



FEMA

Community Engagement to Advance Mitigation Action

RiskMAP
Increasing Resilience Together



Driving to Mitigation Action

The Importance of Mitigation

Mitigation measures enable communities to **recover more quickly** from floods and other disasters and **lessen the financial impact** of disasters on the nation.

How FEMA supports Mitigation Action



Advancing Mitigation Action via Community Engagement



Community Outreach

Connections



Existing Outreach

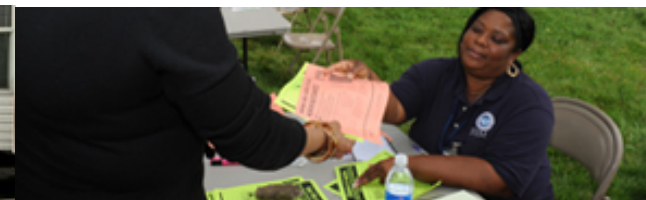
Advances **awareness and general action** by reaching communities with the **right message at the right time**



NEW

Community Engagement

Advances **specific mitigation actions** by building relationships and delivering products and services tailored to meet community priorities



What Will We Accomplish with Community Engagement?

We will accomplish...

1. Understand **specific community needs and capabilities** via research, analytics, and experience
2. Bundle **information, products and incentives** for a community
3. Enable a **relationship owner** to build a long term relationship with a key official
4. Collaborate with **community officials** to define an execution plan



In order too.....

1. Enhance community relationships toward **locally beneficial outcomes**
2. Increase initiation and completion of **mitigation actions** by communities

Resulting in more resilient communities

How Will We Accomplish Community Engagement?

We are...

- 1. Developing Staff Skills** on communication and influence
- 2. Providing staff with practical tools and approaches:**
 - Application of communication concepts....influence mapping, relationship index, call plans, etc...
 - Assessing community action potential
 - Community profile development
- 3. Initiating Pilot Projects**
- 4. Integrating skills and tool set** into all ongoing and new projects....making the community engagement process the “new standard procedure”

Region III Pilot Project: Indexing Action Potential

Pennsylvania HUC-8 Watersheds usually have more than 100 communities within them. Assessing community action potential allows for resource allocation and assignment of general outreach and engagement approaches for communities.

*Automated,
3-tiered
ranking*



*Review and re-
index by team
with expert
knowledge*



*3-tiered Menu of
Offerings*

Phase 1

Guidelines for Automated Index:

- Easily available data
- Simple
- Helpful as indicator
- Results lead to action in time

Phase 2

Guidelines for Community Situational Awareness:

- Current Community:
- Receptiveness
 - Resources
 - Relationships
 - Special Considerations

Implementation

Tier 1

Personalized Engagements through relationship owner

Tier 2

Semi-personalized – webex, workshops, conference calls

Tier 3

Info mailings, emails, general invitations.

Region III Pilot Community Example – City of Baltimore

A large, urban coastal community. Region III has an ongoing Risk MAP coastal study including Baltimore. Our Relationship Owner is actively engaging the Community Floodplain Manager and his management.

Region III
Relationship
Owner



Community Floodplain
Manager and
Management



Progressing toward the reduction of flood risk in Baltimore via the following potential outcomes:

Prepares by working across the Mitigation Division as well as with State Counterparts from NFIP Coordinator and the State Hazard Mitigation Officer and contractors to develop insights about Baltimore. Special interest regarding upcoming coastal flood hazard data.

Initial meeting took place on August 9th to:

- City, NFIP, SHMO and Relationship Owner attended
- Framed coastal hazard concerns and actions
- Agreed on concept of Mitigation Road Show for wider City Government exposure
- Gained understanding of City concerns with environment, climate change, historic integrity and need for coastal specific Hazus analysis of flood risk.



Coastal Meeting in September will:

- Integrate CE into coastal product delivery meetings
- Address City coastal hazard concerns
- Deliver Hazus request

Additionally, Mitigation Road Show will be scheduled and delivered in September.

Region III Community Engagement Status

- Formal Training is complete as of August 10th
- Pilot Projects are being finalized in September
- Further implementation will begin in October
- Staff is accepting the concepts and approach along with the understand of the work to come
- We are succeeding with Community Engagement!

Region III Next Steps for Community Engagement

- Formal Assignments of Relationship Owner with tasks to implement appropriate tools and processes
- Additional “targeting” of Action Potential across Pennsylvania Watersheds
- Implementation of 3-tiered approach with appropriate *menu of offerings*
- Tracking of progress and results, especially actions