Mitigation Matchmaking:
Connecting the Right People to Champion Resilience

Presented by:
Stacy Wright, AICP, CFM
Karen Amrhein, CFM
Community Action Engagement Program – FEMA Region V

• Community Mitigation Meetings goals
• Involvement of the Core Team
  – Who they are
  – How they are involved
Community Action Engagement Program – FEMA Region V

Project steps

– Core Team Identification
– Interviews – identifying priority mitigation concerns and local interests
– Meeting – identify local mitigation action to reduce risk
– MATCHMAKING!
  Core Team – Identify leverage opportunities and gaps
– Provide technical assistance to help the community advance an action
Challenges

• Need full Core Team representation throughout engagement
• Use the experts - find best source for support
  – HMA/SHMO to lead grants and mitigation planning training and support
  – FM&I/NFIP Coordinator on ordinance-related issues
  – State Partners can leverage other efforts, programs, staff
• Community commitment to action can change
• Plan goals early
  – Quantifiably reduce risk ↔ Assist community in any way
• Politics can be a factor (good or bad)
Matchmaking?

Introducing people and supporting interactions so they can:
• discover their common interests/goals
• encourage future relationship growth and collaboration
Examples
Monroe County, MI, communities

Identified Risk: No Hazard Mitigation Plan

State Mitigation Planner + Core Team + Community Officials =

*Honest discussion that kick-started collective local action, leading to the start of a planning process that had been talked about for years*
Detroit, Michigan

Identified Risk: Flooding

SHMO + STARR + MI DEQ + FEMA RA Planner + Charismatic City Contact=
Road to CRS Participation and connections with DWSD
Southwest Wisconsin Communities

Identified Risk: Windstorm Events

SHMO + STARR + FEMA RA Planner (+ R7 Support) =

*Informational workshop on safe room funding and construction requirements*
Minneapolis, MN

Identified Risk: Golf Course Flood Damage

MN DNR + STARR + FEMA RA Planner + City Parks and Rec Board + Watershed District =

*Golf course redesign informed by flood depths + reduced floodwater runoff*
Rockford, IL

Identified Risk: New SFHA to include 400 homes

ISWS + STARR + FEMA RA Planner + FEMA Engineer + FEMA FM&I Specialist =

Community meeting on risk, insurance, informational public open house. Community agreed to NOT appeal the maps and to pursue long-term mitigation.
Village of Valley View, OH

Identified Risk: Flooding and Repetitive Loss

OH EMA + STARR + FEMA RA Planner + ODNR + FEMA FM&I =

Publicly supported grant application approved… repetitive loss properties to be demolished and elevated.
Morgantown, IN

Identified Risk: Erosion Risk

SHMO + NFIP Coordinator + STARR + FEMA RA Planner + Polis Center =

Documented process to develop fluvial erosion hazard maps and provided example ordinance plus ongoing support
“Matchmaking” Tips

• Know your audience – intel helps!
• Be dynamic – keep them interested but don’t overpower the conversation.
• Organic conversation is where the magic happens.
• Be flexible – customize approaches for different groups
Questions?
Thank you

If you’d like to find out more, visit: www.atkinsglobal.com

© Atkins Limited except where stated otherwise.