Outreach Techniques for Rural Communities

Demystifying Jargon and Branding
Communicating Process & Roles
Setting the Stage For Success
Montana - The Headwaters State
Community Floodplain Administrator

- Deputy
- Planner
- EMT
- Dog Catcher
- Lives in another community
- Permitting Coordinator
- Mayor
- Building Official
- City Recorder
Full Risk MAP Process

**MAP SIDE (CTP)**
- Scoping and Discovery
- Project Kickoff
- Data Development
- Preliminary Release
- CCO meeting
- Appeal Period
- Appeal Resolution

**COMMUNITY ASSISTANCE SIDE (CAP)**
- Adoption process discussion
- Pre-LFD Letter
- Map finalization – LFD
- Ordinance Review
- Ordinance & Community Adoption
- Outreach workshops
- Maps Take Effect
- Insurance Assistance
Mapping Steps

- Scoping and Discovery
- Project Kickoff
- Data Development
- Preliminary Release
- CCO meeting
- Appeal Period
- Appeal Resolution
• Preliminary release = draft maps
• CCO = community outreach meetings
• Resiliency, discovery, scoping
• Non-regulatory products
• Hazus
• BFEs, FBS, FIS, SOMA, Depth Grids
Put Yourself in Their Shoes...

- Provide needed information in advance
- Don’t blindside
- Prepare their staff
- No surprises
<table>
<thead>
<tr>
<th>Stage</th>
<th>Date/Period</th>
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<tr>
<td>Kickoff Meeting with Communities 2005</td>
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<td>Project Scoping with Community 1-3 Years</td>
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<tr>
<td>Flood Hazard Data Development/Flood Map &amp; Flood Study Production</td>
<td>7/25/13</td>
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<td>- Preliminary Map and Report Released</td>
<td>7/25/13</td>
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<td>Fixed 90-Day Appeal Period on Flood Elevations</td>
<td>9/7/13</td>
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<td>Variable 30-Day Resolve Appeal Period</td>
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<td>Six-Month Adoption Period to Adopt New Floodplain Ordinances with</td>
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<td>Latest Maps</td>
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<td>Community Meeting Held to Review Maps and Report 8/25/13</td>
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<td>End of Appeal Period 12/6/13</td>
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<td>Letter of Final Determination 10/2/14</td>
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<td>Date Map Effective 4/2/15</td>
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**MISSOULA**

**FEMA Digital Flood Insurance Rate Map (DFIRM) Conversion Process**
Missoula Countywide Project Timeline

- Kickoff: 2005
- Data Development: 1 year (2006)
- Delay Pending Levee Certification Criteria: 2 years (2007)
- #1 Preliminary Release: ½ year (2008)
- Levee Certification Revised Preliminary: 2 years (2009)
- #2 Preliminary Release Community Meeting: 2010-2011
- #3 Preliminary Release Community Meeting: 1 year (2012)
- Delay Non-Levee Embankments: 1 year (2011)
- Delay Non-Accredited Levees: 1 year (2012)
- County Requests Resume: Data Development
Use The Gap in the Project Delivery Timeline

Project Timeline

Scoping

Kickoff

Data Development

Draft (Preliminary) Release

Community Meetings

Notice in Paper (BFE)

Appeal Resolution

Appeal Period

Map Finalization

Community Adoption

Maps take effect

1-3 years

1-2 years

30 days

30-90 days

90 days

???

6 (5) months
Yellowstone Sneak Peek
Resolution of the Appeals and Protests
Yellowstone County Digital Flood Insurance Rate Maps

Thursday, January 3, 2013 * 6:00 PM
Banquet Room at the Yellowstone Valley Electric Cooperative in Huntley

Agenda

1. Introductions of DNRC and Atkins Staff – Tim Miller and Mary Gibson
2. Flood Insurance Rate Map project tasks and timeline – Mary Gibson, DNRC Flood Risk Map Program Coordinator
3. Resolution of Huntley Appeal – Dan March, Senior Project Manager, ATKINS North America, Project Consultants
4. What’s next on Appeals- Dan March
5. What’s next on map adoption process – Mary Gibson
6. Questions and Answers
Yellowstone County DEIRM Mapping Project

As of January, 2013, the appeal for the Huntley Floodplain Association (FPA) has been examined and a final determination has been made. An Appeal Resolution meeting for Huntley FPA residents was held by the County on January 3rd, 2013 and was attended by both DNRC staff and the state’s contractor, Atkins. The purpose of the meeting was to inform residents of the outcome of the appeal and answer questions. Following the meeting, no questions remain by both the residents and the county. A conference call with Yellowstone County staff was conducted on January 9th, 2013 to address concerns and was attended by FEMA and their contractor, Accenture, as well as DNRC (and their mapping contractor, Atkins).

The currently effective Flood Insurance Rate Map (FIRM) for Yellowstone County, dated November 1981, shows a portion of the Huntley subdivision to be located within the Special Flood Hazard Area (SFHA). The SFHA is the area that has a 1-percent or greater chance of flooding in any given year. This area is also referred to by some as the 1-percent-annual-chance floodplain, base floodplain, or the 100-year floodplain (Figure 1).
Arrange the Space
General Presentation
Mapping Information

Break out Stations
Flood Insurance Information

Break out Stations
Adoption Process Discussion

- Time frame for review
  * Prepare the document
  * Local Staff Review
  * Local Attorney Review
  * Land Use Board Review
  * State and FEMA Review
  * Commissioner or Town Council Review
  * Notice Requirements
  * 1st and 2nd reading requirements

(Can take up to 6 months)
Most communities are adopting without copies of final MAPs and FIS
**Letter of Final Determination**

**PRE-LFD LETTER**
- Mapping Side releases preliminary LFD date.
- Heads up letter to community with sample LFD letter.
- Lays out the process for ordinance adoption, review information, and state and federal contact information

**LFD LETTER**
- Another letter is sent to the local community.
- Copy of LFD letter is sent to the FPA.
- Map effective dates are highlighted.
- Lays out the process for ordinance adoption, review information, and state and federal contact information
Ordinance Review and Adoption

✓ The community can either:
✓ * Adopt the state model ordinance or
✓ * Amend their current ordinance
✓ Does it meet state and federal minimums
✓ * State uses checklist and must have written approval
✓ * FEMA will review by checklist, but give verbal approval
✓ * All updated maps and FISs reflected in ordinance
✓ What is the adoption time frame for the community
✓ Copies of all notices and signature pages need to be submitted
✓ FEMA will update CIS to reflect compliance
✓ Mapping project is complete
Outreach Workshops
What to expect with new maps

- Community Workshop
  * Prepare staff for property owner inquiries
- Insurance Workshops for Agents and Lenders
  * National Flood Services
- Engineers and Surveyors Workshops
- Realtors Workshops
- Open House for Property Owners
Maps Go Effective and Insurance Questions

- Maps go effective with minimal concerns
- 30 to 60 days later:
  - Lenders are re-evaluating loans
  - Determination companies hired for reviews
  - Letters go out to property owners
- 45 to 60 months later to even a year later:
  - Panic sets in for property owners
  - Local offices are contacted for information
  - Property information is requested
  - Insurance policies rise
  - OAS and LOMAs are on the rise
  - Revalidation Letters are requested
  - Elected officials are contacted
Lessons Learned

- Start early with adoption process
- Insurance should be mentioned throughout the map process
- Insurance workshops and outreach is critical after LFD and map adoption
- Force placed insurance can be the worst case scenario for a property owner.
- Have information on hand concerning LOMCs
- Communities should be contacting those properties whose LOMCs were not re-validated
- Create property files for insurance inquiries
- Most property owners have 15 days to respond by the time they contact the community