Voices of our Stakeholders: Community Engagement Best Practices for Advancing Action

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June 12, 2013
Challenge: How do you sell a mini van to a single guy?
Community Interview: Objectives & Approach

Identify best practices associated with taking mitigation action and apply that knowledge to enhance FEMA’s community engagement

Approach

- Communities nominated by FEMA Regions
- 10 selected across 7 Regions
- 2 layers of interviews conducted
Communities Interviewed

- Proactive Community Characteristics
- High to Moderate Level of Risk
- Collaborative Governance Structure
- Use of Non-Traditional Resources
- Strong Communication Capabilities
## Communities Interviewed

<table>
<thead>
<tr>
<th>FEMA Region</th>
<th>Community</th>
<th>Notes</th>
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<tbody>
<tr>
<td>2</td>
<td>New York, NY</td>
<td>(2 interviews – PlaNYC Office of Long Term Planning and Sustainability, CTP Department of Environmental Protection, CTP)</td>
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<td>2</td>
<td>Lambertville, NJ</td>
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<td>3</td>
<td>Gloucester, VA</td>
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<td>4</td>
<td>Kentucky State, CTP</td>
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<td>4</td>
<td>Alabama State, CTP</td>
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<td>4</td>
<td>Hillsborough, FL</td>
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<td>6</td>
<td>Harris County, TX, CTP</td>
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<td>8</td>
<td>Denver Urban Drainage, CO, CTP</td>
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<td>9</td>
<td>State of Nevada, CTP</td>
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<td>10</td>
<td>Thurston, WA</td>
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*Data taken from 2012 ASFPM Risk MAP Panel Interview*
The best practices for advancing mitigation are shared by both communities and FEMA

- Integration and the Role of Connector
- Strong Relationship Management
- Deep Understanding of Communities
- Effective use of Technology and Support
Integration and the Role of the Connector

- Help facilitate partnerships across communities and organizations
- Help facilitate partnerships across industries and departments
- Help facilitate and participate in planning committees

Best Practice Spotlight

Regular integration meetings across departments, organizations, and stakeholders to keep informed of mitigation activities, provide status updates, address issues, and build relationships
Strong Relationship Management

- Identify and work toward mutual goals to enhance collaboration
- Set clear expectations for all parties
- Remain accessible to communications from key relationships
- Target partnerships with those who have credibility

**Best Practice Spotlight**

*Enhance your credibility by associating yourself with others who have credibility*
Strong Relationship Management

- Establish relationship owners for key relationships
- Maximize physical presence in interactions
- Find opportunities to create personal connections

Get to know key influencers on a personal level to help foster collaboration & trust
Deep Understanding of Communities

- Tailor messages to the audience
- Participate in pre-engagement planning sessions

**Best Practice Spotlight**

Conduct background research on the organization or community before initial engagements to help craft your messages, identify opportunities, and build credibility.
Effective use of Technology & Support

• Maximize use of available resources and tools
• Provide technical support across all areas of expertise
• Help identify funding opportunities
• Utilize social media to expand communication impact

Best Practice Spotlight

Use and encourage the use of social media to cost-effectively reach large audiences
Adapting community engagement to the voices of our stakeholders helps advance mitigation.
Invitation

- Select two to three best practices discussed today and apply them to help advance a natural hazard mitigation project in your Region/State/Community

- Explore Best Practices