

ASFPM Training & Outreach Committee

Notes

March 26, 2015

2 PM Eastern

Phone number (712) 775-7031

Meeting ID: 401-163-239#

Meeting link: freeconferencecall.com/wall/401163239

1. Welcome (Jen)

2. CRS Update and Info (French Wetmore):

a. CRS outreach projects

- i. Research has shown repeating the same message by different sources is more effective than the community sending one or two mailings out each year. Therefore, the new CRS Coordinator's Manual, which came out in 2013, includes significant changes, specifically regarding public information and outreach.
- ii. CRS has developed guides communities can use to navigate these changes. These are posted at <http://crsresources.org/300-3/>.
- iii. The 100 tab may also be of interest because it contains newsletters to summarize the changes (<http://crsresources.org/100-2/>).

b. Lessons Learned

- i. "Action messages," such as encouraging community members to **call** to see whether they are in the Special Flood Hazard Area or **call** to get information on flood insurance are more powerful (and will get you more CRS points), than just saying "we have a floodplain map or flood insurance is available."
- ii. Programs for Public Information (PPIs): Several good examples of PPIs have been posted to the 300 tab.
- iii. Some communities have great PPIs simply because they read the guidance and bought into the process, rather than just try to get some CRS points.
- iv. Listing what the entire community is doing in terms of Public Information has also been a challenge. The credit is based on inventorying what both public agencies and private organizations are doing; submitting a draft for courtesy review is very useful and can potentially increase points, since not everything may be called out if the community is not doing their research.
- v. Multi-jurisdictional CRS plans have been problematic in the past, since it can be difficult to coordinate and implement all activities evenly among all jurisdictions. So far, 10 may be the top limit for being able to coordinate a good program.
- vi. Spread the word on the new guidance and the examples listed on the website to inspire communities. Also encourage communities to not just include studies into their CRS reports, but also to think about the study results, and implement report recommendations.

c. How the T&O Committee can help:

- i. Help with promoting public information in terms of CRS and promoting sessions at the National conference. Jen suggested a Showcase session for the 2016 conference and asking the communities highlighted on the website to submit abstracts to the conference, to show how they did it and share their knowledge.

- ii. At the 2015 conference, it may be possible to put together a round table or other grouping so communities and ASFPM members can give information back to ISO/CRS on how the new manual is working out. Maybe we could have a side room available during the conference to have a round table discussion with CRS/ISO to discuss how to better provide examples for Public Information to implement.
 - iii. ASFPM has a seat at the CRS Task Force. The Committee can use that avenue to make recommendations.
 - d. Continuing Education:** There are training webinars twice a month, which are free, and provide CFM credits; go to the website to find their schedule. No more webinars (which are limited to 100 participants) are currently slated for Outreach/PPI topics but if you are interested, tell ISO (<http://crsresources.org/> and hit “contact us” at the bottom) or your ISO/CRS Specialist – if there is enough interest, they could schedule more webinars.
 - e. Comments from callers:**
 - i. Communities could use guidance for the public information prerequisites for 620 and 630 levees and dams credits.
- 3. National Awards – Call for Nominations (Jen):** ASFPM is looking for award nominations for the Tom Lee State Award for Excellence, the James Lee Witt Award for Excellence, and the Outreach/Media Award. Go to www.floods.org to look at the available awards and nominate a deserving person or community/group. Deadline for nominations is March 31, 2015.
- 4. Examples needed regarding community / State activities related to riverine erosion (Rebecca Pfeiffer):**
- a. An ASFPM subcommittee has been formed to write a discussion paper regarding flood-related riverine erosion hazards. Currently, a lead writing team has been formed to update the 2010 Arid Regions Committee Discussion Paper about riverine erosion hazards.
 - b. The group wants to be sure information on any and all local, State, or academic efforts to map, plan for, or regulate riverine erosion hazards is included.
 - c. If there is a State, local, or academic effort you are aware of, please share it with them!
 - d. Submission should include: 1 sentence summary of the program/activity, link to the website where details can be found, and a contact person for that community/State.
 - e. Please contact Rebecca Pfeiffer, co-chair of the Natural and Beneficial Floodplain Functions Committee, at rebecca.pfeiffer@state.vt.us or call her at 802-490-6157.
- 5. Draft Guidelines for Implementing the Federal Flood Risk Management Standard (Jen):** On January 30th, President Obama issued Executive Order (EO) 13690 that revises Executive Order 11988, and proposes a new Federal Flood Risk Management Standard (FFRMS), which would apply to Federal actions, such as Federal grants used for repair and redevelopment after a natural disaster (definition of Federal actions to which the EO would apply is unchanged from EO 11988).
- a. The FFRMS gives agencies the flexibility to select one of three approaches for establishing the flood elevation and hazard area they use in siting, design, and construction. They can:
 - i. Use data and methods informed by best-available, actionable climate science;
 - ii. Build two feet above the 100-year (1%-annual-chance) flood elevation for standard projects, and three feet above for critical buildings like hospitals and evacuation centers; or
 - iii. Build to the 500-year (0.2%-annual-chance) flood elevation.

- b. Using natural systems and ecosystem-based approaches where possible; a commitment to improving resiliency and recognize the risks and losses due to climate change.
- c. In addition to the release of the new EO and FFRMS, draft flood risk management standard implementation guidelines were released. Information about the FFRMS has been incorporated into the guidelines to aid agencies in development of their revised or new procedures and to promote consistency among agencies.
- d. Public comment on the draft Guidelines for Implementing the FFRMS is open until May 6, 2015.
- e. FEMA site on FFRMS (location for comment and to find out about listening sessions)
<https://www.fema.gov/federal-flood-risk-management-standard-ffrms>
- f. ASFPM's site about FFRMS also has a lot of helpful information, such as recordings of webinars on the topic, and resolutions from NY and NJ supporting the new EO:
<http://www.floods.org/?menuid=810>.

6. **ASFPM Conference – T&O activities and highlights (Jen):** French will join us during the Monday morning T & O committee meeting to share comments and get feedback. It will be between 9:30 AM and noon.

a. Sunday

- i. All day FREE workshop/training on using Social Media for Natural Disaster Response and Recovery Instructors: Amanda Ball and Kevin Sur, Natural Disaster Preparedness Training Center. Please note: this workshop requires that registrants bring a laptop computer with ability to access the internet as well as Facebook, Twitter, and other social media sites.

b. Monday

- i. 9:30 AM – Noon: Training & Outreach Committee Meeting (called National Policy Issues Discussion Session on the agenda)
- ii. Afternoon workshop of interest: CRS Outreach Projects & FloodSmart: How Communities Can Expand Outreach Efforts & Use FloodSmart Tools Fee \$45, 3.5 CECs Instructors: Mary Jo Vrem, FloodSmart; Molly O'Toole, PE, D.WRE, CFM, Molly O'Toole & Assoc., Ltd. and French Wetmore, CFM
- c. Track 6 is the Education and Outreach track, so be sure to look for those sessions Tuesday through Thursday!
- d. The full program can be viewed here:
<http://www.asfpmconference.org/index.php/conference-program/full-conference-program>

7. **Other Business?** None

8. **Next Meeting – in-person at ASFPM Atlanta**

9. **Adjourn. Thanks for your time!**