ASSOCIATION OF STATE FLOODPLAIN MANAGERS

Dedicated to reducing flood losses and protecting floodplain resources . . .

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Floodplain Management needs a Conservation Ethic

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The floodprone areas of the United States are finite land-and-water systems that have specific natural functions and accompanying resources. These functions and resources are vital to human existence and also to the ecological balance of the planet. The tension between the needs of the ecosystem and human demands threatens this vital but exhaustible resource base. Unfortunately, that simple set of facts is barely recognized in contemporary floodplain management policy and practice.

Some Perspective

In the 1960s and 1970s, national policy advances were made that provided a glimpse of the interconnections among floodplains, wetlands, and environmental objectives. The U.S. Water Resources Council pointed out that floodplains had "natural and cultural" resources (U.S. Water Resources Council, 1979) and their importance was emphasized in each subsequent edition of *A Unified National Program for Floodplain Management* (Interagency Task Force on Floodplain Management, 1986; Federal Interagency Floodplain Management Task Force,1994) and given prominence in a subsequent national report devoted solely to floodplain functions and services (Task Force on the Natural and Beneficial Functions of the Floodplain, 2002).

However, with the exception of the limited protection provided to wetlands (but not to entire floodplains) under the regulations of the Clean Water Act, little has been done to further a national policy that acknowledges—and safeguards—the role that natural floodpla—functions and resources play in our nation's future well-being. That well-being depends on public safety, an economically stable resource base, high quality of life, and the simple knowledge that abundant, healthy floodplains continue to exist in our landscape and support our ecosystems.

Now in 2009—before it is too late—we must foster a natural resource conservation and management ethic within floodplain management. As a policy, floodplain management needs a mature and balanced embrace of life safety, the built environment, and the value and condition of our floodplains' natural resources. As a discipline, floodplain management must reach beyond engineering and planning to embrace the science and expertise of natural resource management.

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A Conservation Ethic (cont.)

A Rationale for Action

There are many reasons to preserve the natural resources, functions, and services of our floodplains. Perhaps most persuasive is that a nation's natural resources are its economic underpinnings. A nation must have a resource base to clothe, feed, and provide raw materials for the production of necessary material goods for its population and to generate a sustainable national economy.

Almost 30 years ago, Dasgupta and Heal (1980) called attention to the fact that, in contrast to the theories of previous centuries, 20th century economic theory failed to consider the limits that natural resources could place on an economy. Not did it make explicit the underlying assumption that slight price fluctuations could counteract any negative impacts on the resource base. In essence, society's perception of an abundance of natural resources had created the illusion of an unlimited supply—an illusion that carried into economic theory.

Today, one only need look at the status of our nation's water resources and floodplains to realize that much of our infrastructure and investment took place on the basis of these flawed economic theories and misperceptions. A short-sighted policy evolved during two centuries of desire to expand the human footprint on the continent by leveraging land and water resources to establish the nation's economic dominance. A long-term resource conservation strategy has been missing. Instead, water resource economics and policy has been focused primarily on a fairly quick financial return on developed uses. Little, if any, accounting has been made of the lost opportunity costs to the nation brought about by the demise of critical floodplain resources and functions— natural habitat, aquifer recharge, water filtration, flood storage and conveyance, open space and aesthetic pleasure, contribution to biodiversity and watershed health, and others. Flood protection programs of the federal government, by policy mandate, must maximize the national economic development (NED) return on any investment. Authorizations for

This article is excerpted from a longer paper, "The Need for a Resource Conservation Ethic in Floodplain Management," prepared for the ASFPM Foundation's Symposium 1: Defining and Measuring Flood Risks and Floodplain Resources [see related article on page 16]. The full paper can be read at http://www.asfpmfoundation.org. The authors welcome feedback and comments on this idea, sent to jacki.JLM@bresnan.net or Dplasencia@mbakercorp.com.

many of these programs come from the Water Resources Development Act.

Because of the historic perception of limitless resources, a narrow focus on economic development, and laws to support these perspectives, it is not surprising that current policies and programs reflect a bias towards protecting developed—rather than natural—uses for floodprone areas. Nor is it a puzzle that accepted water project analyses are virtually incapable of demonstrating a flood loss reduction benefit for open space or natural resource conservation or accounting for the costs of degraded or diminished resources.

Today, however, we do have the choice—and the responsibility—to manage both finite and renewable land-and-water resources as well as renewable resources in a manner that is sustainable.

Forestry and Agriculture as Analogs

There are examples in history of a national shift from an "extraction" to a "sustainable management" mindset. The deforestation of the late 1800s and the dust bowl of the 1930s brought into focus just how fragile our seemingly unlimited resources were, along with a recognition that change was needed. It became clear that, if we did not modify the way in which we managed these resources, we would ultimately lose the ability to produce food or supply forest products essential to people and to the economy.

Today we face similar challenges with the natural resources of our floodprone lands and their water. Fresh and saltwater fisheries are in decline. Water supplies are at the brink of snapping due to oversubscription accompanied by a contradictory need to provide for a rapidly growing population. Many flora

[continued on next page]

A Conservation Ethic (cont.)

and fauna are stressed and the long-term impacts of that stress are unknown. A changing climate will only further strain these and other resources.

Prolonging a national flood "policy" that does not fully consider the value of these and other resources—to practice floodplain management in a manner that does not embrace a conservation ethic—would be akin to our nation's having turned its back on the deforestation of the late 1800s, or to having failed to change agricultural practices during the 1930s.

To Move Forward

If floodplain management does not embrace a natural resource ethic on a nearly universal basis, we risk responsibility for the collapse of our water-based biotic systems with potentially disastrous impacts on our economy, our well-being, and our future. Changes in at least four categories must be made to effectuate such an ethic, outlined below.

Policy—We need to evaluate fully our water and associated land management policies to ensure that all practices are aligned and that they give due consideration to the natural functions and services of floodplains. To date, our primary strategy has been that of environmental regulation, which, as conservationists know all too well, essentially means presiding over the orderly demise of these systems, rather than preserving or managing them.

Practice—Broad goals such as "protect and restore" the natural resources and services provided by floodplain lands (as declared in numerous official documents) are all well and good but carefully targeted direction is needed. Without measurable goals we cannot ensure for future generations any semblance of the natural riparian and coastal resources that characterized our continent for millennia.

Several methods are available in the natural resources field to quantify the services, functions, and resources provided by lands in their natural or nearly natural condition. Some of these are ecosystem valuation (see, for example, King and Mazzota, 2000); economic impact analysis (see, for example, Rivers, Trails and Conservation Assistance Program, 1995); ecological risk assessment (see, for example, Suter, 2006); and benefit/cost analysis (see, for example, Kroeger and Manolo, 2006). These methods, and others, need to be applied to floodplain resources and services in order to make wise decisions, craft management targets, and assess progress. This approach has been used for floodplains only in isolated instances (see, for example, Riley, 2009; and Swedeen and Pittman, 2007).

Education— Floodplain management professionals of the future should include planners, biologists, natural resource managers, engineers, and many others. Today's managers should be challenged to obtain additional formal or informal training in natural resource management practice and its theory.

Vision— The nation needs to enunciate a vision of our land-and-water resources for the 21st century and beyond that reflects all of our new realities— population growth and movement, advanced technology, changes in climate, increasingly dense (and expensive) development and infrastructure, and, finally, the combination of all of these. We are no longer a nation whose lands and waters are unlimited compared with our large and growing population. However, we do still have a wealth of these resources that can be sustained, given the necessary attention and management.

To Sum Up

Any national strategy for managing flood-prone lands—whatever term is used to describe it— must fully incorporate both the risk of flooding (threats to the built environment and to lives) and risks to the floodplain (threats to the resources and functions that depend on natural floodprone areas). To accomplish this we must allow room for these parallel objectives in our thinking and also work towards establishing a resource conservation ethic within our practice and within our policies. Failure to do so will likely lead to further division between the co-equal objectives of floodplain management (loss reduction and resource protection) and further erode the real underpinning of our nation's economy—a healthy base of water-related natural resources.

Nominations still Open for CRS Award for Excellence

The NFIP Community Rating System is seeking nominees for a new "CRS Award for Excellence," which will acknowledge the important role played by local insurance agents and other private-sector partners who work with CRS-participating local governments. The award will be presented during the 2010 National Flood Conference, to be held in San Diego, California, in April.

Advancement in the CRS and improvements in a local floodplain management program are often in part the result of the extraordinary efforts of private sector partners. Some local insurance agents and other private-sector community leaders act as informal advisors to local CRS Coordinators, or volunteer their expertise for an "open house" on flood protection or other public awareness initiatives. They contribute their expertise and leadership skills to help market flood insurance, improve understanding of the dangers of flooding and the ways flood damage can be avoided, and contribute to overall community well-being.

Do you know an insurance agent, business professional, or other private sector community leader whose dedication should be recognized with the CRS Award for Excellence? Nominees should be

- Actively involved in a CRS community and knowledgeable about local flood potential;
- Active in promoting flood insurance to help households prepare for possible flood damage;
- Active in encouraging community leaders to improve local safety and resilience to flooding;
- Be working to alert residents and businesses to flood dangers and to promote the purchase of flood insurance and other mitigation measures.
- Set application forms at http://www.fema.gov:80/library/viewRecord.do?id=3805.

The new deadline for nominations is January 15, 2010.

A Conservation Ethic (cont.)

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from the Chair

Greg Main, CFM

While sitting in my tree stand on a crisp fall morning, I took some time to ponder why we still have a hard time communicating flood risk to the public. It seems that at times our focus is on communicating the negative aspects of flooding, which many people naturally tend to want to ignore or deny that it will ever happen. People need to be aware of their risk and know what to do about it. This is a challenging concept to communicate. But building awareness and understanding is known to lead to behavior change. So why is it that most people don't want to understand the risk of occupying the floodplain? I guess maybe it is because of all the positive aspects that we find in our floodplains. For me it's being in the bottoms of the Ohio River chasing deer in the fall or lying on a sunny beach during spring break trying to get a tan. We are all drawn to the water and find it hard to perceive it as risky. Therein lies the challenge we face as we try to figure out how improve the public's understanding and decisionmaking processes when it comes to the resources and risks of our floodplains.

I saw a recent example of trying to communicate flood risk when I attended a community meeting for a town that was considering joining the National Flood Insurance Program. The town had recently experienced a flood event even though there was no identified floodplain in the community (imagine that, it flooded somewhere other than where the map said). Enough rain had fallen to flood out a number of homes in the community. At the council meeting some of the council members were hesitant to commit to joining the NFIP because they felt that the rain was a freak event and that it would most likely never happen again. The planner from my office, who was doing his best to convince them otherwise, took a different approach to try to convey to them a sense of their flood risk. He asked the council to think of it in terms of a tornado. He asked them first, what are the odds of your home's being hit by a tornado? If your home were hit by a tornado and damaged, wouldn't you want to be able to carry insurance in case it happened again? It was as though a light bulb went off in the council members' heads about the risk. Consequently, they joined the NFIP so that the homeowners could get flood insurance.

The point I took away from the meeting is that we need to consider changing the way we present flood risk. Putting it in terms to which the public can relate is the key to causing a change. For my part, I intend to use the tornado example the next time I get a chance

Dregory Main

I wish you all happy and safe holidays. ■

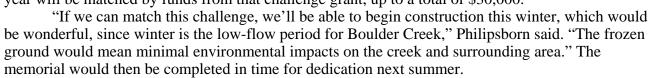
Gilbert F. White Memorial Near Reality One Week Left to get your Donation Matched

The fundraising goal to build a memorial to Gilbert F. White is now in sight, according to ASFPM member Clancy Philipsborn, who heads up the fundraising committee. White, the University of

Colorado geographer and environmentalist, known as the "Father of Floodplain Management," was one of the original supporters and mentors of the Association of State Floodplain Managers.

The memorial will be a stone and glass column, erected on the banks of Boulder Creek in Boulder, Colorado (see depiction at right). The monument will show the of previous historic floods and estimated 100-year and 500-year flood levels. Accompanying plaques will give tips on flood safety and explain White's work.

The committee recently received a "challenge grant" of \$15,000, so any donations received before December 15 of this year will be matched by funds from that challenge grant, up to a total of \$30,000.



Send your tax-deductible contribution (checks made out to "Community Foundation, Gilbert White Memorial Fund" to The Community Foundation, 1123 Spruce St., Boulder, CO 80302, or go to http://www.commfound.org/giving/GilbertWhiteFund.html.

FPM Law

Corps held Liable in Katrina Ruling

A judge for the U.S. District Court for the Eastern District of Louisiana ruled in mid November that the U.S. Army Corps of Engineers was guilty of "gross negligence" for its failure to maintain the Mississippi River-Gulf Outlet (MRGO) shipping channel. That negligence, he ruled, led to breaches in the levees that eventually flooded New Orleans' Lower 9th Ward and neighboring St. Bernard Parish after Hurricane Katrina in 2005.

The 76-mile-long MRGO was dug in the 1960s as a navigational short-cut between the Gulf of Mexico and the Mississippi River at New Orleans. Judge Stanwood Duval, Jr., found that, in its 1976 environmental review (required by the National Environmental Policy Act) the Corps did not adequately consider the environmental impacts it knew were likely to occur as a result of the MRGO. Further, the Corps did not revisit the environmental impacts even after it was clear the canal was causing damage.

Government experts argued the levees and floodwalls would have failed during Katrina even if the MRGO channel had never been dug. However, Duval ruled that the Corps' failure to rehabilitate the deteriorating MRGO "doomed the channel to grow to two to three times its design width" and that "created a more forceful frontal wave attack on the levee" that protected parts of New Orleans.

Duval further ruled that a law protecting the government from lawsuits for the failure of flood control measures did not apply to the MRGO, because it is a navigation channel rather than a part of a flood control system.

The lawsuit was the first major case against the federal government over Katrina flooding to go to trial. The government is expected to appeal the ruling to the 5th U.S. Circuit Court of Appeals in New Orleans where, some legal experts believe, the Corps may find a more sympathetic audience.

Read the opinion at http://www.laed.uscourts.gov/CanalCases/Orders/19415.pdf.

ASFPM to Update State & Local Programs Assessment

The Association of State Floodplain Managers (ASFPM) is again compiling its national tally of the practices by which state and local governments manage their floodplains. In early February all state floodplain managers will be asked to complete a survey of their activities and programs. The data from the survey will be analyzed and compiled into a summary report, *Floodplain Management 2010: State and Local Programs*. The ASFPM carried out similar surveys in 1989, 1992, 1995, and 2003, making the time right for an updated understanding of how state level programs have changed during the past seven years.

A New, Web-based Format

For the first time, the survey questionnaire and the information gleaned from it will be web-based. This transition to the digital world means that

- It will be easier and quicker for you to complete the survey;
- A web-based database of all the states' responses will allow everyone easy access, comparison, integration, and sharing of all the information; and
- Maps and summary tables will be viewable on the web.

Data Useful for States

Floodplain management is a rapidly changing field that requires relevant, responsive, and stable state and local programs to reduce losses and protect resources. The ASFPM's periodic compilation of floodplain programs can provide a foundation for your state's strategic planning, by identifying specific activities and trends. In addition, the ASFPM's report, *Effective State Floodplain Management Programs* (also being updated) provides a vision of an effective state floodplain management program. Using this vision and the information provided for the FPM 2010 survey (as well as prior archived survey data), your state will have a baseline for evaluating what you are doing, how well it is working, and what still needs to be done.

The FPM 2010 survey data also will document and complement your state's annual and long-range plans under the Community Assistance Program—State Services Support Element. This crossover will be accomplished through the design of the survey questions and formats. The survey information and the *Effective State Program* principles can help in the strategic development of annual work plans and CAP 5-Year plans and also help you integrate NFIP duties with other work to build a better state floodplain management program. With the database, you will be able to see what is happening in every state, and even compare your program or state to those of other states when considering improvements or changes.

Analysis Report

The report summarizing the survey data is expected to demonstrate that the scope of state level programs has grown over the past seven years, in what areas state activities have expanded, and how different approaches to perennial flood problems are emerging. The ASFPM publishes the report to characterize the crucial role the states play in reducing flood losses and protecting floodplain resources. It will identify trends in state capability and innovations that can be used to bolster floodplain management in the United States, and will be the most comprehensive source of state and local floodplain management programs assembled to date.

The ASFPM looks forward to bringing together the vital floodplain management information and knowledge each state maintains. Watch for the survey notice in early February.

Updates to NFIP iService Regional and Field Support

The Federal Emergency Management Agency has issued a bulletin with updated contact information for its iService Regional and Field Support Team. According to Harry Butler, the iService Regional and Field Support Lead, the team is responsible for managing regional activities in support of the National Flood Insurance Program's Bureau and Statistical Agent (B&SA). The iService team provides professional support in multiple areas, including analyzing data, reviewing documentation, making recommendations, and offering subject matter expertise, as needed, to resolve regional issues.

The iService Regional and Field staff support their respective FEMA region through outreach to stakeholders in the region in response to declared disasters and to inquiries about the NFIP. The team's responsibilities include

- Responding to stakeholder inquiries;
- Providing technical assistance on flood insurance to FEMA Regional Offices;
- Supporting FEMA Regions at workshops, meetings, and conferences;
- Responding to "Ask the Expert" inquiries; and
- Participating in pre- and post-flood activities.

The chart below shows contact information for all Regional Field Support Managers. The Acting Regional Managers will be replaced in the coming months.

iService Regional and Field Support Team Assignments		
FEMA REGION	CONTACT NAME & TITLE	EMAIL
I	Walter McGuckin, Acting Regional Manager	wmcguckin@ostglobal.com
II and III	Walter McGuckin, Regional Manager	wmcguckin@ostglobal.com
IV	Lynne Magel, Regional Manager David Clukie, Regional Liaison	lmagel@ostglobal.com dclukie@ostglobal.com
V	Rich Roths, Regional Manager	rroths@ostglobal.com
VI	Mark Lujan, Regional Manager	mlujan@ostglobal.com
VII	Monique Pilch, Regional Manager	mpilch@ostglobal.com
VIII	Erin May, Regional Manager	emay@ostglobal.com
IX	Adam Lizarraga, Regional Manager	alizarraga@ostglobal.com
Х	Adam Lizarraga, Acting Regional Manager	alizarraga@ostglobal.com



the Director's Desk



Stakeholders contribute to NFIP Improvement

On November 5th and 6th, the Federal Emergency Management Agency (FEMA) held a "listening session" to receive suggestions about the challenges the NFIP faces in the future and about options for addressing those challenges. An invited audience of about 150 people was on hand for the session, and FEMA continues to solicit comments from any interested stakeholder. We encourage you to send comments or ideas based on your experience to http://www.fema.gov/nfipcomments. Although it is not clear how long comments will be accepted, submitting them by mid December is advised. A document highlighting ASFPM comments is posted on our website, accessed at http://www.floods.org/PDF/NFIP_listening_session_for_Reform_2009_ASFPM_Considerations_Nov_2009.pdf.

Craig Fugate, FEMA Administrator, opened the session by asking the participants to think "big picture" and "outside the box," and to back up and look at the goals of the NFIP and whether they are being accomplished as well as to offer specific suggestions about specific issues. These suggestions could be implemented by FEMA through rulemaking or guidance, or may require Congress to pass legislation. Stakeholders should also tell FEMA what is working and what not to change, he indicated.

I was invited to give one of five opening presentations to start the dialogue. Others on the panel included David Conrad from the National Wildlife Federation, John Dorman from North Carolina, Dave Fowler from Milwaukee, and Jennifer Rath with Allstate and the IBHS Flood Committee.

The listening session was designed mostly to have the participants go into break-out sessions of small groups where they addressed topics on various parts of the NFIP. Topics on the first day included subsidizing risk, mapping, risk communication, the mandatory purchase requirement, environmental issues and the NFIP, actuarial soundness, and types of insurance. On the second day, the topics were developed further, based on the first day's input, and included residual risk, the role of the insurance industry, the affordability of insurance, land use and environmental management, and how to coordinate maps, building practices, and insurance.

It is our understanding that FEMA will produce a summary of the listening session, including the input received from the website (listed above), and place that on the website. Again, I urge you to weigh in—I know all of you have suggestions, since you are always giving ideas to me when we talk. This is your chance to provide them directly to FEMA.

I will say that, in 40 years of dealing the NFIP, this is as broad an effort to obtain input as I have ever seen. I applaud FEMA's initiative, and note that the ASFPM looks forward to working with FEMA as this process moves forward. Our comments on the listening session include a number of ideas that should at least be on the table for discussion. When asked, we also will be providing comments to Congress on specific legislation.



2010 Conference in Oklahoma City

The next Annual Conference of the Association of State Floodplain Managers will be May 16-21, 2010, in Oklahoma City, Oklahoma. This is the year's foremost floodplain management gathering, attracting well over 1,000 professionals from all disciplines and practices related to the science and management of floodprone lands and the impacts of flooding. The theme, "Building Blocks of Floodplain Management," will be

explored in large and small group presentations and discussions, training, workshops, and networking.

See http://www.floods.org/index.asp?menuid=381&firstlevelmenuid=181&siteid=1

The Insurance Committee's Corner

Another Look at PALs

We got some much-appreciated feedback about our last column, "When You Lose a PAL," (glad to see that some of you are reading what we write!).

In that article [see News & Views, October 2009, p. 7] we said that

When a levee loses its PAL designation and FEMA starts the map revision process, residents and business owners need to understand that the levee no longer provides the minimum protection and that they should seriously consider buying flood insurance NOW.

A reader from FEMA pointed out to us that losing the PAL designation does not necessarily mean that the levee does NOT provide the minimum protection required by regulations, but rather that FEMA does not have evidence to show that it does. He said,

Losing a PAL designation in itself says nothing about whether or not a specific levee provides minimum (base flood) protection. While there will certainly be cases where a levee is known to no longer meet original design criteria, there may also be situations where the levee is still considered more than adequate to protect from a particular event. Ultimately, that understanding would be a call for the levee owner or other such responsible party to make, not FEMA. What FEMA is saying when a PAL expires and a map revision process is initiated is that we have not been provided the data and documentation required in our regulations for mapping the area behind the levee as low-risk to flooding.

Our response to this is that we do understand that a PAL designation can be lost for reasons other than the sub-standard condition of the levee. However, when the designation goes away, the local government does not know for sure whether the levee still does provide protection! So, the Insurance Committee believes that it is important that residents and business owners know the levee's current designated status and that the community then be "on the record" as strongly encouraging people behind the levee to purchase flood insurance. Communities should be wary of putting themselves in a position where, if that levee does fail while the maps are being revised, affected property owners find out the community knew about the changed designation of the levee but never told them!

Our reader went on to say, in support of our principal recommendation,

I totally agree and support the main point of purchasing flood insurance [on properties behind levees].

Thanks for the feedback and keep those cards, letters, and checks (okay, emails will do) coming.

This column is produced by the ASFPM Insurance Committee.

Send your questions about flood insurance issues to insurancecorner@floods.org

and they will be addressed in future issues of the newsletter.

State & Local Report

Southeastern Governors announce Alliance

The newly formed Governors' South Atlantic Alliance is a voluntary partnership aimed at improving the management and protection of the ocean and coastal resources of the South Atlantic region, ensure regional economic sustainability, and respond to disasters such as hurricanes. The state-led partnership among North Carolina, South Carolina, Georgia, and Florida will leverage resources from the public and private sectors, business and industry communities, local governments, federal agencies, academic institutions, and non-governmental organizations to address regional priorities. Funds and expertise will go to protect and maintain healthy coastal ecosystems, keep waterfronts working, enhance clean ocean and coastal waters, and help make communities more resilient after they have been struck by natural disasters. The announcement was made during the annual meeting of the Coastal States Organization in Charleston, South Carolina.

To view the agreement, see http://www.southatlanticalliance.org/.

Georgia Association of Floodplain Management Responds to Disaster Needs

The late-September flooding in the Atlanta area claimed at least nine lives, caused an estimated \$2.5 billion in damage, and resulted in federal disaster declarations for 21 Georgia counties. In response to the disaster, the Georgia Association of Floodplain Management (GAFM) organized a cadre of expert professionals to help Cobb County officials with substantial damage determinations for structures within their community.

In early October, 56 engineers, building inspectors, floodplain managers, and other professionals gathered at the Cobb County Water System Training Center in Marietta for a full day of training in FEMA's Residential Substantial Damage Estimator (RSDE) 2.2 software. Cobb County's Stormwater Manager, Bill Higgins, hosted the training, which was led by GAFM member Ranko Pudar. For the next week, the inspectors went out in two-person teams, assessing over 700 damaged residential structures affected in that county alone.

GAFM volunteers were not done, however. A week later, 67 volunteers (many of them "out" for the second time and 24 of which were GAFM members) received the RSDE training in DeKalb County (hosted by Terrence Simpkins, DeKalb County's acting Flood Official) and subsequently inspected 500 residences in DeKalb County.

Many of the GAFM volunteers live and work in the Atlanta area and wanted to "give back to their community." But one GAFM member came from as far away as Tybee Island, Georgia, and three others from northern Georgia. Even more noteworthy were the GAFM members whose own communities were damaged by the flood but nevertheless donated their time and expertise to Cobb and DeKalb counties.

Floodplain managers in Georgia continue to work in the communities, assessing substantial damage, issuing building permits, interpreting regulations, working with frazzled citizens, counseling political leaders, determining what can be fixed and exactly how to fix it, leveraging dollars for repairs and in some cases total reconstruction of damaged infrastructure, writing and submitting grants, and trying to return to some form of normalcy in their communities that will also incorporate reduced risk for the next flood.

—Terri L Turner, AICP, CFM Chair, Georgia Association of Floodplain Management

Washington Report

¤ All referenced legislation and committee reports can be found at http://thomas.loc.gov.
Type in the bill number, or go directly to the committee's website to read testimony.
¤

Accountability Annals

Climate Change Adaptation

Challenges that federal, state, and local officials face in their efforts to adapt to a changing climate, along with actions that Congress and federal agencies could take, are highlighted in *Climate Change Adaptation: Strategic Federal Planning Could Help Government Officials Make More Informed Decisions*, a report made by the U.S. Government Accountability Office to the Chairman of the House Select Committee on Energy Independence and Global Warming. The report is based on an analysis of studies, site visits to areas pursuing climate change adaptation efforts, and responses to a survey of federal, state, and local officials.

The GAO's overarching recommendation is that appropriate entities within the Executive Office of the President, such as the Council on Environmental Quality, develop a national adaptation plan that includes setting priorities for federal, state, and local agencies.

The GAO analyzed potential federal actions that could assist nationwide with adaptation to climate change, including

- Developing regional, state, and local climate change impact and vulnerability assessments;
- Developing processes and tools to access, interpret, and apply climate information; and
- Creating a federal service to consolidate and deliver climate information to decision makers to inform their adaptation efforts.

Download Climate Change Adaptation: Strategic Federal Planning Could Help Government Officials Make More Informed Decisions, GAO -10-113 (October 2009, 86 pp.) at http://www.gao.gov/new.items/d10113.pdf.

NFIP Write-Your-Own Oversight

In response to questions raised about the Federal Emergency Management Agency's oversight of its Write-Your-Own (WYO) program, through which private insurance companies provide flood insurance policies under the National Flood Insurance Program, the U.S. Government Accountability Office reviewed and analyzed FEMA's data, policies, and procedures and also obtained the views of select WYO companies and flood insurance experts.

The GAO report to the Ranking Member of the Senate Committee on Banking, Housing, and Urban Affairs addresses the methods FEMA uses for determining the rates at which WYOs are paid, its marketing bonus system for WYOs, its adherence to financial control requirements for the WYO program, and alternatives to the current system.

The report gives GAO's recommendations for improving oversight of the WYO program. Among them are (1) reviewing data on WYO companies' expenses, (2) targeting incentive bonuses in line with NFIP goals, and (3) providing more comprehensive oversight of program requirements and procedures.

Download Flood Insurance: Opportunities Exist to Improve Oversight of the WYO Program, GAO-09-455 (August 2, 2009, 83 pp.) at http://www.gao.gov/cgi-bin/getrpt?GAO-09-455.

[Washington Report continued on next page]

Washington Report (cont.)

Legislative Report

Much Activity as Session Wrap-up Approaches

Congressional floor schedules are full, hearings are being held, and staff-level activity to develop major legislation is marching along. This is very unusual for the beginning of December, even in a non-Congressional election year. The press for action on health care, in particular, has driven the schedule so far beyond the originally planned October adjournment date. But with that as the driver, other legislation has continued to be acted on and developed and efforts have continued to pass as many regular appropriations bills as possible before defaulting to another omnibus bill.

The 1st Session of the 111th Congress now is scheduled to adjourn on December 18th, but the Senate leadership is beginning to imply that the session could last right up until the new year. The 2nd Session is currently scheduled to convene on January 12th and adjourn on October 8th.

During December, look for action to extend the authority for the National Flood Insurance Program (NFIP). It is not likely that there will be House or Senate floor action this month on other legislative issues of interest to the ASFPM, but there certainly will be a focus on legislative development. These areas are primarily climate change and related climate adaptation, sustainable watershed planning, water resources development, and revisions to the Stafford Act.

All of these areas will involve legislative action in the 2nd Session. Additionally, flood insurance reform hearings are likely to take place in the spring. The Administration probably will have some new recommendations for Congressional consideration at least somewhat derivative of the NFIP Listening Session held last month in Washington, D.C..

Listening and Stakeholder Sessions on National Policy and Programs

A number of ASFPM members were invited to participate in the NFIP Listening Session [see The Director's Desk, page 9]. Since the Federal Emergency Management Agency (FEMA) is still accepting comments, thoughts, and ideas for the future direction and improvement of the NFIP, ASFPM members may wish to participate in the process directly. Detailed suggestions as well as "big picture" ideas are being sought. The website is http://www.fema.gov/nfipcomments.

Other "stakeholder" listening sessions or working groups are being held as well. At the President's request, the Secretaries of Homeland Security and Housing and Urban Development are co-chairing a Long-Term Disaster Recovery Working Group, which includes over 20 departments, agencies, and offices. The aim is to provide operational guidance for recovery activities and to make suggestions for improvement in programs and coordination to better enable long-term recovery. A report to the President and a draft National Disaster Recovery Framework will be produced next spring. Stakeholder sessions were held around the country in October and November. On December 4th, a session was held in Washington, D.C., with representatives of national associations. Another session was held with Congressional staff, also on December 4th. Responses to 16 questions posted on the website are being sought until mid-December. White papers are being accepted as well. Some ASFPM members have already posted responses, notably pointing out the importance of better integrating mitigation into response and recovery. This is the time to engage in this process! The website is http://www.disasterrecoveryworkinggroup.gov/questionnaire/.

The National Oceanic and Atmospheric Administration (NOAA) has been holding stakeholder sessions across the nation via an online survey and regional forums. The objective is to develop NOAA's "Next Generation Strategic Plan." An NGSP National Stakeholder Forum was held in Washington, D.C., on December 2nd. A summary of responses received thus far is posted on the website (http://www.noaa.gov/ngsp). Receipt of comments and voting on NOAA draft statements will continue through December 9th, so act promptly if you wish to engage in this process and have not yet had the chance. [continued on next page]

Washington Report (cont.)

Policy Development in the Executive Branch

Major promising policy developments in water resources and floodplain management are underway at the White House level under the leadership of the Council on Environmental Quality (CEQ).

First, the long-awaited draft Principles and Standards (P & S), revising the U.S. Army Corps of Engineers' Principles and Guidelines and expanding their application to all federal water resources policies and programs, was released December 3rd. The draft has been posted on the CEQ website (http://www.whitehouse.gov/CEQ, click on "Initiatives"). Public comments will be accepted for 90 days. The draft itself now goes to the National Academy of Sciences for further review and development, with the NAS's report and recommendations due in the fall of 2010. The ASFPM has provided comments on the existing P&G and will be commenting on the draft P&S, so feel free to share any of your suggestions with ASFPM.

Second, CEQ will soon focus on developing a draft revision of the 1977 Executive Order on Floodplain Management, E.O. 11988. At least two early drafts have been leaked and circulated, but according to CEQ, the real work on draft development is yet to come. The idea seems to be primarily to reinvigorate E.O. 11988 and its implementation, and not to propose any major new requirements.

National Flood Insurance Program Reauthorization and Reform

At present, the NFIP's authorization will expire on December 18th. Since there is virtually no likelihood that the Senate will act before then on a reauthorization passed by the House early last summer, it will be necessary to extend the authorization in an appropriations bill. There are still seven regular appropriations bills uncompleted; only five are finished. The House completed work on all 12, and Senate Majority Leader Harry Reid (D-NV) has indicated he hopes for final action on another three in the next two weeks. An omnibus appropriations bill will be needed to sweep up those unfinished bills and expiring programs, such as the NFIP. Appropriations staff expect the NFIP to be included in this "must pass" measure, but are not certain about the length of the anticipated extension. It seems likely that the program will be extended to June 30, 2010, rather than to September 30th, the end of the fiscal year.

If the extension is only to June 30th, there will be pressure to hold hearings in the spring to consider reform legislation. In the Senate, the Ranking Minority Member of the Banking Committee, Richard Shelby (R-AL), has indicated he will not support further NFIP extensions without reform legislation.

Stafford Act Revisions

The House Transportation and Infrastructure Committee has reported out a bill making some revisions to the Stafford Act, H.R. 3377. The ASFPM has provided comments and suggestions at the request of the staff. It is quite possible that there will be an amendment by the committee chairman making further revisions when the measure is considered on the House floor. At this point, it does not appear likely that this will occur before the beginning of the 2nd Session in January due to the press of other business.

FEMA Independence

The House Transportation and Infrastructure Committee has also reported out a bill to restore FEMA to independent-agency and cabinet-level status. The measure, H.R. 1174, was introduced and supported by both the Chairman and the Ranking Minority Member. The Committee Report has not yet been filed, although it is expected soon. The timing for consideration of the bill on the House floor is uncertain but not likely this month.

[continued on next page]

Washington Report (cont.)

Sustainable Watershed Planning

A Subcommittee of the Transportation and Infrastructure Committee is developing legislation to create a federal framework for better coordination of water resource programs and policies and a regional planning system to help states and localities evaluate their water resources issues. This is a work-in-progress and the ASFPM has been asked for comments, suggestions, and ideas. Development of the draft legislation is proceeding in December with a view toward introduction of a bill in the 2nd Session.

Water Resources Development Act

The Transportation and Infrastructure Committee has begun work on a WRDA 2010. A subcommittee held a hearing to obtain input from Members of Congress about projects they consider important to authorize. WRDA bills typically authorize a long list of specific projects, but also often contain policy elements. For example, the last WRDA (2007) included a directive to establish a Levee Safety Committee to make recommendations for a levee safety program. That committee issued a draft report to Congress last January, but its work is continuing and some results of that work could be included in a WRDA 2010. The ASFPM has participated in the work of the committee as a non-voting member and has also provided comments during the peer review process (see the ASFPM website).

Climate Change and Adaptation

Since the House has passed its version of energy and climate change legislation (H.R. 2454), the play has shifted to the Senate. Development of a Senate bill is a confusing process, since so many committees have some jurisdiction over the issues. The Environment and Public Works Committee has reported out its version (S. 1733) and it is assumed that other bills will be meshed with it as they are reported out of committees. The Natural Resources, Finance, and Commerce committees are expected to add elements pertaining to climate adaptation. One adaptation bill (S. 1933) has been introduced by Chairman Jeff Bingaman (D-NM) of the Energy and Natural Resources Committee, Chairman Max Baucus (D-MT) of the Finance Committee, and Sheldon Whitehouse (D-RI). Chairman John D. Rockefeller IV (D-WVA) of the Commerce Committee has indicated that his committee is also developing an adaptation bill. The ASFPM has noted the importance of including hazard mitigation in climate adaptation provisions.

Coalitions

Several coalitions in which ASFPM participates have been active and will continue work in December.

- The Flood Map Coalition will meet December 10th to receive a briefing from FEMA on the status of RiskMAP and issues associated with FEMA's floodplain mapping.
- The Stafford Coalition will meet in December with Beth Zimmerman, head of FEMA's disaster recovery office. In November, the group met with Jason McNamara, FEMA's Chief of Staff.
- The Congressional Hazards Caucus Alliance met on December 4th to discuss briefing topics for Congressional staff in the next session. Among those discussed were a briefing on levees and levee safety as well as a briefing on FEMA's study of the incidence of flooding in 100-year floodplains, a study that could be released at a Caucus briefing.
- The Streamgage Coalition has written a letter to pertinent Members of Congress discussing the importance of a substantial funding commitment to support both the federally funded gages (National Streamflow Information Program) and the partially federally funded cooperative streamgage program. The letter will probably be signed by about 60 organizations, including the ASFPM.

—Meredith R. Inderfurth, Washington Liaison Rebecca Quinn, CFM, Legislative Officer

Anticipating the Third Gilbert F. White National Flood Policy Forum

"Managing Flood Risk" will be the topic of discussion at the Third Assembly of the Gilbert F. White National Flood Policy Forum, to be hosted by the ASFPM Foundation in March 2010. In order to lay solid groundwork for exploring this broad and complex topic, the ASFPM Foundation held two Symposia and one Roundtable this fall. All three gatherings were characterized by energetic debate and shared enthusiasm, which promise to make the culminating Forum an intriguing exercise. Highlights of the three precursor events are presented below.

"Defining & Measuring Flood Risk & Floodplain Resources," Symposium 1

The first symposium was hosted by URS Corporation on September 16th, 2009, in Gaithersburg, Maryland. It assembled 50 invited experts to examine the best ways to approach the measurement of both the varied risks posed by floods and the many services provided by the natural functions and resources of floodprone areas. Participants recognized that agencies, organizations, and practitioners interpret "flood risk" and "flood risk management" through the lenses of their own flood-related missions. Symposium participants grappled with questions about flood risk measurement and arrived at a set of recommendations.

- There was universal agreement that "flood risk" does not mean simply property damage, but also includes broader societal and environmental concerns associated with flooding and with floodprone lands. Participants agreed that we cannot influence behavior unless we share at least a general, conceptual understanding of what we mean by flood risk and what the desired outcomes are. Agreement likely could be reached regarding components of "overall flood risk," and that would be a positive step.
- Participants agreed that the outcomes we desire from our management of flood risks and resources should cover these categories: (1) economic damage, (2) life safety, (3) societal impacts, (4) resilience/recovery, (5) ecological health, and (6) human awareness, behavior, and responsibility (including a fair apportionment of the costs of flooding and of environmental degradation).
- Spatially, we should quantify flood risk, consequences, and impacts on a watershed scale, but that brings challenges in reflecting social, political, and other realities. Temporally, we need to benchmark flood risks and resources regularly (perhaps every 10 years) but also provide for event-driven interim benchmarks. We need to establish a suite of indicators for the above outcomes, and some of those indicators may be numerical.

"Roundtable on the Natural Resources & Functions of Floodplains"

Held in Washington, D.C., on November 3, 2009, and hosted by the National Wildlife Federation, the roundtable was not originally conceived as part of the Gilbert F. White Forum Series but grew out of the informal "Kitchen Cabinet" gatherings held at the ASFPM's annual conferences and was catalyzed by the strong support expressed at Symposium 1 for parallel work on risks and resources. About 25 leading experts in floodplain and watershed management convened to consider

- Establishing an alliance of not-for-profit organizations, states, federal agencies, and others committed to protecting and restoring the natural resources and functions of floodplains.
- Identifying opportunities to help the Administration, Congress, federal agencies, states, local governments, and non-governmental organizations integrate floodplain resource protection with existing strategies for floodplain management and flood risk management.

[continued on next page]

Gilbert F. White National Flood Policy Forum (cont.)

"Flood Risk Perception, Communication, & Behavior," Symposium 2

Hosted by the National Wildlife Federation, the second symposium was held in Washington, D.C., on November 4, 2009. More than 60 experts in flood risk management, communication, and related behavior explored current messaging strategies with regard to flood risk and floodplain resources.

Dr. Dennis S. Mileti, Professor Emeritus of the University of Colorado at Boulder, presented the results of recent research on influencing the behavior of individuals and households so that they will take preparedness and mitigation action in the face of hazards. That study showed that people need to be given frequent, clear messages about what specific actions they should take, and also how they can get more information. The ensuing discussions

- Developed a list of desired behaviors and actions that we should try to foster with our messages, incentives, standards, mandates, and other techniques;
- Acknowledged that terminology about flood risks and resources must be consistent in order to
 foster appropriate action by the public, but that experts need to use a more complex range of
 language (including numbers);
- Included a creative exchange of ideas about expressive, colorful, and motivational language
 that could capture the holistic nature of managing our flood risks and our floodplains and induce
 fuller public appreciation of both risks and resources; and
- A sense that incentives are one of the most effective means of getting people to take action, but that, in general, the techniques and messages in use today need to be scientifically evaluated to determine their effectiveness in bringing about behavioral change.

A report of the procedures, findings, and recommendations growing out of both Symposia, the Roundtable, and the Forum will be issued after the Forum itself takes place in the spring.

For more information about the Symposia and the Roundtable, see the ASFPM Foundation website at http://www.asfpmfoundation.org.

Publications, Software, the Web

"State and Local Governments Plan for Development of Most Land Vulnerable to Rising Sea Level along the U.S. Atlantic Coast," is the product of an analysis of 131 state and local land use plans that was aimed at determining the extent to which threatened wetlands ecosystems will be able to survive in the face of rising sea levels by migrating inland. The authors estimated that almost 60% of the land below 1 meter along the U.S. Atlantic coast is already or is expected to be developed and thus will be unavailable to naturally migrating wetlands. Less than 10% of the land below 1 meter has been set aside for conservation. Further, coastal protection structures previously authorized on the basis of federal findings that they cause no cumulative impacts will be brought under scrutiny, because those structures also block wetland migration. J.G. Titus, D.E. Hudgens, D.L. Trescott, M. Craghan, W.H. Nuckols, C.H. Hershner, J.M. Kassakian, C.J. Linn, P.G. Merritt, T.M. McCue, J.F. O'Connell, J. Tanski, and J. Wang. 2009. *Environmental Research Letters* 4 (2009). 7 pp. Available at http://papers.risingsea.net/ERL. Sea level rise planning maps to help localities begin discussing where to hold back the sea and where to retreat are available at http://plan.risingsea.net/ERL. See the state-specific findings at http://risingsea.net/ERL Check GIS data status at http://risingsea.net/ERL/data.html.

- Natural Security: How Sustainable Water Strategies Prepare Communities for a Changing Climate argues that the approaches used for centuries will not solve today's water challenges. A transformed, 21st-century approach would recognize "green infrastructure" as the core of our water management system, because it is the most cost-effective and flexible way for communities to deal with the impacts of global warming. It has three critical components: (1) protecting healthy landscapes that naturally sustain clean water supplies, (2) restoring degraded landscapes like floodplains and wetlands, and (3) replicating natural water systems in urban settings. The report highlights eight forward-looking communities that have become more resilient to the impacts of climate change by embracing green infrastructure, enabling them to continue to thrive in an uncertain future. 2009. American Rivers. 112 pp. Download and get additional information at http://act.americanrivers.org/site/R?i=OuhFmJZIo9EGRtna1b-VmA.
- In an invited comment, "Preventing Human-caused Disasters," three ASFPM members explain that the solution to the increasing toll of human-caused disaster losses will be one based on a "do no harm" concept— also known as the "no adverse impact" (NAI) approach advocated by the Association of State Floodplain Managers. They argue that natural hazards professionals should expand the NAI principle to all forms of natural disaster, reducing the unnecessary misery we are causing future generations of disaster victims, public officials, taxpayers, and the environment. No single agency or program addresses all the needs of disaster-prone areas and the menu of assistance programs is vast and difficult to understand. But, with the concept of the "patchwork quilt," creative strategies can be produced by sewing together a variety of grants, technical assistance, training programs, and other resources, especially in the aftermath of a disaster. Sarah Bowen and Edward A. Thomas, with Jennifer K. Dunn. 2009. *Natural Hazards Observer* XXXIV (2):1, 7–9. Available at http://www.colorado.edu/hazards.
- Final Report from the National Research Council's Committee on the Review of the Louisiana Coastal Protection and Restoration Program is the second and final report from the NRC committee, which was charged with reviewing two draft reports from the LACPR team and to assess the hurricane risk reduction framework, alternatives for flood control, storm protection, coastal restoration, and risk analysis. Among the committee's findings are that the LACPR draft final technical report has substantial shortcomings because it lacks both a comprehensive long-term hurricane protection and coastal restoration plan, and also advice on initial high-priority steps. Further, "the Corps and the State of Louisiana have issued separate reports on hurricane protection and coastal restoration with what appears to be only limited efforts to synchronize them." It recommends that, by the end of 2009, the Corps of Engineers and the State of Louisiana should agree on a single comprehensive plan for long-term hurricane protection and coastal restoration and to high-priority projects for immediate implementation. NRC. 2009. 66 pp. Buy or download from The National Academies Press at http://www.nap.edu/catalog.php?record_id=12708.
- Smart Growth for Coastal and Waterfront Communities features 10 guidelines for development along the water. Many coastal and waterfront communities find that conventional development patterns threaten the assets they treasure most. These guidelines build upon Smart Growth principles to reflect the specific challenges and opportunities characterizing coastal, lacustrine, or riverine waterfronts. The publication also highlights tools, techniques, and examples of smart growth in practice. For example, communities can (1) protect and restore natural buffers between the community and water; (2) align hazard planning with development plans; (3) promote waterfront revitalization; and (4) provide a variety of land and water-based options that accommodate seasonal fluctuations in transportation needs. The publication is intended for planners, local decision-makers, developers, nonprofit groups, and others with an interest in waterfront development issues. U.S. Environmental Protection Agency, National Oceanic and Atmospheric Administration, Rhode Island Sea Grant, and the International City/County Management Association. 2009. 60 pp. Download at http://coastalsmartgrowth.noaa.gov/report.html.

Calendar

The events listed below are only the highlights of events of interest to floodplain managers. A complete list of flood-related training, conferences, and other meetings, including ALL the workshops and conferences of State Chapters and associations is always posted at http://www.floods.org/n-calendar/calendar.asp?.

- March 2–5, 2010: ANNUAL CONFERENCE OF THE MICHIGAN STORMWATER-FLOODPLAIN ASSOCIATION, Bay City, Michigan. See http://mi.floods.org/.
- March 4–5, 2010: ECOSYSTEMS RESTORATION & CREATION, Plant City, Florida.

 The Institute of Florida Studies, Hillsborough Community College, and the Patel Center for Global Solutions, University of South Florida, invite abstracts for presentations and posters. Deadline for abstract submission is December 22, 2009.

 See http://hccfl.edu/departments/ifs/conference.aspx.
- **April 19–22, 2010:** NATIONAL FLOOD INSURANCE PROGRAM COMMUNITY RATING SYSTEM (E278), Emergency Management Institute, Emmitsburg, Maryland. Contact (800) 238-3358 or see http://www.training.fema.gov/EMI/web/.
- **April 25–29, 2010:** MONITORING FROM THE SUMMIT TO THE SEA—SEVENTH NATIONAL MONITORING CONFERENCE, Denver, Colorado. Sponsored by the National Water Quality Monitoring Council. See http://acwi.gov/monitoring/conference/2010/index.html.
- May 16–21, 2010: THIRTY-FOURTH ANNUAL CONFERENCE OF THE ASSOCIATION OF STATE FLOODPLAIN MANAGERS, Oklahoma City, Oklahoma. Contact the ASFPM Executive Office, (608) 274-0123 or see http://www.floods.org.
- **June 14–17, 2010:** NATIONAL FLOOD INSURANCE PROGRAM COMMUNITY RATING SYSTEM (E278), Emergency Management Institute, Emmitsburg, Maryland. Contact (800) 238-3358 or see http://www.training.fema.gov/EMIweb/.
- **June 15–17, 2010:** SUSTAINABLE OCEAN SUMMIT, Belfast, Ireland. Sponsored by the World Ocean Council. See http://www.oceancouncil.org.
- **August 9–12, 2010:** NATIONAL FLOOD INSURANCE PROGRAM COMMUNITY RATING SYSTEM (E278), Emergency Management Institute, Emmitsburg, Maryland. Contact (800) 238-3358 or see http://www.training.fema.gov/EMIweb/.
- September 27–30, 2010: WORKING WATERWAYS AND WATERFRONTS, Portland, Maine.

 Maine Sea Grant and University of Maine Cooperative Extension invite paper abstracts for this National Symposium on Water.

 Abstracts are due January 22, 2010.
 - See http://www.wateraccessus.com/sponsors.htm.
- **November 13–17, 2010:** Preparing for Climate Change: Science, Practice and Policy, Galveston, Texas.

Restore America's Estuaries invites abstracts for sessions, presentations, and posters for the 5th National Conference on Coastal and Estuarine Habitat Restoration.

Abstracts are due March 2, 2010.

See http://program.estuaries.org.

May 15–20, 2011: THIRTY-FIFTH ANNUAL CONFERENCE OF THE ASSOCIATION OF STATE FLOODPLAIN MANAGERS, Louisville, Kentucky. Contact (608) 274-0123, or see http://www.floods.org.



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