Utilizing ArcGIS Online for FEMA Meetings and Outreach & Mitigation Strategies
A Little History

- Map updates funded in FY09
- When the PDCC meeting was held, the county requested assistance with an open house and wished to notify citizens of the changes during the appeals/comments period
Preparing for an Open House Meeting

- Division of Water (CTP) and its contractors (Stantec) agreed to help host a meeting
- County notified every resident with a parcel that touched the new flood zone by mailer, and reported those numbers to the press.
  - Used different methodology for identifying who to notify than the CTP would have
- City, County and DOW started receiving phone calls
- Decided we should make the new maps available and searchable by address
Using ArcGIS online

- Stantec stood up preliminary map data in ArcGIS online
- Provided the link for ArcGIS online to local officials for them to use internally or distribute as they chose
Preparation for the Open House

- Stantec prepared 3 computer stations and 1 tablet device with mapping data
- Prepared a short presentation to explain mapping process which Program Manager Carey Johnson was to present to attendees
- Brought 6 staff from Stantec and 3 KY Division of Water staff to assist
An Extremely Well Attended Open House

- Approximately **500** people attended the meeting
- Not enough seats in the room for presentation
  - “Overflow” space in gymnasium was fortunately available


Photos and video courtesy of Wave 3
Map Updates are Met with Resistance

- KDOW and FEMA were the enemy.
- It was very difficult to draw focus away from resistance to any change and explain why updates are necessary.
- Looking at the new maps to determine if a home was “in or out” was a bigger priority for many attendees than listening to a presentation about why maps are updated.
Meeting: Old Practices (paper maps) vs New Practices (digital data)

- Evolution
  - Set of Paper Maps
  - Computer Stations with Digital Data
    - Laptops with Outward Facing Monitors.
  - Computer Stations with Digital Data Hosted online with ArcGIS Online.
Setting Up AGOL

- Need ESRI Login
- Determine which data sets you want to have for the meeting.
- In ArcMap, load all of the data, and set label and scale queries to clean up the digital map.
Setting Up AGOL Cont.

- Tile Cache: A map cache is a directory that contains image tiles of a map extent at specific scale levels. Returning a tile cache takes the server much less time than drawing the map image on demand.
Setting Up AGOL Cont.

- Create Cache for AGOL.
- Scales were dependent on predefined ESRI base map imagery scales.
- Publish data for AGOL use.
- Distribute login information among team members for access.
- Download ESRI ArcGIS application for mobile use.
- Make sure you have internet access at the meeting location.
Capturing the Needs

- Used Mitigation Action Sheets at previous meetings.
- Created GIS point feature class Modeled from Mitigation Sheet.
Benefits of Capturing Needs Digitally

- Point file anyone with the log in could access.
- Immediately view results with devices.
- View results in table with browser.
- Legible
- Eradicates short term memory loss from meeting
Other things we could have done better:

- Create ArcGIS online map earlier in the process so the link could have been included in the mailers to citizens (saving everyone from answering many phone calls and emails)
- Use bit.ly or another web address shortening service to make the link easier to share
- default ArcGIS online format is: http://www.arcgis.com/home/webmap/viewer.html?webmap=ed023b9161254f98b01360651aeff690
- Prepare presentation in video format to play on loop in the presentation room and free up staff for answering questions and concerns
AGOL Exercise

- Navigate to map using QR Code, copy and pasting link into browser, or searching ASFPM 2015 with ArcGIS mobile applications. (Will not work efficiently with Chrome)
- [http://arcg.is/1dBBqkA](http://arcg.is/1dBBqkA)
Questions

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Thank you for Attending!