FEMA

Risk Communication Activities in the NFIP CRS Program

2020 INTERAGNECY FLOOD RISK MANAGEMENT TRAINING SEMINARS

February 26, 2020

RiskMAP
Increasing Resilience Together

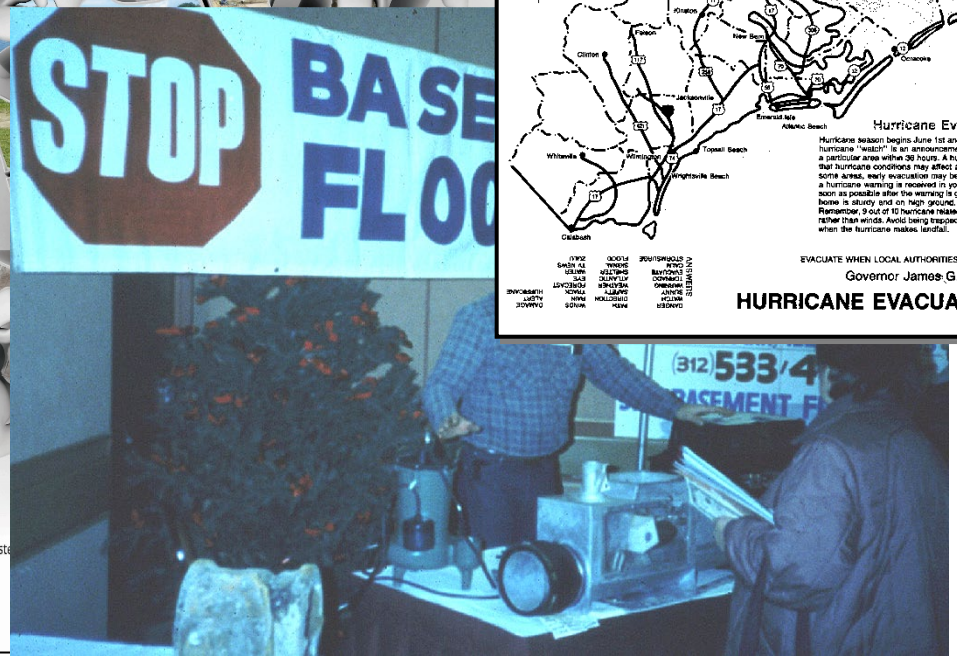
NFIP/CRS

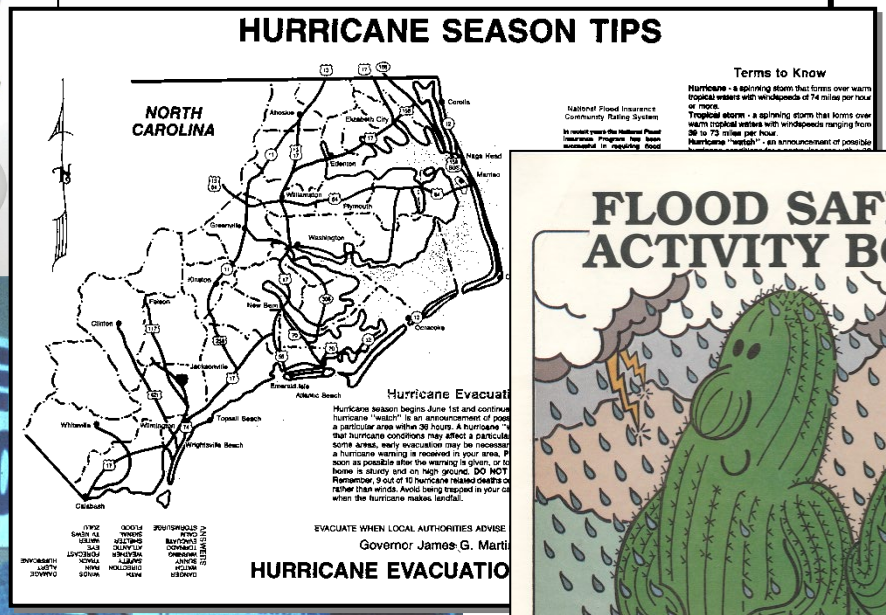
CRS Summary Quick Look. . .

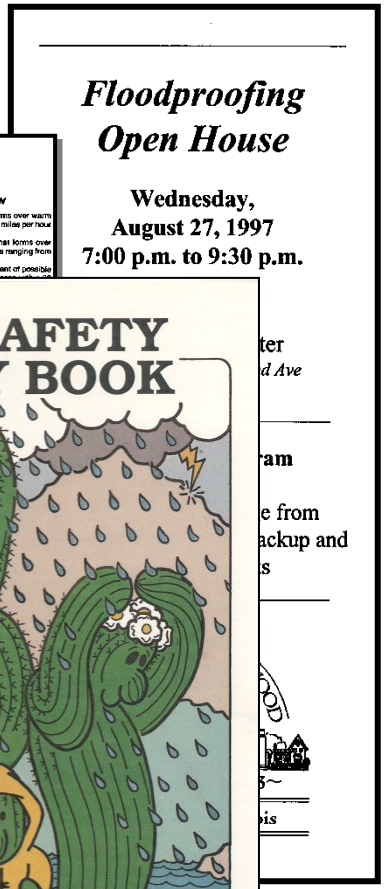
- ✓ Voluntary program since 1990
- ✓ Insurance premium reductions that recognize FPM "BMPs"
- ✓ Based on "CRS Class Ratings," - Class 9 to Class 1
- ✓ Recognizes 19 creditable activities of 100 elements
- ✓ Tremendous growth
  - ✓ 70% of all NFIP policies in CRS communities
  - ✓ Annually, 50 new communities each year
  - ✓ Annually, 75 community es advance in CRS Class
- ✓ Many source of support and assistance

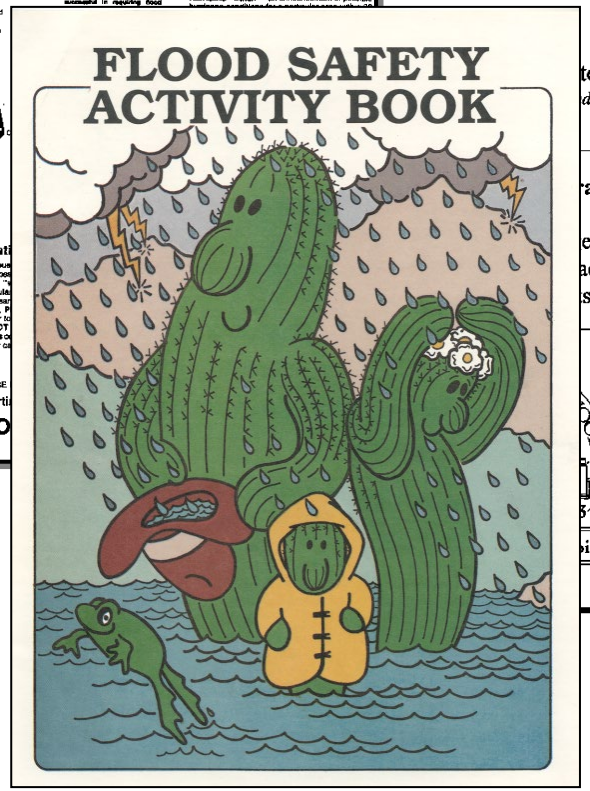
330 – Outreach Projects

Projects









330 – Outreach Projects

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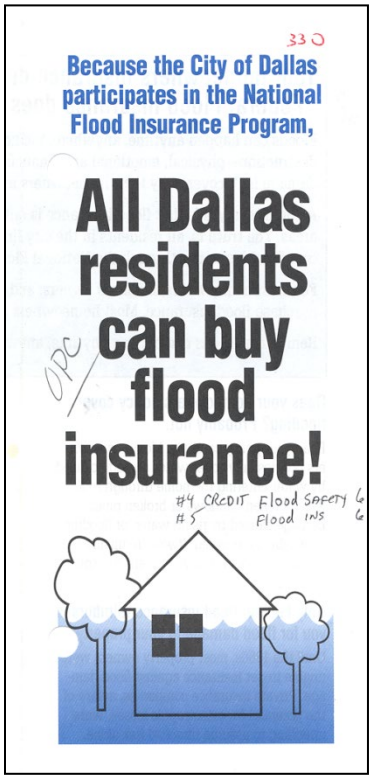
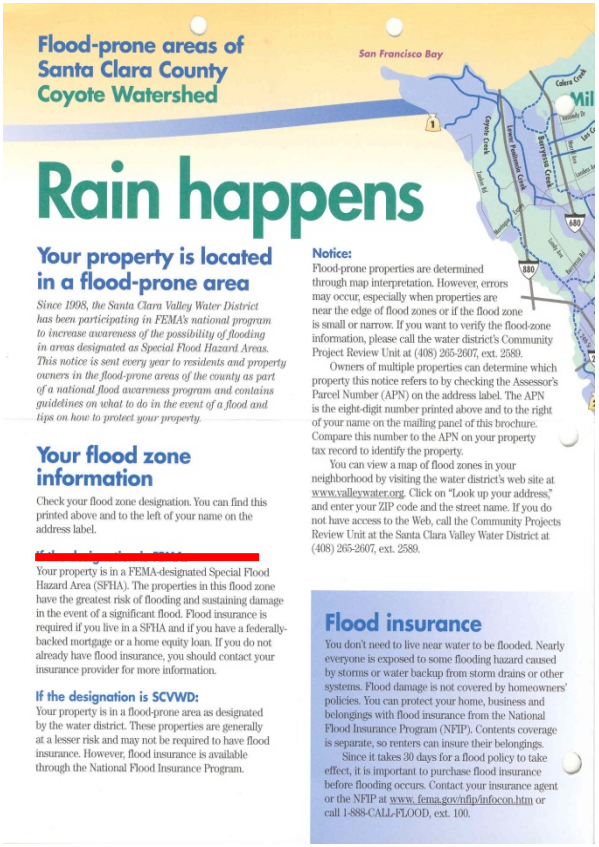
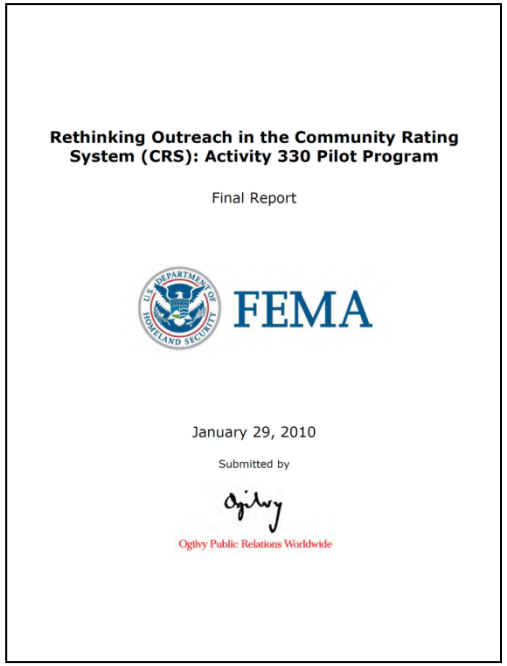




330 – Outreach Projects

2000's Research Findings

- ✓Objective is to change behavior
- ✓Good programs work: behavior changes
- ✓Good programs:
  - ❖ Are locally tailored
  - ❖ Are positive
  - ❖ Say what people should do
  - ❖ Repeat the message
  - ❖ Repeat the message from different sources
  - ❖ Evaluate and revise


Rethinking Outreach in the Community Rating System (CRS): Activity 330 Pilot Program

Final Report

FEMA

January 29, 2010

Submitted by

Ogilvy Public Relations Worldwide

330 – Outreach Projects

Objective

Provide the public with information needed to:

- ✓ Increase flood hazard awareness
- ✓ *Motivate actions* to reduce flood damage
- ✓ Encourage flood insurance coverage
- ✓ Protect the natural functions of floodplains.

330 – Outreach Projects

Elements

a. Outreach projects (OP) – max 200 pts

b. Flood response preparations (FRP) - max 50 pts

c. Program for Public Information (PPI)

up to 80 additional pts to OP credit total

up to 20 additional pts to FRP credit total

d. Stakeholder delivery (STK)

up to 50 additional pts to OP if delivered by non-government

330 – Outreach Projects

332.a Outreach Projects (OP)

Clearly state what the audience should do – *Action!!*

- ✓ "Get a floodplain permit from…"
- ✓ "Buy contents coverage", or

Provide basic information with a note on where to get more information

- ✓ "You are in a floodplain. Find out more by calling…"

Credit criteria

1) Project must be disseminated annually
2) At least one project must cover flood insurance

Table 330-1. CRS topics and example messages.	
Six Priority Topics	**Example Messages**
1. Know your flood hazard	Your property is subject to flooding You are in a repetitively flooded area Drive safely: five people died in th[illegible]
2. Insure your property for your flood hazard ***NOTE:*** *At least one project must include a message on this topic*	You need flood insurance Renters should buy flood insu[illegible]ior 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 can rendezvous after an evacuation order is issued
4. Protect your property from the hazard	Replace your flooded furnace with one elevated above the flood level Keep debris and trash 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

Examples

330 – Outreach Projects

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Table 330-2. Basic scoring of example outreach projects (without a PPI).				
Example Outreach Projects (OP)	**A** **Points per topic**	**B** **# of Flood-related Topics**	**C** **# of Times Delivered**	**(A x B x C)** **OP = Points per Project**
OP#1. A brochure on flood insurance produced by FEMA is set out in various public places (informational material—1 point per topic).	1	1	1	1
OP#2. Local insurance agents have agreed to advise their clients that flood insurance is a good idea and give them the OP#1 brochure (general outreach—2 points per topic).	2	1	1	2
OP#3. Presentations are made to five neighborhood associations with messages under CRS topics 1, 2, 4, and 5. (general outreach—2 points per topic) The OP#1 brochure is handed out to everyone present.	2	4	5	40
OP#4. The neighborhood association presentation is taped and repeated twice a month on the public service cable TV channel. (general outreach—2 points per topic) This does not involve two-way communication, so it is counted as being delivered once a year.	2	4	1	8
OP#5. A mailing is sent each year to all residents of the SFHA. It has messages under the first five CRS topics. (targeted outreach—6 points per topic)	6	5	1	30

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332.b Flood Response Preparations (FRP)

- ✓ Messages for before, during, after a flood
- ✓ Typically a “package” of materials

RE-ENTRY

BE PATIENT. You won't be able to return to your home or business until search and rescue operations are complete and safety hazards, such as downed power lines, are cleared. It may take time for emergency crews to reach your neighborhood.

- Have valid ID with your current address. Access to affected areas will be controlled by security checkpoints.
- Avoid driving, especially through water. Roads may have debris which can puncture your tires!

Once you arrive home, walk around your home or business from the outside first to survey damage and enter with caution.

- Open windows and doors to ventilate and dry your home.
- If you suspect a gas leak, leave immediately and notify the Fire Department.
- If your home has been flooded, have a qualified licensed electrician inspect the electrical system and appliances before turning the power back on.
- Always supervise children-DO NOT WADE IN FLOOD WATERS.
- Be aware of snakes, insects, alligators or animals driven to higher ground by floods.
- Be extremely careful with a chain saw and follow all safety precautions.
- Call professionals to remove large, uprooted trees, etc.
- Always use proper safety equipment such as heavy gloves, safety goggles, heavy boots, long-sleeve shirts and long pants. Tie back long hair, wear a hat and sunscreen.
- Drink plenty of fluids, rest and ask for help when you need it.
- Don't burn trash.

CLEAN-UP & REPAIRS

- Know what your homeowner's or renter's insurance policy covers and what you will need to submit a claim. Make temporary repairs to correct safety hazards and minimize further damage. Take photographs of all damage before repairs and keep all receipts.

330 – Outreach Projects

Credit points for FRP

(a) Informational materials: 1 point/topic
(b) General outreach projects: 2 points/topic
(c) Targeted projects: 6 points/topic

Table 330-3. Scoring of example FRP projects (without a PPI).

Example Flood Response Projects (FRP) (See Figure 330-1)	A Points per Topic	B # of Flood-related Topics	C # of Times Delivered	(A x B x C) FRP = Points per Project
FRP#1. Media kit with background information for reporters	2	5	1	10
FRP#2. Radio public service announcements	2	2	1	4
FRP#3. Door hangers for flooded homes	6	5	1	30
FRP#4. Handouts on grant programs	1	1	1	1
Total FRP =				**45**

330 – Outreach Projects

330 – Outreach Projects

Howard County Government shared a post.
August 13 at 3:17 PM ·

WEATHER REMINDER: The US National Weather Service Baltimore/Washington has issued a FLASH FLOOD WATCH for Howard County, in effect until 10:00 p.m. tonight, August 13. Slow moving showers and thunderstorms this afternoon and evening will be capable of producing intense rainfall rates that could lead to flash flooding. In addition, these storms could produce localized damage due to gusty winds.

Please REMEMBER, if you come upon a flooded roadway, TURN AROUND, DON'T DROWN. It takes just a mere six inches of fast-moving flood water to knock over an adult, 12 inches of rushing water to carry away a small car and two feet of rushing water to carry away most vehicles.

Also, if you lose power, to report a power outage to MyBGE, call 1-877-778-2222 or visit www.bge.com. If you smell natural gas or see a downed power line, leave the area immediately and then call BGE's emergency line at 1-800-685-0123. Potomac Edison customers, to report a power outage call 1-888-544-4877 (call this number to report a downed power line) or visit https://bit.ly/2MovXSI.

To report a downed tree on a County roadway, call the County's non-emergency number at 410-313-2200.

For the most up-to-date weather forecast and information, tune to your local news television and/or radio station.

330 – Outreach Projects

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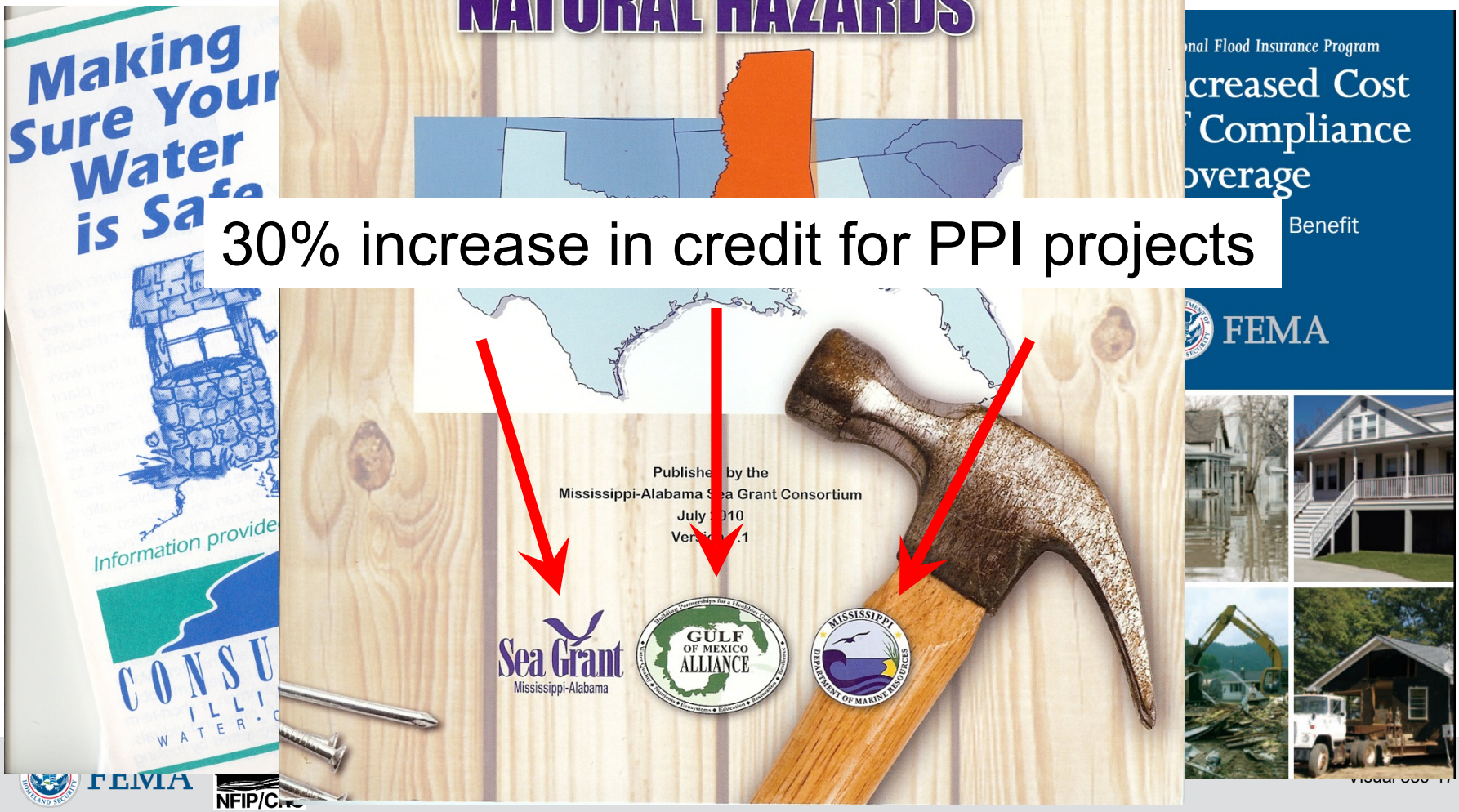
332.c Program for Public Information (PPI)

Credit criteria

1. Committee
2. Assess public information needs
3. Formulate messages
   - ✓ Can add four more
4. Identify projects
5. Other initiatives
6. Document
7. Monitor/evaluate

33 K)

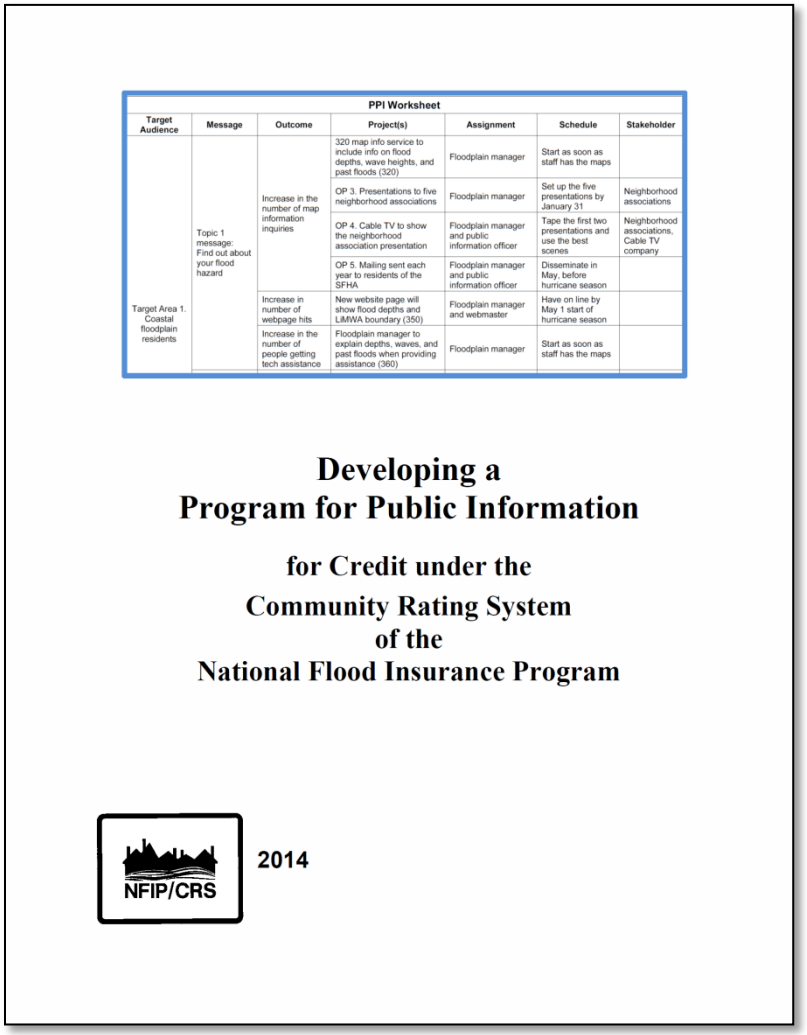


30% increase in credit for PPI projects

Important Note

- A PPI by itself receives **NO** CRS credit.
- Outreach Projects associated with the PPI receive credit.
- Their must be a correlation between Outreach Projects and the PPI.
- PPI messages must be added to OP's.

330 – Outreach Projects



PPI Worksheet

Target Audience	Message	Outcome	Project(s)	Assignment	Schedule	Stakeholder
Target Area 1. Coastal floodplain residents	Topic 1 message: Find out about your flood hazard	Increase in the number of map information inquiries	320 map info service to include info on flood depths, wave heights, and past floods (320)	Floodplain manager	Start as soon as staff has the maps	
			OP 3. Presentations to five neighborhood associations	Floodplain manager	Set up the five presentations by January 31	Neighborhood associations
			OP 4. Cable TV to show the neighborhood association presentation	Floodplain manager and public information officer	Tape the first two presentations and use the best scenes	Neighborhood associations, Cable TV company
			OP 5. Mailing sent each year to residents of the SFHA	Floodplain manager and public information officer	Disseminate in May, before hurricane season	
		Increase in number of webpage hits	New website page will show flood depths and LIMWA boundary (350)	Floodplain manager and webmaster	Have on line by May 1 start of hurricane season	
		Increase in the number of people getting tech assistance	Floodplain manager to explain depths, waves, and past floods when providing assistance (360)	Floodplain manager	Start as soon as staff has the maps	

Developing a Program for Public Information

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

NFIP/CRS

2014

Common Reasons for Reduced PPI Credit

1. Lack of information of committee makeup and meetings
2. No inventory of existing projects
3. Copying CRS examples verbatim
4. No review of other CRS activities
5. Unclear message and project list
6. OP projects submitted for credit not mentioned in the PPI
7. OP projects don't convey the same messages listed in the PPI

330 – Outreach Projects

Home | Manual | 100 Series | 200 Series | 300 Series | 400 Series | 500 Series | 600 Series | 700 Series | Training & Videos

CRS Resources Home

This is the temporary location of the CRS Resources webpage. This website is provided for webinar participants, users groups, and CRS coordinators to obtain reference materials related to ongoing refinements of the CRS. Here you will find CRS guidance documents, worksheets, and tools relevant to the activities to be credited under the New CRS Coordinator's Manual.

Use the menu above to find resources organized by CRS Activity.

Download the *2013 CRS Coordinator's Manual*

CRS Outreach Closing

- Messages of action motivate the consumer
- Messages repeated from several sources raise credibility
- Calculating credits is tedious. . . yes it is
- PPIs. . . are the way to go
- Good outreach works!