MIP Champions and Black Belts

The MIP Champions are FEMA Regional Office staff and Black Belts are Regional Management Center (RMC) staff who were tasked in spring 2007 to promote MIP acceptance and support the MIP user community.

MIP Champions and Black Belts continue to play an important role in MIP acceptance. They work with mapping partners to provide guidance and work through user issues. A bi-weekly call among all Champions and Black Belts allows the group to receive information on the latest project status, discuss outstanding issues, and share success stories.

Levee Support

Procedure Memorandum No. 43

FEMA issued Revised Procedure Memorandum No. 43 (PM 43), Guidelines for Identifying Provisionally Accredited Levees, on March 16, 2007, which supersedes the version issued on September 25, 2006. PM 43 provides guidance on showing flood hazards for areas behind levees on Digital Flood Insurance Rate Maps (DFIRMs) and guidance on levees that are maintenance deficient.

PM 43 allows owners of eligible levees up to 24 months to provide the data and documentation necessary to show that the levee provides protection from the 1-percent-annual-chance flood on a DFIRM.

Eligible levees will be temporarily designated on the map as Provisionally Accredited Levees, or PALs, and the area behind it will be shown as having a moderate flood risk. There is no mandatory insurance purchase requirement, but flood insurance is strongly recommended.
FEMA Using the MIP to Report Status of KPIs 1 and 2

As of October 1, 2007, FEMA relies solely on the Mapping Information Platform (MIP) to report Key Performance Indicators (KPIs) 1 and 2. Therefore, it is important for project information to be kept up to date in the MIP. FEMA uses KPIs to measure the progress of Map Mod in quantifiable numbers.

It is important that Mapping Partners enter actual preliminary and effective dates among other data by the fifth business day of each month, which is when the data is “pulled” from the MIP.

<table>
<thead>
<tr>
<th>Key Performance Indicator (KPI)</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>% of population with digital GIS flood data (preliminary maps)</td>
</tr>
<tr>
<td>2</td>
<td>% of population with effective maps that meet quality standards</td>
</tr>
</tbody>
</table>

FEMA Headquarters and the MOD team staff closely coordinate with the FEMA Regional Offices to manage the progress toward meeting the KPI 1 and KPI 2 goals. The MOD team prepares a monthly report on national progress, which allows FEMA and the MOD team to proactively take steps to achieve program goals.

<table>
<thead>
<tr>
<th>Key Performance Indicator (KPI)</th>
<th>National Target (FY07)</th>
<th>Actual Result (FY07)</th>
<th>National Target (FY08)</th>
<th>Actual Result (Q1 FY08)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>60.0%</td>
<td>60.3%</td>
<td>70.0%</td>
<td>60.9%</td>
</tr>
<tr>
<td>2</td>
<td>35.0%</td>
<td>32.1%</td>
<td>50.0%</td>
<td>32.8%</td>
</tr>
</tbody>
</table>

Cooperating Technical Partners Year in Review

The Cooperating Technical Partners (CTP) Program continued to evolve and grow in 2007. In an effort to build and maintain effective and mutually beneficial partnerships, FEMA continues to enter into formal partnerships with newly signed CTPs (State, local, and multi-jurisdictional agencies, universities and tribal nations). By the end of FY07, 234 known entities were partnering with FEMA in the program. A full list of current CTPs is located at www.floodmaps.fema.gov/fhm/scripts/ctp_list.asp.

FEMA’s Key Performance Indicator (KPI) 3 is the percent of leveraged contributions (from both CTPs and non-CTPs) toward digital flood data. FEMA’s KPI 4 is the percent of funds sent to CTPs. In FY07, FEMA was able to leverage $25,501,081. Though this fell short of the target (20%) by 2.4%, the value of partner contributions is quite large. Additionally, FEMA obligated $53,991,959 to CTPs. This value exceeded the target (33%) by 4.3%.

FEMA and the MOD team continued to offer training for CTPs during 2007. Two offerings of the CTP Special Topics course were held at FEMA’s Emergency Management Institute in Emmitsburg, Maryland. These courses included Mapping Information Platform (MIP) training in a computer lab, quality control steps within the digital Flood Insurance Rate Map Production Process (Procedure Memorandum No. 42 in particular) and levees. Most Regions also offered one-on-one training and technical support.

Outreach efforts included monthly conference calls and monthly electronic mailing list articles. Currently, there are over 427 members receiving the CTP articles. The articles contained information about Community Rating System Success Stories, MIP service packs, FEMA Blue Book updates, Mapping Activity Statement updates, historic maps, CTP training updates, Certified Floodplain Manager certification and its benefits, and FEMA’s Map Service Center Deliverables Package Guide.

2007 was another successful year in building capabilities, strengthening existing partnerships and developing new partnerships. The success of the CTP Program will help to realize the goals of Map Mod.

FEMA Updates the MHIP

In April 2007, FEMA released Version 2.5 of the Multi-Year Flood Hazard Identification Plan, updating Version 2.0, which was released in September 2006 in response to the Mid-Course Adjustment. The MHIP is FEMA’s national plan for Map Mod.

The April update reflects changes to aspects of Key Performance Indicators 1 and 2, updated mapping activity schedules through Fiscal Years 2003-10, and changes to Appendix A, “Detailed Production Report-Sequencing by County.”

FEMA updated the flood map production sequencing based on stakeholder feedback, and is continuing to work towards achieving the program goals defined in the Mid-Course Adjustment.

MHIP Versions 2.0 and 2.5 are available on FEMA’s Flood Hazard Mapping Web site at www.fema.gov/plan/prevent/fhm/mh_main.shtm.
The MIP Champions and Black Belts conducted Studies Workflow redesign training for Managers and Producers, assisted with data clean-up issues as a result of the redesign process migration, and provided valuable input into the identification and prioritization of issues to be resolved in emergency service packs following the redesign.

Studies Workflow Redesign and Training
The Studies Workflow redesign marked a major milestone for the MIP, introducing new functions including: more visibility into the status of work activities, automated validation features, and reduction in unnecessary data entry. Also known as Service Pack 14 (SP 14), the redesign separated tasks into Manager and Producer activities.

MIP Champions and Black Belts conducted instructor-led training for over 400 Managers and Producers. The training included simulations, work instructions, concept slides and quick reference guides that participants received in a manual and on CD.

Training was completed in each FEMA Region in October, November, and December. Participants in all Regions provided enthusiastic and constructive feedback in the post-training evaluations.

Post-Redesign Adjustments
FEMA and the MOD team deployed several Emergency Service Packs (ESPs) to resolve priority issues identified as a result of SP 14. Feedback from the MIP Help tickets, the MIP Champions and Black Belts, and an open conference call to studies workflow users helped to identify and prioritize issues to be included in the ESPs.

A detailed description of these issues and solutions can be found on the MIP at https://hazards.fema.gov > News and Highlights > Post Service Pack 14 Changes.

Other Recent Changes to the MIP
Map Viewer

In October, the Map Viewer was outfitted with up-to-date layer and status information to better present flood-relevant information. Additionally, a number of text placement, formatting, and labeling improvements were made.

More information can be found at https://hazards.fema.gov > News and Highlights > Post Service Pack 14 Changes.

New Procedure for Storing and Retrieving MIP Data
In December, FEMA implemented a new storage application to archive files that have not been recently accessed. All files on the J drive that have not been accessed in 12 months and all files on the K drive that have not been modified in 8 months were migrated to external storage. Users can still retrieve the files, which are identified with a new file icon.

Implementing this application is an important step in the MIP data management effort. This solution will provide net program savings of over $1.5 million by March 2009, with little impact to data accessibility and the user community.

More information can be found at https://hazards.fema.gov > News and Highlights > New Procedure for Storing and Retrieving MIP data.

PALT and Sequencing
FEMA Regional offices and RMCs use the Procurement Acquisition Lead Time (PALT) and Sequencing tools to plan for flood map updates and track obligated funds. In December, the MOD team completed software changes to the MIP, which provided a much improved PALT and Sequencing process for FY08 planning.

Improved Data on the MIP
Corrective Action
FEMA's goal in designing the MIP is to provide readily accessible and accountable digital data online. To help continue to make this vision a reality, FEMA and the MOD team enacted the MIP Corrective Action Plan (CAP) in the Spring of 2007.

The details of the CAP were collaboratively developed by the MIP Champions and Black Belts. The CAP was designed to allow FEMA's mapping partners to bypass activities required by the MIP that were not included in the scope of studies initiated during or before FY05.

The CAP facilitated a successful data "push" to increase the number of up to date studies projects in the MIP in the Summary of 2007. Following this effort, the MOD team reported a considerable performance increase in the schedule (SPI metrics) for National Study Projects from June to July of 2007. The number of data uploads in content manager grew from 575 to 1,577 during quarter 3 of FY07 as well.

CAP Success: Relying on the MIP
In October 2007 FEMA began using the MIP to generate reports on Key Performance Indicators (KPIs). The reports were generated for KPIs 1 and 2 for the fourth quarter of fiscal year 2007; FEMA now relies solely on MIP data to report KPIs 1 and 2.

Using the MIP as the single, official source of study status data was a significant program milestone, eliminating the
Map Amendment and Revision Case Processing

The MOD team’s MT-1 (Map Amendments) and MT-2 (Map Revisions) groups experienced another busy year in terms of applications submitted to FEMA for review and processing.

MT-1 and MT-2 requests are submitted to the MOD team’s Headquarters office in Alexandria, Virginia, where they are logged into the Mapping Information Platform (MIP) to begin processing. Once received, cases are reviewed and processed in the Alexandria office as well as in Regional Management Center (RMC) offices across the country. A summary of the workload on these groups is provided below:

<table>
<thead>
<tr>
<th>MT-1</th>
<th>FY06</th>
<th>FY07</th>
<th>FY08*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cases Received</td>
<td>19,104</td>
<td>21,788</td>
<td>5,305</td>
</tr>
<tr>
<td>Cases Processed</td>
<td>19,188</td>
<td>21,353</td>
<td>4,996</td>
</tr>
</tbody>
</table>

*First quarter data only.

<table>
<thead>
<tr>
<th>MT-2</th>
<th>FY06</th>
<th>FY07</th>
<th>FY08*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cases Received</td>
<td>1,682</td>
<td>1,726</td>
<td>405</td>
</tr>
<tr>
<td>Cases Processed</td>
<td>1,891</td>
<td>1,831</td>
<td>389</td>
</tr>
</tbody>
</table>

*First quarter data only.

In FY07, 99.9% of Amendment cases were completed within FEMA’s regulatory time frame, and 99.0% of Amendment cases were completed within 60 in-house days (not counting the time awaiting data from requesters).

Also in FY07, 99.5% of Revision cases were completed within FEMA’s regulatory time frame, and 93.4% of Revision cases were completed within 145 in-house days (not counting the time awaiting date information from requesters).

eLOMA Update

eLOMA, a web-based application on the Mapping Information Platform (MIP), provides Licensed Professionals (LPs) with a system to submit simple Letter of Map Amendment (LOMA) requests to FEMA. The tool, which reduces the determination time for basic LOMAs from up to 60 days to just minutes in many instances, has been well received.

The number of eLOMA requests and LPs continues to grow at an encouraging rate since its release on June 12, 2006:

- 1,035 LPs have registered to use eLOMA since its release. LPs include licensed land surveyors and registered professional engineers.
- As of January 31, 2008, 848 eLOMA requests have been submitted using the tool and more than 614 eLOMA final determination letters have been issued.

Sources: MT-1 and MT-2 update – Chakea Jackson, (703) 317-6528; Syed Quayem, (703) 960-8800 x3097; Sheila Norlin, (703) 317-3054; eLOMA – David Mummert, (703) 959-3013

BFES on the Web

FEMA, with help from the Mapping on Demand (MOD) team, last year implemented an online system for posting proposed Base Flood Elevation (BFE) changes to the FEMA Flood Hazard Mapping Web site. The application and its accompanying process were developed to conserve resources and reach a larger audience.

In the past, proposed BFEs were published twice in a local newspaper to begin the appeal period for new Flood Insurance Rate Maps (FIRMs). Depending on the number of affected flood sources and communities, the ads often required several letter-sized pages, which could cost FEMA as much as several thousand dollars each time a notice was published. With the issuance of Procedure Memorandum No. 44 (effective April 1, 2007), all ads have been replaced by a small notice directing interested parties to the FEMA Web site, instead. The tool is available for use by the MOD team, FEMA, and all mapping partners.

"The new process was applied to all studies with appeal periods that began on or after April 1, 2007, although Mapping Partners were advised to begin using BFEs on the Web immediately," said Turgay Dabak, MOD team Project Manager for Map Production and Adoption.

BFE notices are available through the Status of Map Change Requests page (www.fema.gov/plan/prevent/fhm/st_main.shtm) and the BFE Notices page (www.fema.gov/plan/prevent/fhm/bfe) on FEMA’s Flood Hazard Mapping Web site.

Mapping Partners and Cooperating Technical Partners are able to prepare and enter BFE data in the BFEs on the Web database if they are funded through post-preliminary

See BFE, Page 9
FEMA Updates Mapping Guidance for Coastal Areas

Flood Maps to Show CBRS Areas

In October 2007, FEMA released Procedure Memorandum No. 39 (PM 39), Requirements for Mapping and Review of Coastal Barrier Resources System Boundaries on Flood Insurance Rate Maps. PM 39 outlines the requirements for mapping and review of the boundaries of protected Coastal Barrier Resource System (CBRS) areas on new flood maps. PM 39 allows coastal residents to view both flood hazard data and CBRS data on the same map, presenting another value-added feature to Digital Flood Insurance Rate Maps (DFIRMs).

With PM 39, FEMA entered into an interagency agreement with the U.S. Fish and Wildlife Service (FWS), the agency that creates and maintains the CBRS maps. FWS and FEMA now can work together to create a mutually approved data layer for new DFIRMs.

Ray Martinez, MOD team Project Manager for CBRS Mapping and Reviews, noted that PM 39 marks the first official endorsement of CBRS boundaries included on DFIRMs. The inclusion of CBRS boundaries on the DFIRMs will allow coastal residents to make more informed building decisions.


Updated Coastal Mapping Guidance

In September 2007, FEMA released Procedure Memorandum No. 47 (PM 47), Guidance for the Determination of the 0.2-Percent-Annual-Chance Wave Envelope along the Atlantic Ocean and Gulf of Mexico Coasts, to update the guidance for analyzing and mapping coastal flood hazards.

Until recently, guidance for calculating the 0.2-percent-annual-chance wave envelope was not included in FEMA mapping procedures. The guidance remains optional, and wave effect elevations will not be shown on flood maps at this time. However, the update provides guidance for calculating the 0.2-percent-annual-chance wave envelope, which will allow coastal communities to comply with FEMA criteria that require all critical infrastructures to be build to standards based on the 0.2-percent-annual-chance floodplain.

Krista Collier, coastal scientist with the MOD team, noted that the updated guidance has already been used or is currently in use in hazard mitigation analysis and in the mapping projects in Mississippi and Louisiana. PM 47 is part of a program-wide effort to update coastal hazard guidance for the Pacific, Atlantic, Gulf, and Great Lakes coasts.

To support PM 47, two FEMA-accepted coastal models—Wave Height Analysis for Flood Insurance Studies (WHAFIS) and Coastal Hazard Analysis and Mapping Program (CHAMP)—were modified to improve program usability and to accommodate the 0.2 percent-annual-chance computations.

The updated models, WHAFIS 4.0 and CHAMP 2.0, and related documentation are accessible through the Forms, Documents, and Software section of FEMA’s Flood Hazard Mapping Web site or can be downloaded directly from the FEMA Library at www.fema.gov/library/viewRecord.do?id=2921 and www.fema.gov/library/viewRecord.do?id=2922, respectively.

Earned Value Management

From the start of Map Mod, FEMA implemented Earned Value Management (EVM) because of its ability to measure progress objectively. EVM measures the technical performance, schedule performance, and cost performance. It provides an early warning of performance problems while there is time for corrective action.

EVM gives the Regions a real time snapshot of the status of projects, and assist managers in evaluating project priorities. Regional staff are able to identify project variances that are affecting the cost and schedule at the project and task levels.

In July, the FEMA Regions were given a first-hand look at the advantages of EV as part of a concentrated training program developed by FEMA designed to increase the knowledge and use of EVM by the Regions, contractors, mapping partners, and MOD team Regional Management Centers.

Additionally, FEMA reviews progress using EV data in monthly Joint Program Review meetings. At these meetings, FEMA monitors program performance by reviewing project level performance. This allows FEMA to track progress related to the established Key Performance Indicators (See the related article: FEMA Using the MIP to report status of KPIs 1 and 2).

When the Department of Homeland Security (DHS) Office of Chief Procurement Officer performed an internal Quick Look assessment in October 2007, it said that “Flood Map Modernization is the best program DHS has reviewed.” Map Mod was rated the highest out of 19 agency programs reviewed by DHS. In the self-assessment spanning DHS, FEMA found Map Mod’s strengths to be in its program management and execution.

“We have made a lot of progress on Program Management,” said Ben Hull, FEMA Program Management Office process lead. “The DHS Quick Look assessment demonstrates this. However, there is still a need to continue to focus on being a performance based organization and using Earned Value results to accomplish our end-state goals.”

Source: Krista Collier, (703) 960-8800 x5371

Source: Luis Rodriguez, (703) 960-8800 x5274

Source: Ray Martinez, (703) 317-6251
Special Correspondence Group Supports Writing Efforts

In 2007, the MOD team’s Special Correspondence Group (SCG) continued to provide high-quality writing and editing services to a wide range of FEMA and Mod team colleagues.

The SCG continued its daily onsite coverage at FEMA, providing editorial assistance to all divisions of the Mitigation Directorate. Each day, staff worked in the Directorate’s Front Office to edit, write, monitor, and otherwise facilitate development and approval of Congressional and other high-level correspondence.

In 2007, the SCG succeeded in reducing a backlog of congressional correspondence throughout the Mitigation Directorate and helped to ensure that timely and thorough responses were prepared and sent to all requesters. Through interaction with subject matter experts in FEMA headquarters, as well as the Regions and MOD team Regional Management Centers, the SCG has increased its capacity to deal with the “hot” subjects of the day, such as levee issues.

In addition to its work at the Directorate’s Front Office, the SCG works with the MOD team to answer congressional queries regarding various aspects of Map Mod. The SCG also serves the general public by researching and responding to e-mail received through the Map Specialist and Ask the Expert e-mail links on the FEMA Web site. These allow the public to e-mail their questions and concerns about flood risks, flood insurance, and related matters.

The group took additional steps to improve the breadth of its activities and to encourage other Process Areas to use its services. In March 2007, the SCG established a formal Publication Services Group to provide editing and formatting services for MOD team and Baker colleagues. Customers interested in using SCG Publications Services can request copy-editing, writing, substantive editing, formatting assistance, or a combination of services.

The Publications Services Group received 99 requests for formatting and editing services in 2007. Most of these came from colleagues on the MOD team. The Publications Services staff worked on such documents as Appendix M of FEMA’s Guidelines and Specifications for Flood Hazard Mapping Partners, several presentations, and numerous work products and deliverables.

“The number of special requests and assignments we have received has dramatically increased compared to the previous three years-plus that I’ve been with the group,” said Josh Fernatt, Publications Services manager. “It’s been a great opportunity to let the Map Mod community know what services we can provide to make their documents stronger. I expect a continued increase in our workload in 2008.”

FMAC Aids Thousands

The FEMA Map Assistance Center (FMAC) is a contact center that informs callers of National Flood Insurance Program rules and regulations and answers inquiries on a variety of flood hazard mapping-related topics. Map Specialists are well-versed in the Letter of Map Change process and are able to explain the process to callers who often have little familiarity with such data requirements as official land records or certified elevation data. Map Specialists also handle map revision inquiries from surveyors, engineers, community officials, lenders, insurance agents, appraisers, and floodplain managers.

The FMAC received a record number of calls in FY07, and below is a snapshot of the number of calls, FEMA Region, and type of caller:

- The FMAC received 141,711 calls during FY07, more calls than in any previous fiscal year.
- Callers from FEMA Regions IV (28%), V (18%), and VI (13%) made up the top three segments of the FMAC caller base during FY07.
- Property owners represent the largest population of callers (69% of all calls).

You can reach the FMAC at 1-877-FEMA MAP (1-877-336-2627) Monday through Friday, 8:00 a.m. through 6:30 p.m. Eastern Standard Time (Eastern Daylight Time during the summer months). Self-service options are available 24 hours a day, seven days a week.

MIP (continued from page 3)

need to manually track the information, a time-consuming process.

(See the related article: FEMA Using the MIP to report status of KPIs 1 and 2).

Future Improvements and Outreach

Needs and Focus for the Future

Usability of the entire system will continue to be a main focus, as will further refinements to the study workflow and reporting functions of the MIP. FEMA Headquarters staff, the MIP Champions, and the MOD team will continue to prioritize issues and change requests, and schedule future service packs.

Messaging to the Users

FEMA and the MOD team continue to explore innovative ways to expand MIP-related communication to improve awareness and outreach in the user community. This includes leveraging the MIP Champions and Black Belts, providing updates to the MIP News and Highlights and User Care tab (https://hazards.fema.gov), and distributing the MIP Insider newsletter.

Sources: Ken Hamer (703) 960-8800 x6285, Christina Bassis (703) 960-8800 x3020
**Levees (continued from page 1)**

If the community or levee owner does not have the data and documentation to demonstrate compliance with the NFIP regulations, the levee will be de-accredited and the area will be mapped as a high flood risk and flood insurance purchase will be mandatory.

In addition to providing owners of eligible levees with temporary PAL designation, Revised PM 43 offers a one-time-only 1-year “maintenance deficiency correction period” to qualified levees. If the levee owner provides the data to demonstrate that the deficiencies have been corrected within the 1-year period, the levee could be eligible for the PAL designation and the levee owner would be offered up to 24 months to compile the required data and documentation to demonstrate the levee’s compliance with the NFIP regulations.

**PAL Tracking**

To track communities through the PAL process, each month the MOD team Regional Management Centers (RMCs) coordinate with Regional Offices, Mapping Partners, and Cooperating Technical Partners (CTPs) to populate a report that tracks the following information:

- The name of the levee owner
- The levee name
- The preliminary and final PAL scenario
- PAL agreement letter dates
- The 90-day and 1-year progress report due dates
- Other relevant information

MOD team Headquarters staff assembles the data from the 10 RMCs into a single report and submits it to FEMA Headquarters. This information supports FEMA during the PAL process to ensure all milestones meet and to help keep projects on schedule.

**Outreach and Stakeholder Education**

To help FEMA inform and educate program stakeholders—communities, engineers, floodplain managers, map makers, the public, and the insurance and lending industries—about levees and the requirements of PM 43, the mapping and insurance requirements behind levees, and the inherent flood risk behind levees, the MOD team helped FEMA create a suite of informative outreach materials. When PM 43 was revised in March 2007, the MOD team worked with FEMA to update the outreach materials and Web site content.

The MOD team also led the development and maintenance of a section of FEMA’s Flood Hazard Mapping Web site dedicated to levees. All of the levee outreach materials, along with Revised PM 43, are posted to the FEMA Library and are accessible through www.fema.gov/plan/prevent/fhm/lv_intro.shtm.

Additionally, FEMA and the MOD team created stakeholder education course materials that cover the levee challenge, roles and responsibilities, and other topics. These materials were first presented at the Association of State Floodplain Managers conference in June 2007.

Based on the stakeholder education course materials, the MOD team worked with FEMA to create a Train-the-Trainer course designed to give FEMA training teams the information and materials they need to train both FEMA staff and stakeholders that are involved with the identification and mapping of levees. The course content for the Train-the-Trainer course was developed in modules, allowing the training teams to deliver all of the content together or as separate individual topic areas.

Craig Kennedy and Dick Wild, the FEMA and MOD team levee outreach leads, presented the Train-the-Trainer materials to Regional Office, RMC, and IDIQ attendees of the levee session during the Risk Analysis meeting in Philadelphia held in December 2007. Feedback from the attendees will be incorporated before the materials are rolled out.

**Midterm Levee Inventory**

At FEMA’s request, the MOD team designed the Midterm Levee Inventory (MLI) to complement the U.S. Army Corps of Engineers (USACE) National Levee Database (NLD). Whereas the NLD is used to map USACE-related flood control projects District by District, capturing all levels of protection, the MLI will capture all levee data (USACE and non USACE), with a primary focus on levees that provide protection from the base (1-percent-annual-chance) flood. Levees providing less than 1-percent-annual-chance flood protection will also be included in the MLI if data are readily available.

The MOD team performed project coordination, management tasks, and data development for the MLI. FEMA Headquarters and MOD team Headquarters and RMCs 1, 7, 9, and 10 were instrumental in developing the MLI. Each RMC populated the MLI and coordinated with IDIQs and CTPs to assure the accuracy and completeness of the levee Geographic Information System linework.

Source: Paul Slonac, (703) 317-6241
Coordinated Outreach Continued to Be Central to Map Mod in 2007

Map Mod is a dynamic project that affects millions of people. To disseminate critical program information to stakeholders nationwide, the MOD team’s Outreach and Risk Communication group worked closely with FEMA’s Risk Analysis Division this past year. The overarching goal of outreach is to create a climate of understanding and ownership of the mapping process, which helps accomplish Map Mod’s aggressive schedule and goals.

But what is effective outreach? Below are examples of how the MOD team supported FEMA with the successful implementation of outreach efforts around the Nation in 2007.

Sacramento, CA, Letter of Map Revision

When FEMA issued a Letter of Map Revision (LOMR) that affected 26,000 properties in Sacramento, CA, to reflect improvements to the levee system, FEMA staff knew that outreach would be crucial to explain the effects to homeowners, lenders, flood zone determination companies, insurance companies, real estate agents, developers, and others.

MOD team outreach staff from MOD team Headquarters and Regional Management Center (RMC) 9 successfully coordinated with many players, including staff from FEMA Headquarters, FEMA Region IX, the Map Service Center (MSC), the National Flood Determination Association (NFDA), and the Sacramento Area Flood Control Agency (SAFCA).

The MOD team worked with FEMA to create a simple, instructional paragraph to distribute to the mortgage lending industry and NFDA alerting them of the LOMR and the insurance implications before it was issued.

MOD team outreach staff worked with the MOD team’s Web Services staff to create a section on the Flood Hazard Mapping Web site specifically for information on the LOMR. This page, within the “Priority Map Changes” portion of the site, also contains the LOMR and map attachments. The MOD team worked with MSC staff to post information on the front page of the MSC Web site.

At the local level, FEMA’s FloodSmart team worked with the City and County of Sacramento to alert the lending industry on how they can use the LOMR as an opportunity to encourage property owners to maintain flood insurance. Additionally, SAFCA and the City of Sacramento conducted flood insurance/levee risk awareness outreach to the more than 120,000 property owners who are protected by the levees.

Video and Kiosk

Many aspects of Map Mod have changed since its inception, and the MOD team regularly creates and updates products to reflect these changes.

One such product was the 2007 Map Mod video. Starting in December 2006, a committee of FEMA and MOD team representatives worked to update the 2004 video. The video showcases Map Mod and its accomplishments from 2001 to 2006 using a dynamic mix of animation, photographs, music, and video footage. The video is approximately 8 minutes long and includes a narrative of Map Mod, including the past, present, and future of mapping. During his plenary session at the Association of State Floodplain Managers (ASFPM) conference in Norfolk, VA, Doug Bellomo, Director of FEMA’s Risk Analysis Division, featured the video.

Last year, a new item was added to the array of outreach materials — an interactive kiosk. The kiosk is a repository for Map Mod outreach and training resources. The touch screen menu includes sections on the Mapping Information Platform (MIP), Levees and Coastal, Program Resources, Program Guidance, and Program Overview. By touching any of these categories, the user can view Flash presentations, fact sheets, and Web sites. The kiosk made its debut at the ASFPM conference in June.

Conferences

Coordinating with and receiving feedback from stakeholders are important aspects of the Map Mod communication strategy. One way of receiving feedback is through industry conferences.

The MOD team attended and supported conference coordination for the following national, annual conferences and meetings: ASFPM conference, NFDA annual meeting, the American Planning Association, the National Flood Insurance Program’s Flood Conference, the ESRI International User’s Conference, the National Association of Flood and Stormwater Management Agencies conference, and the National States Geographic Information Council conference.

To support conferences and meetings, the MOD team gave and moderated presentations; supported FEMA presentations; set up and staffed the Map Mod and NFIP booths; attended concurrent sessions; participated in panel discussions; led trainings; provided advance and onsite logistical production and support; and designed booth materials, posters, briefing notebooks, and handout packages.

Outreach Consortium Pilot Case Study

Each month, staff from MOD team Headquarters and the RMCs hold a

A Booth and Kiosk provided in-depth Map Mod information at various conferences.
FEMA Improves the Mapping Procedures

PM 38 Guidance and Implementation

FEMA issued Procedure Memorandum No. 38 (PM 38), Implementation of Floodplain Boundary Standards, on October 17, 2007. This memorandum revised the Floodplain Boundary Standard (FBS) and further clarified the guidance for its implementation affecting Digital Flood Insurance Rate Maps (DFIRMs) produced using Map Mod funding. Subsequently, the Floodplain Boundary Standard Audit Procedures were updated to reflect revisions issued in PM 38. The revisions to PM 38 were in response to the Mid-Course Adjustment and the results obtained from the first round of FBS audits. Audit requirements were also revised to clarify the self certification process.

PM 38 rescinds the requirement that a map must meet the FBS in order to be counted toward Key Performance Indicator and updates the FBS criteria as shown in the table below.

<table>
<thead>
<tr>
<th>Risk Class</th>
<th>Characteristics</th>
<th>Delineation Reliability of the Floodplain per study methodology ¹</th>
<th>Detailed</th>
<th>Approximate ²</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>High population and densities within the floodplain, and/or high anticipated growth</td>
<td>+/- 1.0 foot/95%</td>
<td>+/- 1/2 contour 95%</td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>Medium population and densities within the floodplain, and/or modest anticipated growth</td>
<td>+/- 1.0 foot/95%</td>
<td>+/- 1/2 contour 90%</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>Low population and densities within the floodplain, and/or no anticipated growth</td>
<td>+/- 1.0 foot/85%</td>
<td>+/- 1/2 contour 85%</td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>Undetermined Risk, likely subject to flooding</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>E</td>
<td>Minimal risk of flooding, area not studied</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>

¹ The difference between the ground elevation (defined from topographic data) and the computer flood elevation.
² For Approximate studies the vertical tolerance should be +/- 1/2 contour or 1.0 ft, whichever is greater.
³ Vertical accuracy requirements specified in this table can be achieved within a horizontal accuracy of +/- 38 feet for each risk class. The horizontal tolerance addresses varying floodplain delineation techniques (automated versus non-automated) and map scale limitations.

Floodplain Boundary Standard for Digital Flood Insurance Rate Maps

To support the self certification process, the MOD team conducted two training sessions in January 2008 with the FEMA Regions, Regional Management Centers, and Mapping partners. The training sessions focused on facilitating successful implementation of the revised PM 38 and soliciting feedback from the participants regarding the additional assistance needed to streamline the self certification process. More training sessions are planned in the future.

PM 42 Guidance and Training

FEMA continues to work with mapping partners and stakeholders to make digital data and products available to communities and the public. On June 21, 2007, FEMA issued Procedure Memorandum No. 42 (PM 42), Quality Control Requirements in the DFIRM Process, to enhance the process of ensuring communities receive digital data at the same time as paper maps.

PM 42 changed the quality review process to include seven quality review steps:

1. Automated validation of the draft DFIRM database
2. Automated validation of the preliminary maps and Flood Insurance Study report
3. Visual validation of preliminary maps and Flood Insurance Study report
4. Visual validation and publication of the Federal Register and Base Flood Elevation notices
5. Automated and visual validation of the final DFIRM
6. Visual quality control of the Letter of Final Determination
7. Validation of the Map Service Center deliverable package

To implement PM 42, FEMA recommends timeframes and planning tips to help avoid schedule delays. FEMA and the MOD team created an Implementation Guide to help explain the QR steps. The Guide is located on the FEMA Library at [www.fema.gov/library/viewRecord.do?id=2723](http://www.fema.gov/library/viewRecord.do?id=2723).

Additionally, FEMA and the MOD team conducted training sessions for Cooperating Technical Partners (CTPs), Mapping Partners, as well as State and Regional Office representatives, to help them understand the new review steps. The sessions began last summer and will continue into 2008.

The January and February classes are full, but limited space is available in the next class for Mapping Partners on March 12. Contact your local Regional Management Center (RMC) for details on class registration. For questions on implementing PM 42, CTPs and mapping partners are encouraged to contact their local RMC.

PM 42, along with all other Procedure Memorandums, is available for viewing and downloading on the FEMA Web site at [www.fema.gov/plan/prevent/fhm/sp_memos.shtm](http://www.fema.gov/plan/prevent/fhm/sp_memos.shtm).

BFEs (continued from page 4)

processing for their studies and have been granted access by the Web Tool Administrator. Karen Rooney ([Karen.Rooney@mapmodteam.com](mailto:Karen.Rooney@mapmodteam.com)) or Janet Halloway ([Janet.Halloway@mapmodteam.com](mailto:Janet.Halloway@mapmodteam.com)) at the MOD team can be contacted to request access to the Web Tool.

FEMA estimates that it will save approximately $500,000-$1 million annually depending on the size of the studies and the location of communities.

To assure that this change in the notification process is implemented smoothly, FEMA and the MOD team held training sessions for FEMA contractors and mapping partners. Proposed BFE changes will continue to be posted in the Federal Register.

Source: Kate Metznik, (703) 960-8800 x3112
Outreach (continued from page 8)

coordination conference call. Through discussions and lessons learned shared on the call, it is clear that no two FEMA Regions are alike nor are any two communities, municipalities, parishes or townships with the Regions alike, either. The task of informing and involving communities impacted by updated flood map data is dynamic and complex, and approach does not work in every community.

To better understand the myriad of outreach techniques and materials used across the program, the MOD team initiated a Best Practice Pilot Case Study. The RMC outreach team members, in coordination with FEMA Regional counterparts, were asked to focus on one example within each Region that exemplifies the demonstrated impact of the presence (or absence) of a coordinated communications and outreach effort.

Each Region faces a large spectrum of issues, and the intent of the Report is to provide specific examples of how outreach is performed across the program, to capture the materials and methods used, and to analyze the findings.

Map Mod in the News

Providing stakeholders with timely information on Map Mod activities is instrumental in developing a successful outreach program. The MOD developed eight articles that were published in stakeholder newsletters. The articles focused on levees, Digital Vision, eLOMA, and other topics.

Map Mod Outreach Materials

The MOD team also coordinates with FEMA and MOD team subject matter experts to ensure that all fact sheets, brochures, pamphlets, flyers, and other Map Mod resources reflect the most up to date information available. These materials are distributed at conferences and at local meetings by FEMA and RMC staff. MOD team members can access the current materials at SharePoint, Communication & Outreach, Outreach Consortium Central Library.

In Memoriam

Sadly, the MOD team lost three members this past year—Paul Nikituk, Mike Robinson, and C. Edward Crawford.

Paul was instrumental in leading our Letter of Map Revision, Letter of Map Amendment, and Program Administration groups. Paul passed away January 12, 2007, after a long illness.

Mike passed away on September 4 while hiking in the Himalayan Mountains in India. Mike had decades of floodplain management experience and worked at FEMA for 25 years before joining Baker.

C. Edward Crawford, a long-time MOD team member, passed away on November 18 due to complications from a stroke while traveling in Bosnia. C. Edward supported the National Flood Insurance Program for more than 25 years. A memorial service for C. Edward Crawford will be held Saturday, February 2, at 11:00 a.m. at St. David’s Episcopal Church in Baltimore, MD.

All three were dedicated employees who will be missed both professionally and personally.