Successfully Engaging Communities in Mitigation Action: RV Community Action Engagement Program

Karen Amrhein, Atkins/STARR
Steve Moddemeyer, CollinsWoerman
Agenda

• Introduction
• RV Community Action Engagement (CAE) Program Goals and Challenges
• Community Resilience
• RV CAE Scope Overview
• Ten Best Practices and Lessons Learned
• Questions
Community resilience is like a lot of other things in life.

- It is important!
- Urgent issues can take priority.
- Technical or programmatic knowledge may not be comprehensive.
- Facilitating a discussion about values, and providing information and ideas can be important first step on long-term goals.
Regional Goals

• Engage local officials with in-depth discussions about risk awareness and local mitigation action
  Interviews and in-person meetings with individual and grouped communities

• Address Action Metric #2
  Some projects with limited technical support included

• Document Needed Technical Support for Future Risk MAP Projects
  – Revisit Discovered watersheds
  – Identify during other projects
Known Challenges

- Some reluctance to support Action Metric goals
- New! Project scope, players, deliverables
- Perception of redundancy
  - Needs documented already
  - Mitigation plan support in-place
- Not the usual suspects – FEMA, State, Local
- Massive program
Understanding Communities
Hearts and minds

- Emotions lead
- Words matter
- Facts augment our emotions
Values

The framework for community identity

Photo by: smkybear
What actions is the community now taking for their future... in any realm, not just flooding?

Can we leverage those actions to build community capacity for the journey ahead?
Building Blocks for Action

• Shared values
• Whose hearts and minds need to be won over?
• What channels to reach them?
• Persuasive communications = shared values + a problem or opportunity + a solution or call to action
• Use the story of the community to help make sense of – Who is the hero? What is the conflict facing the hero?
• How can we help?
• Frame the action in the shared values and identity of the community
Facilitating Local Resilience
We tend to think that our stories are linear
Resilience

- Reorganization
- Exploit
- Conserve
- Release
Helping a community to help itself = Creating value for the whole nation

- Help the community avoid the avoidable and prepare for the unavoidable
- Offer expertise
- Create multiple benefits with each action
## Scope Overview

### Community Needs Pilot
- Core Team Engagement
- Community Research
- Information Sharing
- Pre-Meeting Interviews
- Action Ideas – Low/Mod/High Cost
- Community-Led Action Strategies
- Technical Assistance
- Detailed Documentation for Future Funding

### Pre-Defined Action Pilot
- Action Discovery
- Phased Discovery
  - Mapping Needs
  - Mitigation Needs
- CAPI Tier 1 and 2
  - Individual Mtgs
  - Group Mtgs
- CAPI Tier 3
- Newsletter

### Table

<table>
<thead>
<tr>
<th>Comm Engage Activities</th>
<th>Pgm Mgmt</th>
<th>Disco Phase 1</th>
<th>Disco Phase 2</th>
<th>Disco Action</th>
<th>Pilot Comm Needs</th>
<th>Pilot Pre-Def Action</th>
<th>Action Support Tier 1</th>
<th>Action Support Tier 2</th>
<th>Action Support Tier 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagement Oversight and Management</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CE Planning and Template Development</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Core Team Project Kickoff Call</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stakeholder Identification/Refinement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Core Team Project</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stakeholder Engagement Webinars</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tier 3 Phone Engagement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mitigation Hot Spots Maps</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Insight Interviews</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stakeholder Phone Calls</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Resilience Network Diagram</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>On-site Group Meeting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Core Team Post-Meeting Review</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Core Team Action Planning</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Action Strategies</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discovery Report (and/or updated)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discovery Database/Map (and/or updates)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotwash Sessions/Lessons Learned</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Action Advancement Summary</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Action End</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Check-in 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tier 1 (50 hrs) Comm Action Support</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tier 1 (50 hrs) Comm Action Support</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tier 2 (35 hours) Comm Action Support</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CAPI Update</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAT Update</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newsletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Ten Best Practices and Lessons Learned

1. Understand the importance of the Core Team

   - Desired Community Perception – ONE FEMA

   - Core Team Representation
     - FEMA Branch Representation
     - State
     - STARR

   - Core Team Involvement
Ten Best Practices and Lessons Learned

2. Check in with the community first.

- Community “mind” may change!

- Community interviews can identify “hottest” spots

- Use the interview to communicate project goals and better understand the community’s capabilities
Ten Best Practices and Lessons Learned

3. Find “best available” Hazard Mitigation Plans and/or other plans
   - HMPs on file can be old or in the process of update
   - HMPs can be prepared by a variety of organizations
   - Other watershed or comprehensive plans may provide more insight

4. Include the County Emergency Manager
   - County Emergency Manager may have disaster/grant experience
   - May know of other key stakeholders or resources
   - Usually more involved with the HMP development
   - May advise on similar needs/projects in the area
5. Share first.

- **Profiles**
  - Snapshot of community data
  - Starting point for conversation!

- **Resilience Scorecard**
  - Resilience indicators compared to others
  - Leaves them with something to think about… (and act on?!)
Ten Best Practices and Lessons Learned

6. Provide low, medium, and high cost alternatives and technical assistance ideas for each

- Research BEFORE the meeting for productive and decisive discussions
- Community-led is important – goal of LOCAL implementation
- Low cost alternatives can reduce risk too
Ten Best Practices and Lessons Learned

7. Individual community, not group, meetings
   - No powerpoint
   - Casual, round table, working discussion
   - Invite stakeholders and people that may be able to support mitigation
   - Use forms in meetings to facilitate documentation
   - If more than one community, use breakout groups

8. Focus on Community-Led Mitigation Action (with Core Team technical support)
   - SHMOs and HMA Group support funding for large projects already
   - Consider “smaller” actions that community can implement
     - Ordinance updates
     - Technical support and training
   - Clarify “action” vs. “technical support”
Ten Best Practices and Lessons Learned

9. Put funding toward:

- Identifying desirable actions and technical assistance ideas
- Technical assistance effort

Be prepared with lots of ideas
Walk away from the meeting with a definite plan
Implement technical assistance immediately
Ten Best Practices and Lessons Learned

10. Recognize the importance of the Core Team

- Knowledge of state and regional resources
- Insight into capabilities and shared issues
- Action planning
- Leverage!
Successfully Engaging Communities in Mitigation Action: Region V Community Mitigation Meetings

QUESTIONS?

Karen Amrhein, Atkins/STARR
Steve Moddemeyer, CollinsWoerman

Plan Design Enable