Pulverizing Public Ignorance through a Multi-Jurisdictional Program for Public Information

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French Wetmore, CFM
Why Credit a Program for Public Information?

- Activity 330 (Outreach Projects)
- A program with a plan is better than an ad hoc program
- Outreach Project Strategy (OPS)
- 2010 – 2011 evaluation of Activity 330
- PPI: beefed up OPS with lessons learned from Activity 510 (Floodplain Management Planning)
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Program Plan

ASSESS SITUATION

SET GOALS

REVIEW ALTERNATIVES

SELECT BEST OPTIONS

IMPLEMENT

EVALUATE

June 23, 2016
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National Flood Insurance Program
Community Rating System

Coordinator’s Manual

FEMA

www.CRSGlobalResources.org/300

Program for Public Information
for Credit under the
Community Rating System of the
National Flood Insurance Program

FEMA
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Program for Public Information
Seven Criteria Steps for Credit
Step 1. Establish a Committee

Membership:
- ≥ 5 people
- Floodplain manager
- Public information office
- ≥ ½ stakeholders

Stakeholders:
- Residents
- Private sector
- Non-community government
- Anyone but community staff
- Insurance agent (370 credit)
Step 1. Establish a Committee

Multi-jurisdictional Committee

- > 2 people from each community
- > ½ stakeholders from the community
- > ½ attend every meeting
- > 1 FPMgr, PIO, insurance
Step 2. Assess Public Information Needs

2.1 Delineate target areas
2.2 Assess flood insurance coverage
2.3 Determine target audiences
2.4 Inventory other public information efforts
# Pulverizing Public Ignorance

## Step 3. Formulate Messages

### Table 330-1. CRS topics and example messages.

<table>
<thead>
<tr>
<th>Six Priority Topics</th>
<th>Example Messages</th>
</tr>
</thead>
</table>
| 1. Know your flood hazard                   | Your property is subject to flooding  
You are in a repetitively flooded area  
Drive safely: five people died in the 2002 flood                                           |
| 2. Insure your property for your flood hazard | You need flood insurance  
Renters should buy flood insurance for their contents  
Take advantage of a low-cost Preferred Risk Policy                                             |
| 3. Protect people from the hazard           | Turn around, don’t drown  
Know the flood warning signals: one long blast of the siren means a flash flood along Silver Creek  
Designate a place where your family will rendezvous after an evacuation order is issued     |
| 4. Protect your property from the hazard    | Replace your flooded furnish, with one elevated above the flood level  
Keep debris out of the streams and ditches  
We can help you get a grant to elevate your home. Call us at ___________________             |
| 5. Build responsibly                        | Get a permit from . . . before you build  
Know the substantial damage rules (and the ICC benefits). You can see them at www. . . . .  
All projects should be at least 10 feet from the property line so you don’t alter the drainage between homes |
| 6. Protect natural floodplain functions     | Don’t dump in the storm drains; they drain to the bay  
Protect our turtle nesting areas: stay off the beach after sunset  
Report broken silt fences: they help keep our streams clean                                       |

June 23, 2016
Step 4. Identify Projects
### Step 5. Check Out Other Initiatives

<table>
<thead>
<tr>
<th>Activity</th>
<th>Element</th>
<th>OP Credit?</th>
<th>PPI Bonus?</th>
</tr>
</thead>
<tbody>
<tr>
<td>320 (Map Information Service)</td>
<td>Publicity of the service</td>
<td>Yes</td>
<td>(1)</td>
</tr>
<tr>
<td></td>
<td>Outreach projects (OP)</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>330 (Outreach Projects)</td>
<td>Flood response preparations (FRP)</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>Program for Public Information (PPI)</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td></td>
<td>Stakeholder delivery (STK)</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>340 (Hazard Disclosure)</td>
<td>Disclosure of the flood hazard (DFH)</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>Real estate agents’ brochure (REB)</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>350 (Flood Protection Information)</td>
<td>Website (WEB1 and WEB2)</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>360 (Flood Protection Assistance)</td>
<td>Property protection assistance (PPA)</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>PPA site visits (PPV)</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>Financial assistance advice (FAA)</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>Publicity for PPA, PPV, and/or FAA</td>
<td>Yes</td>
<td>(1)</td>
</tr>
<tr>
<td>370 (Flood Insurance Promotion)</td>
<td>Coverage plan implementation (CPI)</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>420 (Open Space Preservation)</td>
<td>Natural functions open space w/educational materials (NFOS5)</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>504 (Rep loss area outreach project)</td>
<td>Repetitive loss area outreach project</td>
<td>Yes</td>
<td>(1)</td>
</tr>
<tr>
<td>540 (Drainage System Maintenance)</td>
<td>Stream dumping regulations (SDR)</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>610 (Flood Warning and Response)</td>
<td>Annual outreach project prerequisite</td>
<td>Yes</td>
<td>(1)</td>
</tr>
<tr>
<td>620 (Levees)</td>
<td>Annual outreach project prerequisite</td>
<td>Yes</td>
<td>(1)</td>
</tr>
<tr>
<td>630 (Dams)</td>
<td>Annual outreach project prerequisite</td>
<td>Yes</td>
<td>(1)</td>
</tr>
</tbody>
</table>
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Step 6. Prepare PPI Document

Denver Metro Program for Public Information
Multi-Jurisdictional PPI
Step 7. Implement, Monitor, Evaluate
Multi-jurisdictional PPI?

When life places a wall in our path we have two choices... we can beat our head against it, or we can figure out a way to get around it.

~Randi G Fine~

Looks Easy – Works Hard!
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Denver Metro PPI Participating Communities

- 2 Counties & 5 Local Governments
- 2 Largest Cities
- 1.8 Million People (65% of UDFCD)
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Multi-jurisdictional Committee Development

Internal

External

POI & FPM

Denver MJ-PPI
SEND YOUR PROPOSED LIST TO THE TECHNICAL REVIEWER!
External Stakeholders

Additional External Stakeholders:

- Federal Emergency Management Agency (FEMA)
- Colorado Water Conservation Board (CWCB)
- Urban Drainage and Flood Control District (UDFCD)
- Southeast Metro Stormwater Authority (SEMSWA)
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Assessment
DENVER METRO PPI
TIMELINE

2012 Concept

2013 New Manual

2014 MJ PPI Guidelines

2015 Committee Forms

2016 Draft Report
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Target Audiences

- Community at Large
- Realtors, Lenders & Insurance Agents
- Trail Users
- Critical Facilities
- Residents & Businesses in Unmapped Flood Hazard Areas
- Residents & Businesses in Mapped Floodplain
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Messaging

Floods Happen . . . In a Flash

Turn Around, Don’t Drown

We Can’t Warn You if We Can’t Reach You

Only Rain Down the Drain
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Outreach Projects

<table>
<thead>
<tr>
<th>Target Audience</th>
<th>Message Topics (see below)</th>
<th>Message(s)</th>
<th>Outcome(s)</th>
<th>Project(s) Proposed to support the message</th>
<th>Assignment</th>
<th>Proposed Schedule</th>
<th>Stake</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residents, businesses in mapped floodplain</td>
<td>Know Your Flood Risk: check the floodplain map website.</td>
<td>Increased number of UDEF (Urban Flood Insurance) policies</td>
<td>UDEF (Urban Flood Insurance)</td>
<td>UDEF (Urban Flood Insurance) Brochure</td>
<td>Anapahoe County</td>
<td>Annually</td>
<td>UDFC</td>
</tr>
</tbody>
</table>

The Importance of Wetlands

Wetlands are one part of a larger system of rivers, lakes, and streams. This ecosystem serves as habitat for many species and provides important benefits such as recreational opportunities, water purification, and flood protection. Wetlands are crucial for maintaining biodiversity and ensuring the sustainability of ecosystems. They help regulate the flow of water, prevent flooding, and support the health of aquatic ecosystems. Wetlands can be found in various forms, including marshes, swamps, and bogs. They play a vital role in maintaining ecological balance and supporting human communities. Wetlands are valuable resources that should be protected and conserved for future generations.

When flooded TURN AROUND DON'T DROWN
Remaining Steps

Finalize Report

Plan Adoption

Annual Meeting to Review & Revise
MAJOR CHALLENGES

• Size
• Diversity
• Resource Commitment
MAJOR CHALLENGES

COMMITTEE SIZE

• Matching member #s with stakeholder #
• Alternates to assure quorum
• Scheduling meetings
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MAJOR CHALLENGES

- Diverse Populations
- Messaging
- Existing Outreach Levels
MAJOR CHALLENGES

Resource Commitment

7 Meetings

Funding

Champion

Process
BENEFITS

TEAM

TOGETHER
EVERYONE
ACHIEVES
MORE
Projects

- Same as last year
- Copying CRS examples verbatim
- Few stakeholder projects
- Projects submitted for credit not mentioned in the PPI
- Projects don’t convey the same messages listed in the PPI
Questions?

www.crsresources.org