Stakeholder Outreach and Engagement for the California Coastal Analysis and Mapping Project

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Introductions

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Discussion Topics

- California Coastal Analysis and Mapping Project (CCAMP) Overview
- Outreach Program Goals & Considerations
- Materials and Tools
- Successes and Innovations
- Program Challenges
- Key Takeaways
Overview - Risk MAP

Vision
To deliver quality data that increases public awareness and leads to action that reduces risk to life and property

Objective (Coastal)
To provide updated flood hazard data for 100% of the populated U.S. coast
Two Companion Large-Scale Efforts:

- San Francisco Bay Area Coastal Study
- Open Pacific Coast Study

Re-study flood risk along the open coast and inland bays of all California coastal counties

Re-map the elevation and inland extent of wave-induced coastal flooding

www.r9coastal.org
Overview - California Coastal Analysis and Mapping Project
Overview – CCAMP Outreach Program

- 100 California cities, 20 counties
- Risk MAP deployed to ~11 million people by studying the California Coast
- Held Discovery, Flood Risk Review, and Consultation Coordination Officer Meetings in each county
- Public meetings in selected counties
- Implemented stakeholder engagement plan
Outreach Program Goals

- Ensure community acceptance for new coastal mapping
- Minimize number of comments, appeals, and Scientific Resolution Panel requests
  - Avoid project delays
- Maintain engagement throughout project timeline – aligned to technical tasks
Considerations - Complex Outreach Program

- 5+ years of outreach per County
- Diversify outreach methods
- Identify key local officials and stakeholders
- Translate technical information to community stakeholders
- Inform early and often – news you can use
- Maintain long-term engagement
Methods and Tools

- **Webinars**
- **E-newsletter: Coastal Beat**
- r9coastal.org website
- **Stakeholder Workshops**
- One-on-one engagement with stakeholders
  - Responsive follow-up communications
- **Printed materials**
  - Infographics
  - Brochures
  - Geography-specific factsheets
- **Public Meetings**
Successes and Innovations

Enhancing Outreach with Technology

- Flood Risk Review Comment Tool
- Increased Flooding Scenarios brochure/webinar
- Flood Risk Report Story Map
Program Challenges

- Translating and conveying technical information to range of audiences
- Long time intervals between touchpoints with local officials
- 30+ years since previous coastal FIRM mapping
- Coastal flooding public awareness: less common than East/Gulf coast hurricanes; lacks “news hook”
Key Takeaways

- **Gaining local support**
  - Outreach is critical to success
  - Keep communities informed and engaged throughout project lifecycle
  - Provide tools stakeholders need to stay up to date

- **Comprehensive outreach program → fewer appeals**
Questions?

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The CCAMP Team!