

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

FY2018 Update  
July 1, 2018 – June 30, 2019

Updated Sept. 12, 2018 by  
FY2019 Co-chairs  
Jen Marcy  
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## 1.0 Overview

**Mission.** The Risk Communication and Outreach Committee seeks to advance 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 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, and other external forces that that impact flood or natural hazard risk communication.

## 2.0 Work Items for Flood Risk Communication & Outreach Committee

### 2.1 On-going work items

1. Announce new committee name and focus, increase membership
2. Review the risk communication and outreach submissions for the 2019 conference (see table)
3. Attend ASFPM All-committee conference calls & committee retreat
4. Attend annual conference
5. Committee conference calls (see table)

### 2.2 Work items new for 2018-2019 (see table)

The RCO Committee has identified **seven tasks to advance committee goals this year**:

1. Present, co-host or facilitate one to two webinars on a flood-risk communication, stakeholder engagement, risk-informed decision making, or messaging topic.
2. Develop or facilitate the development of one to two articles related to flood-risk communication, stakeholder engagement, risk-informed decision making, or messaging in ASFPM Insider or News and Views publications.
3. Host at least two committee calls with core group stakeholders and the larger practitioner audience to share best practices, lessons learned, new tools and other resources with ASFPM members.
4. Support the Flood Science Center by reviewing and providing case studies for the upcoming revised version of the 1996 *Addressing Your Community's Flood Risk, Elected Officials Guide*.
5. Develop a Discussion Paper on the topic of the “100-year flood” and its history issues, and possible alternatives.
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 2019 conference
7. Provide review and comment on the Stormwater Regulations Committee White Paper on the topic, “Urban Flooding.”

### **2.3 Potential work items for the future (parking lot)**

1. Support ASFPM Executive Office efforts that relate to risk communication (for example, provide input on legislation as appropriate)
2. Support additional ASFPM committees that may take on related tasks.
3. Explore new mechanisms for sharing via ASFPMs new website, which will be rolled out before the 2019 conference. What public information should ASFPM pursue on their website? Should there be a Phase 2 release that targets public as an audience? Could be a 2020 Discussion Paper or other related effort.

### **2.4 Through these goals and tasks, we are supporting the following ASFPM FY2019 Board of Directors Goals and Objectives:**

- 1.1.3** – With 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.
- 2.4.2** – 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).

**FY2019 Tasks**

<b>Task 1: Present, co-host or facilitate one to two webinars on a flood-risk communication, stakeholder engagement, risk-informed decision making or messaging topic.</b>	
<b>Task Leader (Support): Jessica Ludy (Jen Marcy)</b>	
<b>Approximate Start/End Date:</b> Aug 2018– June 2019	<b>Approximate # Hrs to Complete:20</b>
<b>Detailed Task Description:</b> 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	
<b>Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin)</b> Identify partner committees or presenters Identify webinar platform host	
<b>Completion Schedule: Webinar 1: December 2018. Webinar 2 Between December 2018-May 2019</b>	
<b>Deliverables: Webinar 1: How to apply risk-informed decision making in floodplain management (co-host with NAI Committee)</b> <b>Webinar 2: Topic TBD</b>	
<b>Other Necessary Support or Resources:</b>	
<b>Approximate Direct Cost to Complete: (Labor and Non-Labor)</b> None.	
<b>Approval Process: (Does The Task Require Board Approval?)</b> None.	
<b>Assumptions:</b> None.	
<b>Updated by/ Date:</b> Co-chairs 9/18	<b>Approved By/ Date:</b>

<b>Task 2: Develop or facilitate the development of one to two articles related to flood-risk communication, stakeholder engagement, risk-informed decision making, or messaging in ASFPM Insider or News and Views publications.</b>	
<b>Task Leader (Support):</b>	
<b>Approximate Start/End Date:</b> Aug 2018– June 2019	<b>Approximate # Hrs to Complete:</b>
<b>Detailed Task Description:</b>	
<b>Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin)</b>	
<b>Completion Schedule:</b>	
<b>Deliverables:</b>	
<b>Other Necessary Support or Resources:</b>	
<b>Approximate Direct Cost to Complete: (Labor and Non-Labor)</b> None.	
<b>Approval Process: (Does The Task Require Board Approval?)</b> None.	
<b>Assumptions:</b> None.	
<b>Updated by/ Date:</b> Co-chairs 9/18	<b>Approved By/ Date:</b>

<b>Task 3: Host at least two committee calls with core group stakeholders and the larger practitioner audience to share best practices, lessons learned, new tools and other resources with ASFPM members.</b>	
<b>Task Leader (Support): Jennifer Marcy (Jessica Ludy)</b>	
<b>Approximate Start/End Date:</b> Aug 2018– June 2019	<b>Approximate # Hrs to Complete:</b> 10 hrs
<b>Detailed Task Description:</b> Develop agenda, provide phone call platform, schedule phone call, host call, take notes, follow up with participants	
<b>Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin)</b> Conference call number/line	
<b>Completion Schedule:</b> Call #1: September 2018. Call #2 December 2018 or January 2019. Call #3 (if possible) April 2019.	
<b>Deliverables:</b> Conference call agenda and notes	
<b>Other Necessary Support or Resources:</b>	
<b>Approximate Direct Cost to Complete: (Labor and Non-labor)</b> None.	
<b>Approval Process: (Does The Task Require Board Approval?)</b> None.	
<b>Assumptions:</b> None.	
<b>Updated by/ Date:</b> Co-chairs 9/18	<b>Approved By/ Date:</b>

<b>Task 4: Support the Flood Science Center by reviewing a draft of the upcoming revised version of the 1996 Addressing Your Community's Flood Risk, Elected Officials Guide.</b>	
<b>Task Leader (Support): Jessica Ludy</b>	
<b>Approximate Start/End Date:</b> Aug 2018– June 2019	<b>Approximate # Hrs to Complete:</b>
<b>Detailed Task Description:</b> Meet with Jeff Stone (Flood Science Center) to identify tasks and sub tasks; present opportunities to engage to committee members, identify California Case Studies with help from CA Dept. of Water Resources; identify 2-3 participants on committee to review, connect them with flood science center	
<b>Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin)</b>	
<b>Completion Schedule:</b> September 2018-January 2019.	
<b>Deliverables:</b>	
<b>Other Necessary Support or Resources:</b>	
<b>Approximate Direct Cost to Complete: (Labor and Non-Labor)</b> None.	
<b>Approval Process: (Does The Task Require Board Approval?)</b> None.	
<b>Assumptions:</b> None.	
<b>Updated by/ Date:</b> Co-chairs 9/18	<b>Approved By/ Date:</b>

<b>Task 5: Develop a Discussion Paper on the topic of the “100-year flood” and its history, issues and possible alternatives.</b>	
<b>Task Leader (Support): Jessica Ludy (Jen Marcy, Brian Jones, David Powers)</b>	
<b>Approximate Start/End Date:</b> Aug 2018– June 2019	<b>Approximate # Hrs to Complete:</b> 50
<b>Detailed Task Description:</b> 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	
<b>Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin)</b>	
<b>Completion Schedule:</b> Identify initial volunteers in September; develop outline and problem statement by December 2018. Develop initial draft of discussion paper by February 2019; revise discussion paper by April 2019.	
<b>Deliverables:</b> Final (and potentially draft, if appropriate to share) discussion paper on 1% flood topic. Potential summary of article in News and Views or webinar on the topic.	
<b>Other Necessary Support or Resources:</b> Eventual review by Executive Office	
<b>Approximate Direct Cost to Complete: (Labor and Non-Labor)</b> None.	
<b>Approval Process: (Does The Task Require Board Approval?)</b> None.	
<b>Assumptions:</b> None.	
<b>Updated by/ Date:</b> Co-chairs 9/18	<b>Approved By/ Date:</b>



<b>Task 6. Review the risk communication and outreach submissions for the 2019 conference.</b>	
<b>Task Leader (Support):</b> Jen Marcy (Jessica)	
<b>Approximate Start/End Date:</b> Aug 2018– June 2019	<b>Approximate # Hrs to Complete:</b> 10 hrs.
<b>Detailed Task Description:</b> Review submissions, rank, recommend and share back with the conference planning team.	
<b>Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin)</b> Connect with conference planner (Steve M) to receive submissions.	
<b>Completion Schedule:</b> December/early January 2019	
<b>Deliverables:</b> List of ranked and grouped risk communication conference submissions.	
<b>Other Necessary Support or Resources:</b>	
<b>Approximate Direct Cost to Complete: (Labor and Non-labor)</b> None.	
<b>Approval Process: (Does The Task Require Board Approval?)</b> None.	
<b>Assumptions:</b> None.	
<b>Updated by/ Date:</b> Co-chairs 9/18	<b>Approved By/ Date:</b>

<b>Task 7. 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 2019 conference.</b>	
<b>Task Leader (Support):</b> Jennifer Marcy	
<b>Approximate Start/End Date:</b> Aug 2018– June 2019	<b>Approximate # Hrs to Complete:</b> 16-40 hrs
<b>Detailed Task Description:</b> TBD	
<b>Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin)</b> PDC and CE committee needs to be ready to receive the training	
<b>Completion Schedule:</b>	
<b>Deliverables:</b>	
<b>Other Necessary Support or Resources:</b>	
<b>Approximate Direct Cost to Complete: (Labor and Non-Labor)</b> None.	
<b>Approval Process: (Does The Task Require Board Approval?)</b> None.	
<b>Assumptions:</b> None.	
<b>Updated by/ Date:</b> Co-chairs 9/18	<b>Approved By/ Date:</b>