

**Association of State Floodplain Managers
Flood Risk Communication and Outreach Committee Work Plan**

FY2021 Update
July 1, 2020 – June 30, 2021

Updated September 30, 2020 by
FY2020 Co-Chairs
Jen Marcy
Jessica Ludy

1.0 Overview

Mission. The Risk Communication and Outreach (RCO) Committee seeks to serve ASFPM members by advancing best practices in flood risk messaging, communication, and outreach in order to facilitate informed decision making and effective stakeholder engagement at all levels. We continue to promote and work toward these **six general goals**:

1. Advance effective flood risk communication for a range of audiences and professional practices.
2. Provide a platform for committee members to discuss and share ideas or experiences on flood risk communication and community engagement during both flood and non-flood times.
3. Offer guidance on messaging, stakeholder engagement, and risk-informed decision making to effectively reduce flood risk for communities.
4. Facilitate discussions that “move the needle” and narrative away from the term, “100-year flood.”
5. Participate in, comment on, support the implementation of, and communicate about legislative changes, TMAC recommendations, FEMA guidance, other external forces that that impact flood risk communication and management.
6. Enhance resilience to flooding for communities of color, low income communities, and other vulnerable groups who disproportionately bare the impacts of flooding.

Committee Co-chairs

Jessica Ludy, US Army Corps of Engineers, San Francisco District
Jen Marcy, Atkins North America

2.0 Work Items for Flood Risk Communication & Outreach Committee

2.1 On-going work items

RCO will continue the following work items to **advance Committee goals this year**. These are described more fully in Table 1 below.

1. Co-host/facilitate **one to two webinars** on a flood risk communication, stakeholder engagement, risk-informed decision making, or relevant messaging topic.
2. Write **one to two articles** related to flood risk communication, stakeholder engagement, risk-informed decision making, or messaging in ASFPM Insiders or News and Views publications.
3. Host at least **two committee calls** with core group stakeholders and the larger ASFPM audience to share best practices, lessons learned, new tools, and other resources with ASFPM members.
4. Continue to track the progress of FEMA’s Risk Rating 2.0 and “Future Flood Risk Data” efforts that may help in the transition from a focus on the “100-year” standards and terminology to something more risk-based.
5. **Review** the risk communication and outreach **submissions** for the 2021 ASFPM conference.
6. Fully transition leadership of the NFIP 101 Course at the ASFPM Conference to the Professional Development and Continuing Education Committee
7. Grow RCO committee membership.
8. Attend ASFPM All-committee conference calls & committee retreat.

9. Attend Annual conference.
10. Support International Committee efforts on relevant international knowledge exchange and risk communication/outreach issues.
11. Provide comments to ASFPM Policy Team in support of forthcoming floodplain management plan guidance expected from FEMA (see Task 7 in table below).

2.2 New work items for 2019-2020

The RCO Committee has identified **two new tasks to advance Committee goals this year:**

1. In conjunction with Work Item 2.1.1, host a speaker/Webinar Series featuring a diversity of speakers and topics on social and racial justice and floodplain management. This will include how to conduct more equitable outreach and engagement, and other topics and perspectives.
2. Work with RCO Committee members to identify key issues associated with social and racial justice and flood risk communication and outreach. These issues will then drive workplan items for FY 22. Update new committee web-page once templates are available from ASFPM Executive Office.

2.3 Potential future work items

1. Support ASFPM Executive Office on relevant efforts (for example, provide input on legislation as appropriate)
2. Support additional ASFPM committees on related tasks.

2.4 Through these goals and tasks, we are supporting the following ASFPM FY2021 Board of Directors Goals and Objectives:

- 1.1.3 – Provide clear consistent messaging about flooding, provide outreach on programs and policies that incentivize individual property owner mitigation actions and make mitigation more affordable.
- 1.2.1 – Support the successful implementation of the National Flood Mapping Program including congressional education for funding and awareness, providing input to FEMA on the ongoing operations of the program.
- 2.1.6—Support national and state requirements for flood risk disclosure in real estate transactions.
- 2.4.2 – Promote increased local capacity, through webinars, outreach about ASFPM products, and development and marketing of website/online tools (i.e., 203K, Elected Officials Guide, Subdivision Design in Flood Hazard Areas).

Task 1: Co-host or facilitate one to two webinars on a flood risk communication, stakeholder engagement, risk-informed decision making, or messaging topic.	
Task Leader (Support): Jessica Ludy (Jen Marcy)	
Approximate Start/End Date: October 2020– July 2021	Approximate # Hrs to Complete: 20
Detailed Task Description: Identify webinar topics and presenters; secure a webinar platform and rehears; develop agenda and presentation if appropriate; dry run/test run of webinar platform; advertise and facilitate the webinar.	
Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin) Identify partner committees or presenters Contact ASFPM PIO to acquire Zoom webinar account and credentials.	
Completion Schedule: Webinar 1: By March 2021. Webinar 2 Between March 2021 and August 2021	
Deliverables: Webinar 1: A speaker/Webinar Series featuring a diversity of speakers and topics on social and racial justice and floodplain management. This will include how to conduct more equitable outreach and engagement, and other topics and perspectives. Webinar 2: Topic TBD	
Other Necessary Support or Resources:	
Approximate Direct Cost to Complete: (Labor and Non-Labor) None. (use of webinar and conference number)	
Approval Process: (Does The Task Require Board Approval?) None.	
Assumptions: None.	
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Task 2: Develop one to two articles related to flood risk communication, stakeholder engagement, risk-informed decision making, or messaging in ASFPM Insiders or News and Views publications.	
Task Leader (Support): Jessica (Jen)	
Approximate Start/End Date: Oct 2020-August 2021	Approximate # Hrs to Complete: 12
Detailed Task Description: Draft an article for inclusion to Insider/News and Views	
Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin) Work with committee members to identify a topic and solicit an author to write an article.	
Completion Schedule: Identify topics and dates on next committee phone call, draft article, submit.	
Deliverables: One to two articles in News &Views/Insider	
Other Necessary Support or Resources:	
Approximate Direct Cost to Complete: (Labor and Non-Labor) None.	
Approval Process: (Does The Task Require Board Approval?) None.	
Assumptions: None.	
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Task 3: Host at least two committee calls with core group stakeholders and the membership to share best practices, lessons learned, new tools, and other resources with ASFPM members.	
Task Leader (Support): Jennifer Marcy (Jessica Ludy)	
Approximate Start/End Date: October 2020– Aug 2021	Approximate # Hrs to Complete: 10 hrs
Detailed Task Description: Develop agenda, provide phone call platform, schedule phone call, host call, take notes, follow up with participants. At least one call will be dedicated to the topic of working with RCO Committee members to identify key issues associated with social and racial justice and flood risk communication and outreach. These issues will then drive workplan items for FY 22.	
Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin) Conference call number/line, meet ahead of time to discuss agenda and mail out.	
Completion Schedule: Call #1: By March 2021. Call #2 Between March and August 2021.	
Deliverables: Conference call agenda and notes with action items	
Other Necessary Support or Resources: None.	
Approximate Direct Cost to Complete: (Labor and Non-Labor) None.	
Approval Process: (Does The Task Require Board Approval?) None.	
Assumptions: None.	
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Task 4: Continue to track the progress of FEMA’s RR 2.0 and “Future Flood Risk Data” efforts that may help in the transition from a focus on the “100-year” standards and terminology to something more risk-based.	
Task Leader (Support): Jen Marcy	
Approximate Start/End Date: Oct 2020-Aug 2021	Approximate # Hrs to Complete: 50
Detailed Task Description: Monitor TMAC 2020 report, TMAC 2021 tasking, RR 2.0 communications/releases from FEMA, and other communications, updates, and activities to maintain awareness of future program shifts from “100-year” focus to a more risk-based approach, and use this information to (1) keep committee members informed and (2) weigh in when possible (for example, via TMAC surveys, focus groups, or other opportunities).	
Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin): N/A this is an ongoing monitoring of TMAC efforts, reports, recommendations, and FEMA’s FFRD and RR 2.0 communications as they relate to flood risk communication.	
Completion Schedule: Ongoing. Between October 2020 and August 2021, the TMAC will have completed their 2020 report and begun 2021 stakeholder engagement efforts. FEMA will have also gotten closer to rolling out RR 2.0 and may also have draft prototypes available for FFRD. Both of these activities may be avenues for input from our committee.	
Deliverables: (1) Input, where allowable, by committee leads and members on future program directional discussions and other input mechanisms. (2) Communications to our members regarding the shift from binary to graduated risk and what it means for the program.	
Other Necessary Support or Resources: None.	
Approximate Direct Cost to Complete: (Labor and Non-Labor) None.	
Approval Process: (Does The Task Require Board Approval?) None.	
Assumptions: None.	
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Task 5. Review the risk communication and outreach submissions for the 2021 ASFPM conference.	
Task Leader (Support): Jen Marcy (Jessica)	
Approximate Start/End Date: December 2020– January 2021	Approximate # Hrs to Complete: 10 hrs.
Detailed Task Description: Review submissions, rank, recommend and share back with the Conference planning team.	
Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin) Connect with conference planner (Steve M) to receive submissions.	
Completion Schedule: January 2021	
Deliverables: List of ranked and grouped risk communications conference submissions.	
Other Necessary Support or Resources:	
Approximate Direct Cost to Complete: (Labor and Non-Labor) None.	
Approval Process: (Does The Task Require Board Approval?) None.	
Assumptions: None.	
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Task 6. Finish transitioning the leadership of the NFIP 101 Course at the ASFPM Conference to the Professional Development and Continuing Education committee.	
Task Leader (Support): Jennifer Marcy	
Approximate Start/End Date: October 2020-January 2021	Approximate # Hrs to Complete: 40 hrs.
Detailed Task Description: Work with PDE Committee to fully transition NFIP 101 course, including: communication with EO on POCs, transition of course materials to PDE Committee, and providing list of trainers for future PDE collaboration	
Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin) Connect with EO to obtain most updated course materials	
Completion Schedule: January 2021	
Deliverables: Full transition of course	
Other Necessary Support or Resources:	
Approximate Direct Cost to Complete: (Labor and Non-Labor) None.	
Approval Process: (Does The Task Require Board Approval?) None.	
Assumptions: None.	
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Task 7: Provide comments to ASFPM Policy Team in support of anticipated floodplain management plan guidance expected from FEMA.	
Task Leader (Support): Jen Marcy	
Approximate Start/End Date: TBD	Approximate # Hrs to Complete: 16
Detailed Task Description: Solicit feedback and comments from committee, consolidate comments and send to ASFPM Policy Team.	
Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin) Review guidance once FEMA releases it. Discuss needs/wants and dates for feedback from ASFPM Policy Team, identify committee members to comment.	
Completion Schedule: TBD following FEMA release	
Deliverables: One set of consolidated comments on FMP guidance	
Other Necessary Support or Resources:	
Approximate Direct Cost to Complete: (Labor and Non-Labor) None.	
Approval Process: (Does The Task Require Board Approval?) None.	
Assumptions: None.	
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