast and inland bays of all California coastal counties

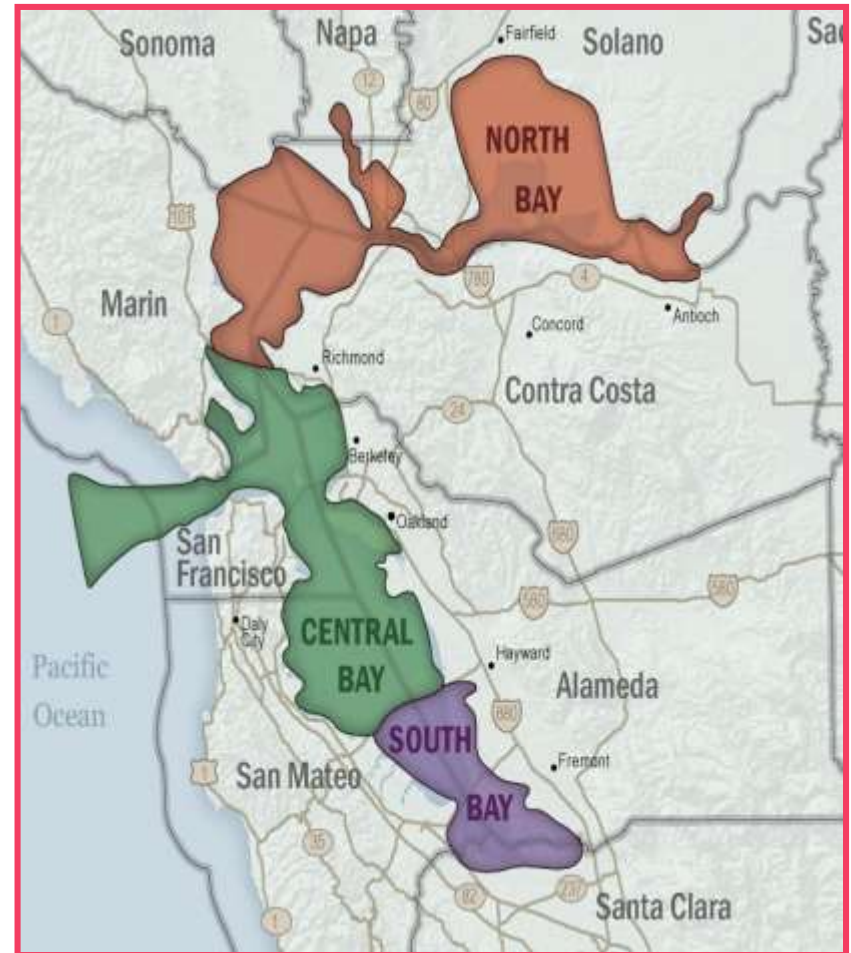


Re-map the elevation and inland extent of wave-induced coastal flooding

[www.r9coastal.org](http://www.r9coastal.org)



# Overview - California Coastal Analysis and Mapping Project



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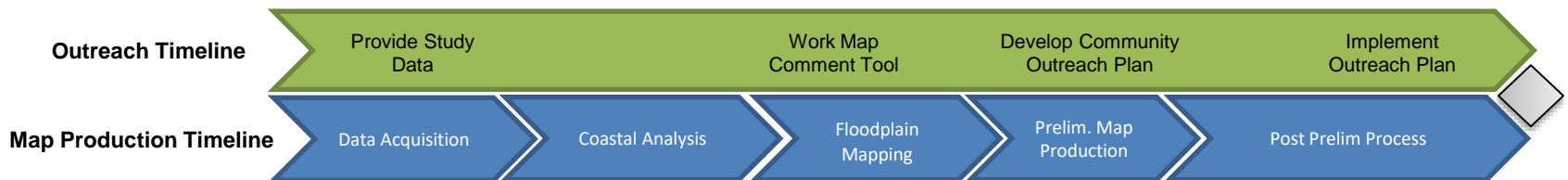
# Overview – CCAMP Outreach Program

- 100 California cities, 20 counties
- Risk MAP deployed to ~11 million people by studying the California Coast
- Held Discovery, Flood Risk Review, and Consultation Coordination Officer Meetings in each county
- Public meetings in selected counties
- Implemented stakeholder engagement plan



# Outreach Program Goals

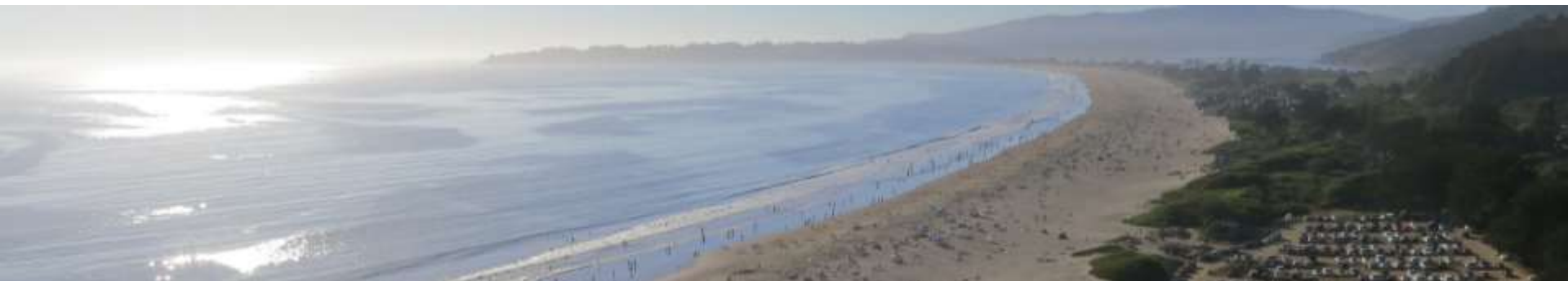
- Ensure community acceptance for new coastal mapping
- Minimize number of comments, appeals, and Scientific Resolution Panel requests
  - Avoid project delays
- Maintain engagement throughout project timeline – aligned to technical tasks





# Considerations - Complex Outreach Program

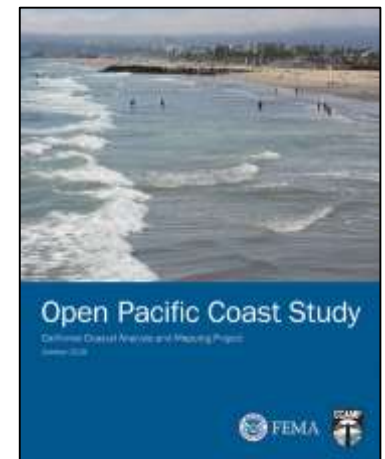
- 5+ years of outreach per County
- Diversify outreach methods
- Identify key local officials and stakeholders
- Translate technical information to community stakeholders
- Inform early and often – news you can use
- Maintain long-term engagement



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# Methods and Tools

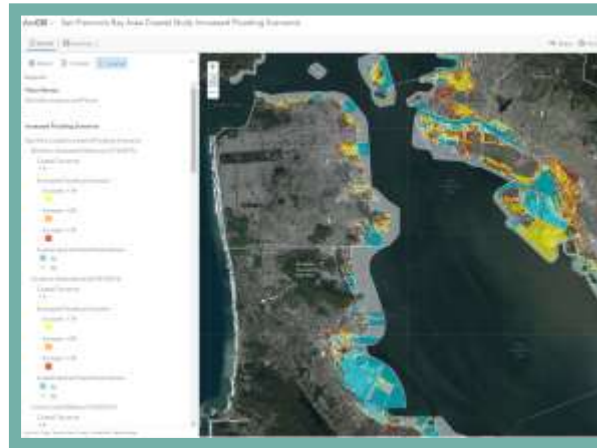
- **Webinars**
- **E-newsletter: Coastal Beat**
- **r9coastal.org website**
- **Stakeholder Workshops**
- **One-on-one engagement with stakeholders**
  - Responsive follow-up communications
- **Printed materials**
  - Infographics
  - Brochures
  - Geography-specific factsheets
- **Public Meetings**



# Successes and Innovations

## ➤ Enhancing Outreach with Technology

- Flood Risk Review Comment Tool
- Increased Flooding Scenarios brochure/webinar
- Flood Risk Report Story Map



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# Program Challenges

- Translating and conveying technical information to range of audiences
- Long time intervals between touchpoints with local officials
- 30+ years since previous coastal FIRM mapping
- Coastal flooding public awareness: less common than East/Gulf coast hurricanes; lacks “news hook”



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# Key Takeaways

## ➤ **Gaining local support**

- Outreach is critical to success
- Keep communities informed and engaged throughout project lifecycle
- Provide tools stakeholders need to stay up to date

## ➤ **Comprehensive outreach program → fewer appeals**



# Questions?

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The CCAMP Team!