JUMP into Action
A Local’s Perspective on CRS User Groups

ASFPM 2015 - Atlanta
Maggie Olivier, CFM
Jefferson Parish, LA
Jefferson Parish Fun Facts!

- Population = 400,000
- Structures = 140,000
- Size:
  - Land Area = 305 miles$^2$
  - Water Area = 336 miles$^2$
  - Extends 55 miles long
Jefferson United Mitigation Professionals

- Parish-based U-G
- 6 communities
- Started in 2011
- ISO - Jonathan Smith
Meet our Members
When we meet...

- 2nd to last Tuesday of each month
- Rotate locations
- 2 hours
- Agenda varies

1) Welcome/Sign-In

2) Updates
   a. NFIP (share handout on HFIAA)
   b. Plan update
   c. Mitigation Grants
   d. Webinars (1 hour each; 1 CEC each)
      i. Preparing for a Verification Visit (6/17 @ noon)
      ii. Natural Floodplain Functions (6/18 @ noon)
      iii. HFIAA (by R6) – July 8 and 10 (various times; other dates available)

3) Community Self-Assessment
   a. We have our self-assessments. What’s next?

4) PPI Development
   a. Assign sections of the PPI
      i. Identify stakeholders/committee members
   b. Discuss current outreach strategies and ideas for future outreach
Community Rating System (CRS)

GOALS:

1. Reduce and avoid flood damage to insurable property
   - Promote mitigation/elevation

2. Strengthen and support the insurance aspects of the NFIP
   - Flood Zone Det/PPI/Civic Assn. Presentations

3. Foster comprehensive floodplain management
   - Coordination and education
CRS Activities

- 300 Public Information
- 400 Mapping and Regulatory
- 500 Flood Damage Reduction
- 600 Warning and Response
## Benefits of JUMP

<table>
<thead>
<tr>
<th>Community</th>
<th>Current Points</th>
<th>NFIP Policies</th>
<th>CRS Discount</th>
<th>One Class Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jefferson Parish (6)</td>
<td>2,213</td>
<td>96,344</td>
<td>$14,491,007</td>
<td>$19,185,569</td>
</tr>
<tr>
<td>City of Gretna (8)</td>
<td>1,239</td>
<td>3,644</td>
<td>$240,858</td>
<td>$373,833</td>
</tr>
<tr>
<td>City of Harahan (8)</td>
<td>1,204</td>
<td>2,620</td>
<td>$78,839</td>
<td>$120,385</td>
</tr>
<tr>
<td>City of Kenner (7)</td>
<td>1,630</td>
<td>16,026</td>
<td>$2,324,153</td>
<td>$3,362,834</td>
</tr>
<tr>
<td>City of Westwego (8)</td>
<td>1,113</td>
<td>1,467</td>
<td>$50,329</td>
<td>$79,035</td>
</tr>
<tr>
<td>Town of Jean Lafitte (8)</td>
<td>253</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>120,354</strong></td>
<td><strong>$17,185,186</strong></td>
<td><strong>$23,121,656</strong></td>
<td></td>
</tr>
</tbody>
</table>
Hazard Mitigation Plan Update

- High level risk analysis
  - Identified Public Assets and Private Property at greatest risk to:
    - Flood
    - Tropical Storm/Hurricane Winds
    - Storm Surge
    - Tornado
Coordinated Outreach Strategy
“No Dumping”
Formulate Messages for Specific Audiences
Action-Oriented Messages
Outreach Project Mock-Ups
## Activity 370 (Flood Insurance Promotion) Max. 110 points

<table>
<thead>
<tr>
<th>Credit Criteria</th>
<th>Documentation</th>
</tr>
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<tr>
<td><strong>Flood insurance coverage assessment (FIA) (15 points)</strong></td>
<td>For FIA credit, the flood insurance coverage assessment must follow the 7 step process.</td>
</tr>
<tr>
<td>(1) At each verification visit [collect the following and send it to the technical reviewer]:</td>
<td></td>
</tr>
<tr>
<td>(a) A copy of the assessment document or the updated assessment.</td>
<td></td>
</tr>
<tr>
<td>(b) Documentation that the document was submitted to the community's governing body.</td>
<td></td>
</tr>
<tr>
<td><strong>Coverage improvement plan (CP) (15 points)</strong></td>
<td></td>
</tr>
<tr>
<td>(1) The community must receive credit for FIA.</td>
<td></td>
</tr>
<tr>
<td>(2) To (7) The plan must be prepared by a committee, include required items, submitted to governing body, adopted, include an annual evaluation and be updated at each cycle visit.</td>
<td></td>
</tr>
<tr>
<td>(1) At each verification visit [collect the following and send it to the technical reviewer]:</td>
<td></td>
</tr>
<tr>
<td>(a) A copy of the coverage improvement plan document or the updated plan.</td>
<td></td>
</tr>
<tr>
<td>(b) Documentation that the document was adopted by the community's governing body.</td>
<td></td>
</tr>
<tr>
<td><strong>Coverage improvement plan implementation (CPI) (60 points)</strong></td>
<td></td>
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<tr>
<td>(1) The community must receive credit for FIA and credit for CP.</td>
<td></td>
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<tr>
<td>(2) The projects implemented for CPI credit must be listed in the CP.</td>
<td></td>
</tr>
</tbody>
</table>
| (3) The community must implement at least one project that demonstrates that the community’s elected leadership encourages people to purchase or increase their flood insurance coverage. | (a) Copies of flyers, presentations, brochures, etc. that have been produced and disseminated as outreach projects. [Identify which project(s) involves elected leadership.]
| | |
| Technical assistance (TA) (20 points) | |
| (1) The community must identify at least one person, office, or agency to provide flood | (a) If not a community employee, the letter stating that the person and/or agency. |
Are you Ready to JUMP Into Action?  
Start a User Group in your Area!

- Someone committed to initiating communications
- State NFIP Coordinator’s office
- ISO Specialist for the Region
- CRS Users’ Group Advisor  
  - Debbie Vascik
- CRS Communities in the area
- Communities *not yet* in the CRS
Questions?

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For more on the CRS:
www.crsresources.org