Augmented Reality
Flood Walk
Why Communicate Flood Risk?
Know Your Risk

- Building a culture of resilience
- Mitigation of Hazards & Risks
- Risk Analysis Branch
- Risk MAP Program
- Risk Communication
- Resilience Action Partners
Innovative Communication
Creative & Innovative Ideas

• Youth Engagement
• Social Media
• Risk Visualization
• Immersed – Virtual Reality
• Exploring Other New Options
How Do We Innovate?

**Q:** How can we portray flood risk to raise awareness of pre-disaster hazard mitigation opportunities and enhance public safety in a compelling way?
Telling A Compelling Story
Storytelling

• Compelling Stories
  ➢ Emotional Connections
• Storytelling vs. Fact Sharing
• Finding The River’s Story
• Partners
  ➢ City of Denver
  ➢ Greenway Foundation
  ➢ Denver Parks & Recreation
  ➢ Flood Control District
How Do We Innovate?

Q: How can we portray flood risk to raise awareness of pre-disaster hazard mitigation and enhance public safety in a compelling way?

A: The Flood Walk mobile application accessible augmented reality to educate and engage audiences about flood risk and hazard mitigation.
Flood Walk: An Augmented Reality Experience
Flood Walk

• Immersive experience
• On and off-site functionality
• Storytelling capabilities
  ➢ Past, Present, and Future
• Social sharing features
Flood Walk Experiences
How Does it Work?

**Off-site demo**
No matter where you are, you can experience Floodwalk. Using this app, you can explore various experiences from each location without needing to be there.

**On-site demo**
Using the map, navigate to different experiences throughout your current location.
Social Media Sharing

SOCIAL SHARING

ANDROID & iPhone Compatible

ADA Compliant
Innovation and Creativity Is Not Easy
Overcoming Challenges

- Defining Denver’s story
- Choosing Technology
- Scalability into other cities
- IT and Cyber Security
- Ongoing Maintenance
Questions?