Mitigation Action Through Communication
ASFPM 2017 | George Riedel

resilience**action**
partners | A JOINT VENTURE OF OGILVY PUBLIC RELATIONS & MICHAEL BAKER INTERNATIONAL

Course Objectives

At the conclusion of the training, attendees will understand:

- Mitigation Action Measures
- FEMA Region VII – Mitigation Action Tracker User Group

What is Hazard Mitigation Action?

- Any sustained action taken to reduce or eliminate the long-term risk to human life and property from hazards

- Action is at the core of the definition.

- How do we sustain action?

Why We Advance Mitigation Action

- Creates safer communities by reducing loss of life and damage to property and the environment

- Minimizes post-disaster disruption, allowing communities to recover more quickly

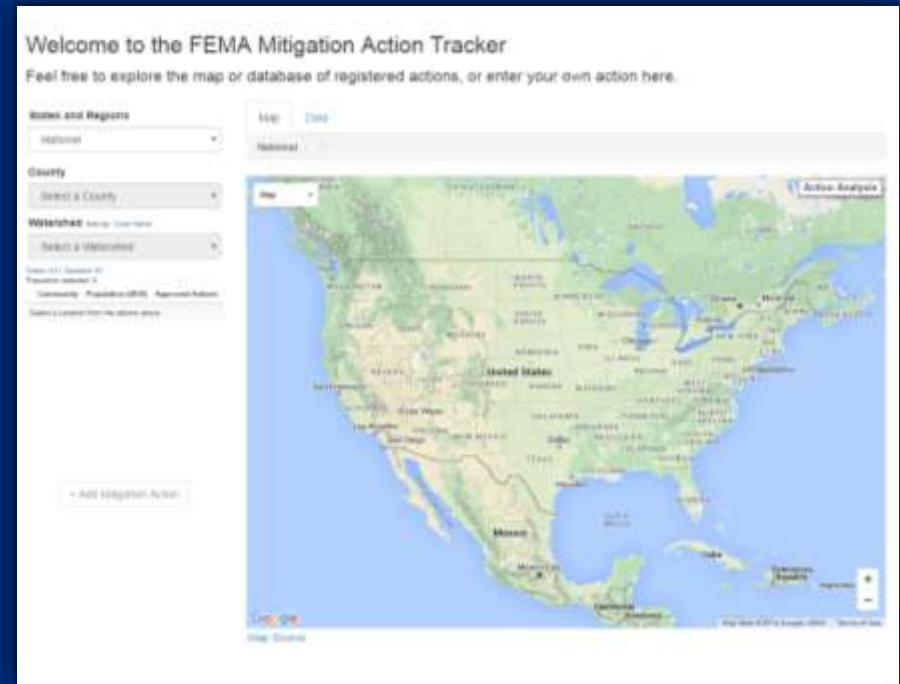- Allows communities to respond and adapt to changing conditions

Why We Advance Mitigation Action

- Generates secondary economic, environmental, and public health benefits

- Empowers individuals to act as agents of change in their communities

- Lessens financial impacts on individuals, communities, and society as a whole

Mitigation Action Tracker

- A Web-based tool used to capture, store, organize, and track mitigation actions

- Designed to provide:

    - An inventory of actions;
    - A searchable database;
    - Geographic Information System (GIS) capabilities
    - Mitigation ideas; and
    - A resource for tracking actions credited to Risk MAP.

Mitigation Action Tracker

National uses

- Documents program progress

- Provides an overview of actions throughout the U.S.

- Creates accountability through metrics

- Targets resources

Thinking About Actions

- Action is at the core of community resilience.

- Advancing action is key to the Risk MAP vision.

- Long-lasting mitigation actions do not occur in isolation.

GOALS
What long-term outcomes do you want to achieve?

ACTIONS
What specific actions will local government, community organizations, and others take to reduce risk to hazards?

ACTION PLAN
How will the actions be prioritized and implemented?

Risk MAP Mitigation Measures

Plans and Regulations	Natural Systems Protection	Structure and Infrastructure Projects
Government authorities, policies, or codes that influence the way land and buildings are developed.	Actions that minimize damage and losses and also preserve or restore the functions of natural systems.	Modifying existing structures or infrastructure to remove them from a hazard area or construction of new structures to reduce impacts of hazards.

Measuring Success

- The Risk MAP program must demonstrate success in order to continue its stated goal of risk reduction in the local community.

- To monitor Risk MAP's success, FEMA measures:
  - Increases in awareness of flood risk; and
  - Actions taken to reduce risk.

Risk MAP Mitigation Action Measures

- Action Measure 1 (AM-1)
  - Communities where Risk MAP helped identify or improve mitigation strategies

- Action Measure 2 (AM-2)
  - Communities that have advanced or begun implementing actions
    - Scoped
    - In Progress
    - Completed

Identified → Scoped → In Progress → Complete

Criteria for Metrics

Eligibility Criteria for Action Metrics
- **Deployment**
  - A community within a Risk MAP project area where resources are being expended to conduct a study.
- **Mitigation**
  - Actions that directly reduce long-term risk to life and property.
- **Risk MAP Delivered**
  - A Risk MAP project was used to identify or advance an action.
  - Risk MAP technical assistance was used to identify or advance an action.
  - Risk MAP communication or engagement products were used to identify or advance a mitigation action.

Action Measure Targets

- Regional and National targets

Region	FY16 Metric Performance AM-2 Expected
1	23
2	16
3	22
4	15
5	12
6	42
7	19
8	34
9	6
10	11
Total	200

Mitigation Action User Group

**FEMA Region VII
Mitigation Action User
Group**

Mitigation Action User Group

Purpose

- Coordination
- Transparency
- Technical Assistance
- Consistency

Mitigation Action User Group

Participants

- FEMA Staff
- Cooperative Technical Partners (CTPs)
- State Hazard Mitigation Officers (SHMOs)
- Contractors

Mitigation Action User Group

Results

- Effective Coordination
- Better Communication
- Higher Quality of Actions
- Thinking Outside the Box

Questions?