

**STRATEGIC PLAN for**  
**ASFPM's NO ADVERSE IMPACT INITIATIVE (NAI)**

**NAI Vision**

- Communities in the nation with comprehensive planning approaches to flood loss reduction have incorporated NAI principles into the broader community fabric of economics, environment, social concerns, planning and development management programs and policies.
- The rest of the Communities in the nation have adopted and have adequately enforced national flood loss standards and programs, which have been revised to incorporate basic principles which account for the adverse impacts of development

**GOALS**

- I. Goal: Achieve flood loss reduction.**
- II. Goal: Empower State Programs and local communities.**
- III. Goal: Effect change in programs and standards.**

**GOAL I: ACHEIVE FLOOD LOSS REDUCTION.**

**Vision:** The adverse flood impacts of all current and future development in the nation's watersheds is prevented or fully mitigated.

This vision will be achieved by:

1. Refining the NAI Initiative, responding to continued feedback from partners, agencies and policy experts.

The Association will:

- Refine the definition of the NAI Initiative, using the existing two page document as a start.
  - Coordinate an NAI Steering Committee within ASFPM with representatives from the Board, Committees and State Associations.
  - Collect photos, slides and graphics for use in various documents, slide shows and web sites.
  - Place "NAI focused" articles in other organizations' publications.
  - Host Roundtable discussions on NAI, model ordinances, natural and beneficial functions, success stories, etc..
  - Host an NAI Forum in D.C. at the Hall of States.
  - Co-Host NAI Conference with multiple hosts.
  - Combine the NAI Strategic Plan, white paper, techniques, Status Report and other information in one document.
  - Coordinate and track all NAI actions with one NAI Project Leader.
  - Copyright NAI logo.
2. Maintain involvement, provide feedback and recommendations on federal efforts to a) evaluate programs and policies for effectiveness, b) measure program success and c) modify programs and policies accordingly.

The Association will:

- Provide guidance to agencies on project needs, goals and products.
- Keep agency contacts up-to-date on other NAI efforts.
- Share NAI products with agency contacts.
- Facilitate the establishment of goals, milestones and indicators (bench marks) for success using “results based management”
- Share agency products, or summaries, with state and local community contacts.

## **GOAL 2: EMPOWER STATE PROGRAMS AND LOCAL COMMUNITIES.**

**Vision:** Communities and states accept the responsibility to account for all adverse impacts of development.

1. Develop and disseminate tools for local communities to implement the NAI Initiative.

The Association will:

- Define potential objectives for an NAI Project.
  - Create an NAI Status Report, stating the NAI techniques that communities are currently using.
  - Develop a checklist of NAI techniques as follow-up to Status Report.
  - Define NAI in the context of "sustainable communities" (*Miller and Matulik*)
  - Outline the NAI plan process, emphasizing integration in to the community's "fabric" of economics, environment, social concerns, planning and development management programs and policies.
  - Create an NAI Case Studies document that details example community's NAI efforts.
  - Using the case studies, create a menu of NAI approaches and techniques that states and locals can use.
  - Document how communities can illustrate the cost savings of NAI to their citizens and decision makers.
  - Disseminate model policies that are all hazard and comprehensive.
  - Create a "How to Guide" on Implementing NAI.
  - Create a "How to Guide" on Future Conditions Mapping.
  - Create a "How to Guide" on Setting Your Communities NAI "standards".
  - Offer NAI technique training workshops.
  - Encourage comprehensive multi-objective planning through the CRS Program.
  - Create an NAI Video, similar to the one done for Colorado.
  - Document Case Studies of continued current policy projected into future.
2. Inform target audiences about the NAI Initiative and it's implication for that audience. (ASFPM membership, floodplain managers that are not ASFPM Members, local officials, CRS Communities, related professional organizations and non-government organizations.)

The Association will:

- Tailor the NAI PowerPoint presentation to specific audiences.
- Place NAI articles in News and Views, Chapter newsletters and local association newsletters.
- Draft Press Releases on the NAI Initiative progress and successes.
- Place the following on the ASFPM Web site: list of NAI techniques, outline of NAI Initiative and NAI definition.

- Create an "NAI Poster" that communicates "NAI" in one image.
  - Produce future editions of the Tabloid ("tailored" inserts, state specific, children's version, etc.).
  - Conduct "NAI focused" panels and presentations at the ASFPM annual Conference in Phoenix.
  - Conduct "NAI focused" panels and presentations at other organizations' conferences.
  - Produce a tri-fold flyer on NAI progress and projects.
3. Develop and promote appropriate incentives and cost sharing to encourage state and local adoption of NAI approaches.

The Association will:

- Research the use of incentives for state and local programs.
- Create a list of appropriate federal incentives.
- Create a list of appropriate state incentives.
- Approach Congress and federal agencies to seek adoption of appropriate incentives.
- Analyze whether state delegation of floodplain management programs can increase the effectiveness of floodplain management in the nation.

### **GOAL 3: EFFECT CHANGE IN PROGRAMS AND STANDARDS.**

**Vision:** Minimum national standards and programs are upgraded to prevent or mitigate the adverse impacts of development actions in the nation's watersheds. Those programs provide responsibility and control to communities and states through appropriate delegation and oversight.

1. Effect change in federal policy to implement NAI techniques, by working with agencies, Congress, the Administration and our partners.

The Association will:

- Approach Congressional Leaders with an NAI presentation.
- Work to continually up-grade all federal programs to incorporate NAI principles.
- Seek to have NAI principles included in FEMA's strategy to reduce the nation's costs for future disasters.
- Urge the federal government to update Executive Order 11988 to include the NAI Initiative.
- Approach OMB and CEQ with NAI explanation, the Status Report, activities on NAI that are occurring and set the stage for future budgets.\*
- Share information with OBM on the cost savings of NAI techniques.
- Approach FEMA, other agencies, organizations and Foundations to fund NAI projects .
- Facilitate local and state adoption of more stringent standards than the NFIP.
- Urge the Interagency FPM Task Force to revive the "Unified Program" and emphasize the NIA Initiative.
- Encourage floodplain mapping up-dates which map future conditions floodplains.
- Encourage improvement in the national stream gauging system.
- Facilitate EPA/FEMA collaboration on stormwater and floodplain management integration.
- Define NAI options, recommendations, successes and failures through discussions and reports from the ASFPM Policy Committees
- Encourage endorsement of the NAI Initiative from other associations or groups

- Promote the development of a federal base data that would provide information to communities interested in implementing NAI techniques.

\*Examples of potential FY 02 projects to fund:

- Conduct fiscal analysis of a) increase in standards, b) FEMA rate study, c) NFIP Evaluation - Assessment, d) update EO 11988, e) actuarial study, f) sliding cost share and g) HAZUS efficiency
  - Document examples of a) failed projects, b) infrastructure/damage avoidance study, c) money spent to do damage recovery from state or federal projects, d) failure to achieve flood loss reduction in facts and figures, e) law suits against communities regarding liability, f) estimates of future damages to infrastructure and g) monetary benefits of NAI such as enhanced property values or long-term costs that can be avoided.
  - Produce a NAI Forum to shape the NAI Initiative agenda.
  - Support an increased role for states to increase effectiveness of federal programs.
  - Identify risk assessment guidelines for both public and private structures and infrastructure.
  - Identify disaster resistant siting and design guidelines for infrastructure and infrastructure.
  - Facilitate technical assistance for locals and states to understand/adopt NAI initiatives.
2. Assist to effect change in state and local laws/policies/programs to implement NAI techniques.

The Association will:

- Identify opportunities to implement NAI techniques based on feedback from State Coordinators, ASFPM Regional Directors and Policy Committees.
- Keep State NFIP Coordinators up-to-date on NAI efforts.
- Share NAI products with State Coordinators.

## ASFPM ACTION PLAN FOR IMPLEMENTING THE NAI INITIATIVE

This appendix sets out some details about each of the components of the NAI Strategic Plan, and assigns a time frame to each issue or activity. For the short-term and ongoing activities, it also identifies the party, parties, or vehicle within the Association responsible for implementation. Note that this list is not meant to be comprehensive.

Immediate = before calendar year 2001 ends

Short term = FFY 2002

Medium term = FFY 2003 - FFY 2004

Long term = FFY 2005 and beyond

### **GOAL I: ACHEIVE FLOOD LOSS REDUCTION.**

#### **1. Refining the NAI Initiative.**

##### *Immediate:*

- Refine the definition of the NAI Initiative, using the existing two page document as a start. (*Larson and Plasencia*)
- Coordinate an NAI Steering Committee within ASFPM with representatives from the Board, Committees and State Associations. (*Riedel and Miller*)

##### *Short term:*

- Host Roundtable discussions. (*ASFPM Leadership*)
- Host an NAI Forum in D.C. at the Hall of States. (*ASFPM Leadership*)
- Combine the NAI Strategic Plan, white paper, techniques, Status Report and other information in one document. (*Riedel, Miller, Larson, Plasencia, Blackwell with review by the NAI Steering Committee*)
- Copyright NAI logo. (*Executive Office and Blackwell*)

##### *Medium Term*

- Co-Host NAI Conference with multiple hosts. (*ASFPM Leadership*)

##### *On-going*

- Collect photos, slides and graphics for use in various documents, slide shows and web sites. (*Stormwater Committee, specific ASFPM Members and Blackwell*)
- Place "NAI focused" articles in other organizations' publications. (*ASFPM Leadership and NAI Steering Committee*)
- Coordinate and track all NAI actions with one NAI Project Leader. (*Blackwell*)

#### **2. Involvement in federal evaluation projects.**

##### *Immediate:*

- Provide guidance to agencies on project needs, goals and products. (*Riedel and Larson*)

##### *Medium Term:*

- Facilitate the development of "bench marks" for measuring success.

##### *On-going*

- Keep agency contacts up-to-date on NAI efforts. *(Riedel, Miller, Larson and Holland)*
- Share NAI products with agency contacts. *(Executive Office)*
- Share agency products, or summaries, with state and local community contacts. *(Executive Office, ASFPM Membership and Blackwell)*

## **GOAL 2: EMPOWER STATE PROGRAMS AND LOCAL COMMUNITIES.**

### **1. Develop local community tools.**

#### *Immediate:*

- Define potential objectives for an NAI Project. *(ASFPM Leadership and NAI Steering Committee)*
- Create an NAI Status Report, listing NAI techniques and communities which are currently using them. *(Riedel, Larson and Blackwell)*

#### *Short term:*

- Develop a checklist of NAI techniques as follow-up to Status Report. *(NAI Steering Committee and Blackwell)*
- Define NAI in the context of "sustainable communities" *(Miller and Matulik)*

#### *Medium term:*

- Create an NAI Case Studies document that details example community's NAI efforts.
- Using the case studies, create a menu of NAI approaches and techniques that states and locals can use.
- Document how communities can illustrate the cost savings of NAI to their citizens and decision makers. This may be part of the Case Studies document.
- Outline how a community can incorporate NAI principles into the 10 step mitigation planning process, emphasizing integration in to the community's "fabric" of economics, environment, social concerns, planning and development management programs and policies.
- Disseminate model NAI policies that are all hazard and comprehensive.
- Create a "How to Guide" on Implementing NAI.
- Create a "How to Guide" on Future Conditions Mapping.
- Create a "How to Guide" on Setting Your Communities NAI "standards".
- Create a "How to Guide" on cost savings using NAI techniques.

#### *Long Term:*

- Offer NAI Technique training workshops.
- Create an NAI Video, similar to the one done for Colorado.
- Document Case Studies of continued current policy projected into future

#### *On-going:*

- Encourage comprehensive multi-objective planning through the CRS Program. *(NAI Steering Committee)*

### **2. Inform target audiences about the NAI Initiative**

#### *Immediate:*

- Tailor the NAI PowerPoint presentation to specific audiences. *(Larson, ASFPM Board and Blackwell)*

#### *Short term:*

- Place the following on the ASFPM Web site: list of NAI techniques, outline of NAI Initiative and NAI definition. *(Executive Office)*
- Produce future editions of the Tabloid ("tailored" inserts, state specific, children's version, etc.) *(Education Committee, NAI Steering Committee and Blackwell)*
- Create an "NAI Poster" that communicates "NAI" in one image. *(Education Committee and NAI Steering Committee)*
- Conduct "NAI focused" panels and presentations at the ASFPM annual Conference. *(Larson, Plasencia, Riedel and Miller)*

*Medium term:*

- Produce a tri-fold flyer on NAI progress and projects.
- Produce an NAI calendar.

*On-going:*

- Place NAI articles in News and Views, Chapter newsletters and local association newsletters. *(ASFPM Membership and NAI Steering Committee)*
- Draft Press Releases on the NAI Initiative progress and successes. *(Executive Office and Blackwell)*
- Conduct "NAI focused" panels and presentations at other organizations' conferences. *(ASFPM Leadership, Board and Membership )*
- *Maintain and update the NAI page of the ASFPM website (Executive Office)*

**3. Develop and promote incentives for adoption of NAI approaches.**

*Medium Term:*

- Research the use of incentives for state and local programs.
- Create a list of appropriate federal incentives.
- Create a list of appropriate state incentives.
- Analyze whether state delegation of floodplain management programs can increase the effectiveness of floodplain management in the nation.

*Long term:*

- Work with Congress and federal agencies to seek adoption of appropriate incentives.

**GOAL 3: EFFECT CHANGE IN PROGRAMS AND STANDARDS.**

- 1. Effect change in federal policy**, by working with agencies, Congress, the Administration and our partners.

*Immediate:*

- Seek to have NAI principles included in FEMA's strategy to reduce the nation's costs for future disasters. *(ASFPM Leadership)*
- Approach OMB and CEQ with NAI explanation, the Status Report, activities on NAI that are occurring and set the stage for future budgets. *(ASFPM Leadership)*.
- Approach FEMA, other agencies, organizations and Foundations to fund NAI projects. *(ASFPM Leadership and NAI Steering Committee)*

*Short term:*

- Work to continually up-grade all federal programs to incorporate NAI principles. *(ASFPM Leadership)*

- Approach Congressional Leaders regarding the Corps reform caucus. *(ASFPM Leadership)*

*Medium term:*

- Urge the federal government to update Executive Order 11988 to include the NAI Initiative.
- Share information with OBM on the cost savings of NAI techniques.

*On-going:*

- Facilitate state and local adoption of more stringent standards than the NFIP. *(ASFPM Membership)*
- Urge the Interagency FPM Task Force to revive the "Unified Program" and emphasize the NAI Initiative. *(ASFPM Leadership)*
- Encourage floodplain mapping up-dates which map future conditions floodplains. *(ASFPM Membership)*
- Encourage improvement in the national stream gauging system. *(ASFPM Leadership and Liaisons)*
- Facilitate EPA/FEMA collaboration on stormwater and floodplain management integration *(ASFPM Leadership and appropriate Committees)*
- Define NAI options, recommendations, successes and failures through discussions and reports from the ASFPM Policy Committees *(ASFPM Leadership and Blackwell)*
- Encourage endorsement of the NAI Initiative from other associations or groups *(ASFPM Leadership)*
- Promote the development of a federal base data that would provide information to communities interested in implementing NAI techniques. *(ASFPM Leadership)*

**2. Effect change in state policy.**

*Short term:*

- Identify opportunities to implement NAI techniques based on feedback from State Coordinators, ASFPM Regional Directors and Policy Committees. *(ASFPM Membership)*

*On-going:*

- Keep State Coordinators up-to-date on NAI efforts. *(Executive Office and Blackwell)*
- Share NAI products with State Coordinators. *(Executive Office and Blackwell)*