

ASFPM Risk Communication & Outreach Committee Work Plan

FY2020 Update
July 1, 2019 – June 30, 2020

Updated Sept. 18, 2019 by
FY2019 Co-chairs
Jen Marcy
Jessica Ludy

1.0 Overview

Mission. The Risk Communication and Outreach 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 **five 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 flood and non-flood times.
3. Offer guidance on messaging, stakeholder engagement and risk-informed decision making to 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 and other external forces that that impact flood risk communication and management.

Committee Co-chairs

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

2.0 Work Items for Risk Communication & Outreach Committee

2.1 On-going work items

The committee 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 newsletters, “The Insider” or “News&Views.”
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.
4. Continue to develop a **Discussion Paper** on the topic of the “100-year flood” and its history, issues and possible alternatives.
5. **Review** the risk communication and outreach **submissions** for the 2020 ASFPM Annual National Conference.
6. Fully transition leadership of the NFIP 101 Course at the ASFPM conference to the [Professional Development and Continuing Education Committee](#) and provide course leads/trainers if requested to continually update course materials and present at the 2020 conference (see Task 6 in table below).
7. Grow 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.

2.2 New work items for 2019-2020

The committee has identified **one new task to advance committee goals this year:**

1. Provide comments to ASFPM Policy Team in support of forthcoming floodplain management plan guidance expected from FEMA (see Task 7 in table below).

2.3 Potential future work items

1. Support ASFPM HQ on relevant efforts (for example, provide input on legislation as appropriate).
2. Support additional ASFPM committees on related tasks.
3. Update new committee webpage once templates are available from ASFPM HQ.

2.4 Through these goals and tasks, we are supporting the following ASFPM FY2020 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 owners' 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).

Description of Risk Communication and Outreach Committee work items for 2019-2020

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: Aug 2019– July 2020	Approximate # Hrs to Complete: 20
Detailed Task Description: Identify webinar topics and presenters; secure a webinar platform and rehearse; 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: December 2019. Webinar 2 Between December 2019-May 2020	
Deliverables: Webinar 1: Topic TBD 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: Sept 2019– May 2020	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 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 2019– May 2020	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	
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: October 2019. Call #2 February 2020.	
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 development of discussion paper on the topic of the “100-year flood” and its history, issues and possible alternatives.	
Task Leader (Support): Jessica Ludy (Jen Marcy, Brian Jones, David Powers)	
Approximate Start/End Date: Aug 2018– June 2019	Approximate # Hrs to Complete: 50
Detailed Task Description: Develop problem statement and outline; find volunteers on committee; literature review as appropriate; have the outline reviewed; write a draft; have draft reviewed; revise and share with ASFPM Committees/Executive	
Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin)	
Completion Schedule: Revise outline and problem statement developed by volunteers in 2019 by December 2019. Develop initial draft of discussion paper by February 2020; revise discussion paper by June 2020 and share with ASFPM committees/board at pre-conference meeting in Ft. Worth.	
Deliverables: Final (and potentially draft, if appropriate to share) discussion paper on 1% flood topic. Summary of article in News and Views or webinar on the topic.	
Other Necessary Support or Resources: Eventual review by ASFPM HQ and board members	
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 2020 ASFPM Annual National Conference.	
Task Leader (Support): Jen Marcy (Jessica)	
Approximate Start/End Date: December 2019– January 2020	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 2020	
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 ASFPM 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: September 2019-December 2020	Approximate # Hrs to Complete: 40 hrs.
Detailed Task Description: Teachers have been identified for upcoming year	
Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin) Identify teachers; have teachers shadow the NFIP 101 course at Fort Worth conference.	
Completion Schedule: December 2020	
Deliverables: New teachers with commitment to teach for duration.	
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): Jessica Ludy (Jen)	
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 ASFPM Board Approval?) None.	
Assumptions: None.	
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