

September 15, 2010

To Whom It May Concern:

The Federal Emergency Management Agency's (FEMA) National Flood Insurance Program (NFIP) is writing to inform you about a new Preferred Risk Policy (PRP) flood insurance option that may provide temporary financial relief to property owners affected by recent flood map changes in your community. Starting October 1, 2010, the Write Your Own companies and the NFIP Servicing Agent will begin notifying certain policyholders of their potential eligibility for this extension. As a result, many policyholders **may turn to you for assistance** in documenting the location of their buildings. Your assistance in not only fulfilling the requests for current and prior flood map documentation, but also providing residents with information will help them better understand the new policy option and whether or not they are eligible.

Please see below list of enclosed materials to assist you in these efforts. We will forward other information as it is developed.

PRP 2-Year Eligibility Extension Materials:

- 1) Property Owner Documentation Form (form to be completed/signed by you and provided to the property owner)
- 2) Historic Flood Map Guide (for community officials – labeled “Why Historic Flood Maps are Important”)
- 3) Fact Sheet 1 (for community officials - labeled “A New Low-Cost Flood Insurance Option for Your Community”)
- 4) Fact Sheet 2 (for consumers – labeled “A New Low-Cost Flood Insurance Option for You”)
- 5) Frequently Asked Questions (for community officials)
- 6) Talking Points (for community officials)

A consumer direct-mail piece/letter template will also be sent to you shortly, which will provide a guide you can use to reach out to your community's property owners directly with important PRP extension information.

Please note that these materials are also available on www.FloodSmart.gov/PRPExtension.

We recognize, and value, your unique influence in your community and hope you will continue to help position flood insurance as a critical part of property ownership and financial planning.

Thank you for your continued support of the NFIP.

Edward L. Connor
Acting Federal Insurance and Mitigation Administrator