

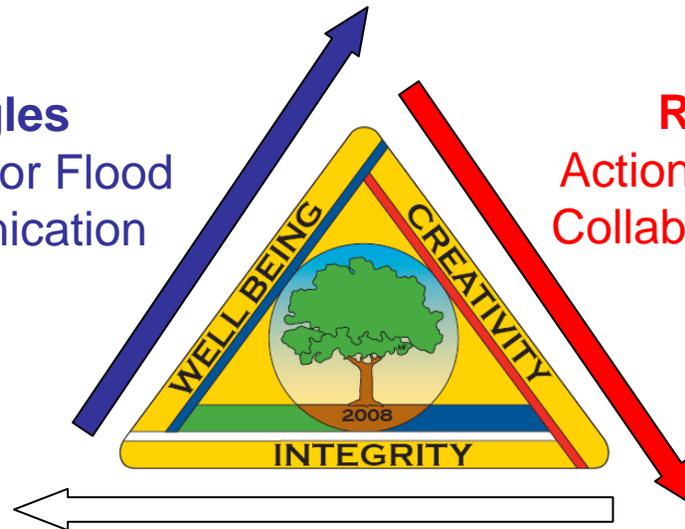


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# CRITICAL THINK PIECE TEAM TOPICS



**Blue Eagles**  
A Partnership for Flood  
Risk Communication



**Red Rovers**  
Actions for Improving  
Collaborative Planning

**Great White Sharks**  
Interagency Watershed  
Tiger Team



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# Planning Associates Program Critical Think Piece

## A Partnership for Flood Risk Communication

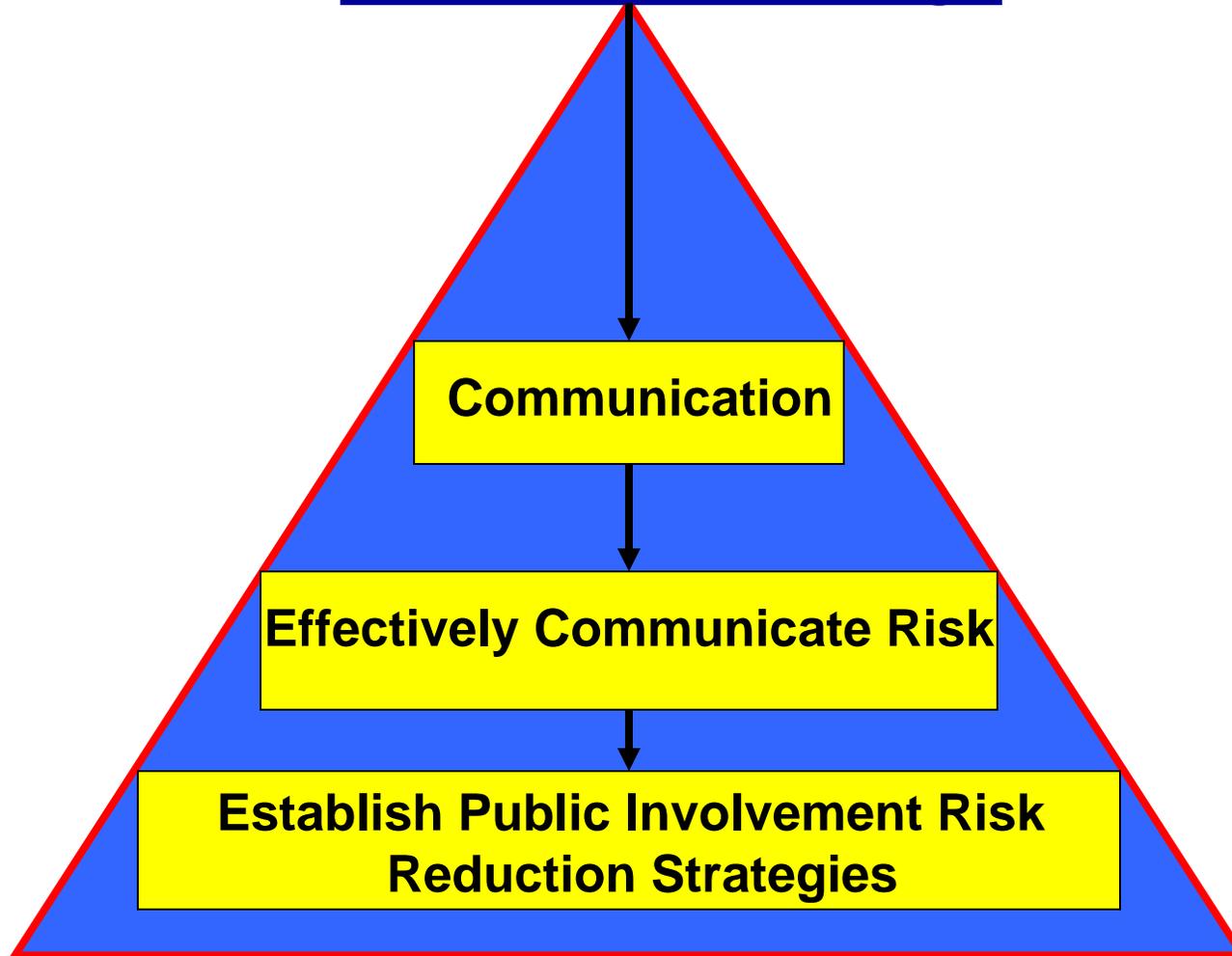
### Blue Eagles Team

**Tony Friona  
Miriam Gilmer  
Ronald Pinzon  
Gregg Williams**



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## Actions for Change



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CRITICAL THINK PIECE





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## Purpose

To educate the public about flood risk so they can make informed decisions about living and working in and near floodplains.

## Goals

- Increase flood risk awareness of individuals and communities.
- Promote shared responsibility – All levels (federal, State, Local, NGO's, Private Sector, and Individuals)
- Create platform for informed decisions in floodplain management.
- Act as a catalyst for policy changes concerning land use.



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## Objective

Launch the Development of a  
Partnership for Flood Risk Communication NOW!



Interagency Flood Risk Management Committee – 8 July 2008



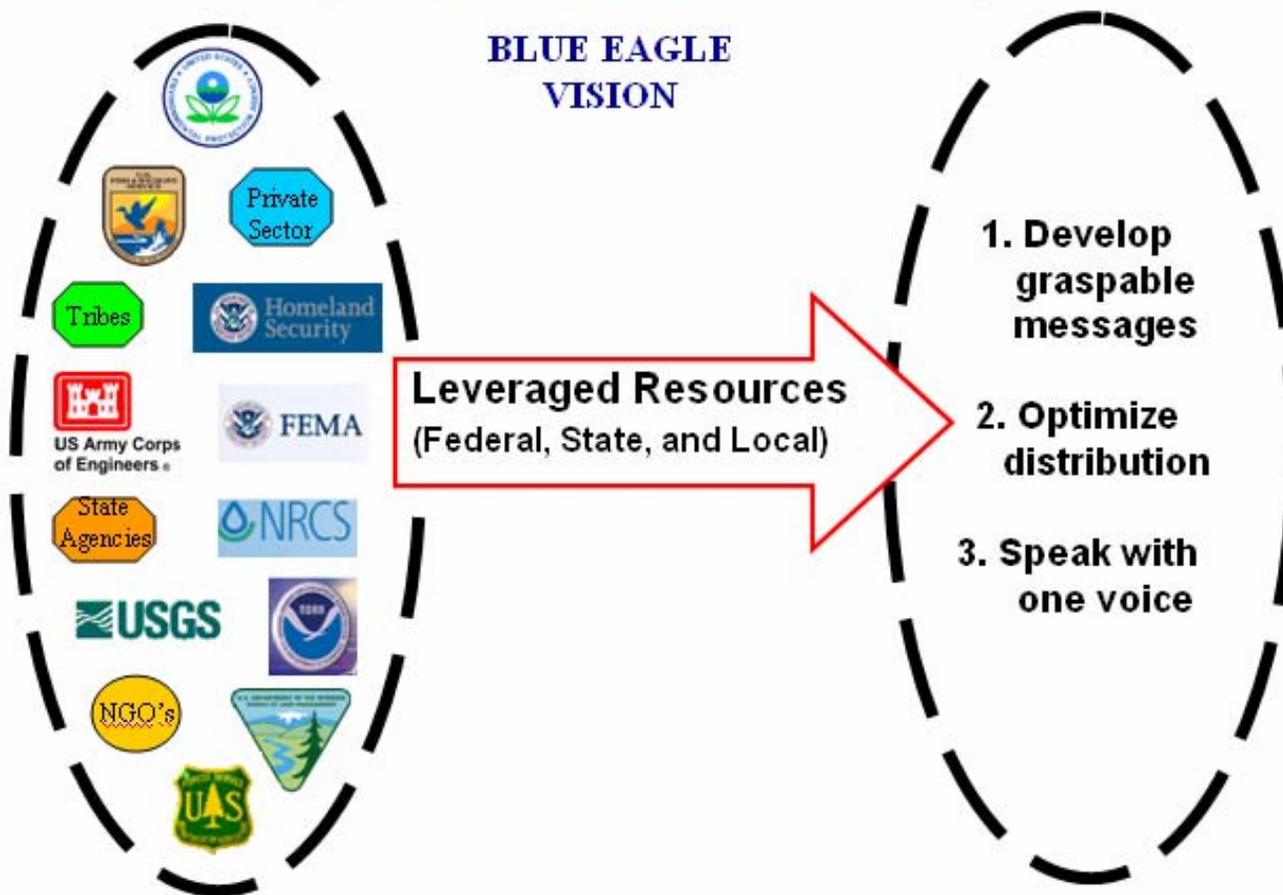
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## A Partnership for Flood Risk Communication



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**FLOODSMART.GOV**  
The official site of the National Flood Insurance Program

# Everyone lives in a flood zone.

Call toll free: 1-888-379-5

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**HOME**

**ABOUT THE NATIONAL FLOOD INSURANCE PROGRAM**

**YOUR FLOOD RISK**

- > Flood Scenarios
- > Flood Risk Factors
- > Hurricane Season
- > Spring Flooding
- > Winter Flooding
- > West Coast Rainy Season
- > Weather Warnings

## YOUR FLOOD RISK



It's important to understand the specifics of your chances of experiencing a flood. This section reviews some of the different kinds of flooding.

**Flood Scenarios** - Watch animated representations of how the various types of floods can impact a cross-section of neighborhoods.

**Flood Risk Factors** - Understand the elements that make up flood risk.

**Hurricane Season** - Hurricanes cause flooding and not just on the coast. The impact of hurricanes and tropical storms can be felt hundreds of miles inland.

**Spring Flooding** - Access a detailed overview of seasonal flood risks.

**Winter Flooding** - Learn how melting snow and winter weather can put your property at risk.

**West Coast Rainy Season** - Get an overview of the flood risks that come with the West Coast rainy season.

**Weather Warnings** - Check here regularly for critical updates about severe flood-causing weather.

25% of flood insurance claims come from low-to-moderate risk areas.

**SECURE SITE FOR AGENTS**

Convenient resources, tools, and services for [flood insurance agent](#)

Returning agents [Log In >>](#)

New agents [Register Today >>](#)

**ONE-STEP FLOOD RISK PROFILE**

**How can I get covered?**

- Rate your risk
- Estimate your premiums
- Find an agent

Address:

City:



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## Midwest flood victims feel misled by feds

AP Associated Press

### RELATED VIDEO



**Most of Midwest Is Underwater**  
ABC News

» All news video



AP Photo: Britches, an Australian cattle dog, shakes himself of river water after taking a swim as...

Slideshow: [Midwest Flooding](#)

### NEWS SEARCH

"National Flood Insu"

Related Searches:

By TAMMY WEBBER and MARIA SUDEKUM FISHER, Associated Press Writers

1 hour, 42 minutes ago

GULFPORT, Ill. - Juli Parks didn't worry when water began creeping up the levee that shields this town of about 750 from the Mississippi River — not even when volunteers began piling on sandbags.

After all, local officials had assured townspeople in 1999 that the levee was sturdy enough to withstand a historic flood, and FEMA had agreed. In fact, some relieved homeowners dropped their flood insurance, and others applied for permits to build new houses and businesses.

Then on Tuesday, the worst happened: The levee burst and Gulfport was submerged in 10 feet of water. Only 28 property owners were insured against the damage.

"They all told us, 'The levees are good. You can go ahead and build,'" said Parks, who did not buy flood insurance.

ADVERTISEMENT



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# Clear Communication

Uncertainty

Flood Risk

Complete  
Ignorance



Complete  
Certainty

**Major General Riley - Educating the public  
will take a long term commitment in order  
to see a behavior change.**



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## Develop Graspable Messages

1970

Start of "Crying Indian" PSA campaign, iconic symbol of environmental responsibility and one of the most successful PSA campaigns in history.

[Back to top](#)

1971 - 1980



The right message can change the way people look at their risk!



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## Optimize Distribution

1. TV commercials – real life stories
  2. Newspaper articles – consistent messages
  3. Magazine adds – educate community risks
  4. Public meetings – strategic approach / high risk areas first
  5. Corps/FEMA employee training – speak with one voice
- 
6. Word of mouth – simple, repeatable messages.

**All above methods should direct audiences to visit web-site.**

### 7. Web-Site

- Leverage resources – partnerships/links
- Google and Yahoo – highlight web-site



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# Optimize Distribution

## National Flood Risk Management Program



USDA / NRCS

EPA

FEMA

USDA United States Department of Agriculture  
**Service**

Contact Us Search:

You are here: [EPA Home](#) »  
» [Locate Your Watershed](#) »

Text Version By State

USDA Service Centers are designed to help you find the Service Agency, Natural Resource Conservation Service, or address of a USDA Service Center.

Surf Your Watershed Home

Adopt Your Watershed Help

GU AS FM PW MP MH

**Mapping**  
INFORMATION PLATFORM

Log in | Need an Account? | FEMA Dictionary | MIP Help?

Home | Map Modernization | News & Events | Tools & Links | **Map Viewer** | MIP User Care

Home » Map Viewer

View areas at risk of floods in the United States and territories. Search by address, state or zip code or use advanced search options such as coordinates and map scale regarding earthquakes, hurricanes and other hazards.

**Geocoder**

**Overview Map**

Select Zoom Filter  
Zoom to:  
Street Address

Street Address  
Street:   
City:   
State:  ZIP Code:   
MS 38654

Zoom Map

**Flood Map Viewer**

**Map Legend**

Click "+" button to display  
Click on a checkbox to Click "Refresh Map"

Refresh Map

Legend

- Flood Data
- FEMA B
- Nation
- Poll
- Vva
- PLS
- PLS
- Riv
- Str

Alabama | Alaska | Arkansas | California | Florida | Georgia | Hawaii | Illinois | Indiana | Iowa | Kansas | Kentucky | Louisiana | Maine | Maryland | Massachusetts | Michigan | Minnesota | Missouri | Montana | Nebraska | Nevada | New Hampshire | New Jersey | New Mexico | New York | North Carolina | North Dakota | Ohio | Oklahoma | Oregon | Pennsylvania | Rhode Island | South Carolina | South Dakota | Tennessee | Texas | Utah | Vermont | Virginia | Washington | West Virginia | Wisconsin | Wyoming

## Who do I contact?

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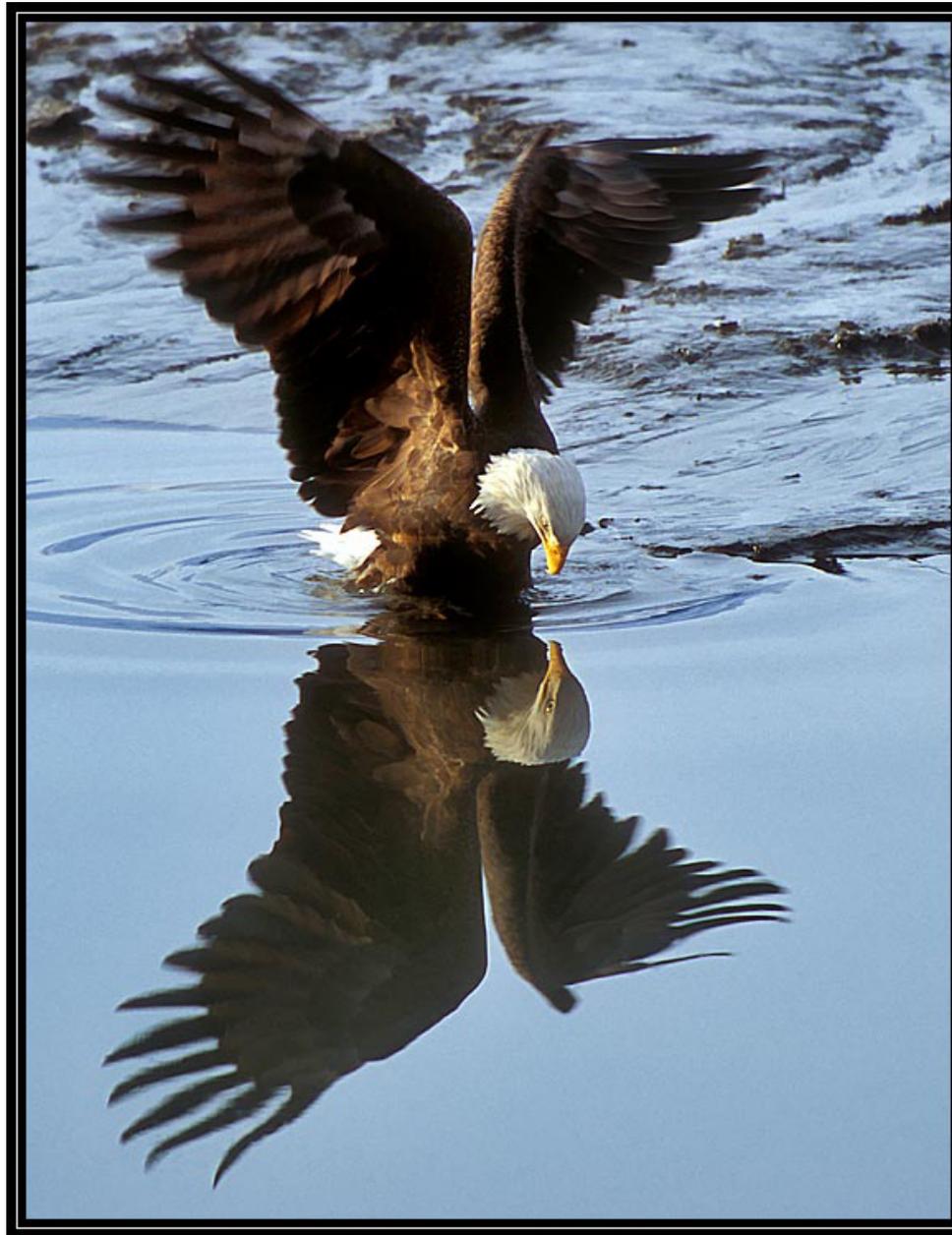




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**Speak with  
one voice**

**to reflect a  
clear  
message.**



B-13



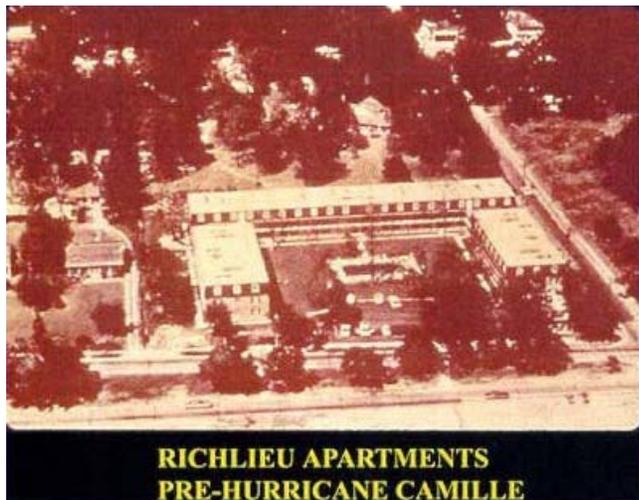
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**CRITICAL THINK PIECE**



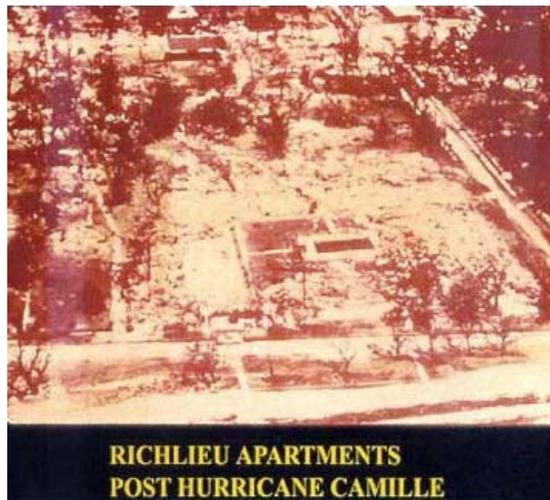


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## Richlieu Apartments Location



**RICHLIEU APARTMENTS  
PRE-HURRICANE CAMILLE**



**RICHLIEU APARTMENTS  
POST HURRICANE CAMILLE**

**Hurricane Camille 1969**



**Same location - 2004**



**Hurricane Katrina 2005**



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# Summary

**Develop Graspable Messages**

**Optimize Distribution**

**Speak with One Voice**

**Many Partners – One Voice – Communicating Risk**



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# Questions?

Planning Associates Program  
Class of 2008

Blue Eagles



Wapello, Iowa Levee (2008)



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