



UPCOMING EVENTS

This month, NFIP is anticipated to release the 2017 edition of the **CRS Coordinator's Manual**. Discussions with CRS specialists indicate that the majority of the changes are corrections and clarifications. The new manual is slated for release later this month and should be available for download shortly thereafter.

Further out on the calendar is the four-day course **Managing Floodplain Development Through the National Flood Insurance Program**. Presented by the ANRC, with the assistance of the Arkansas Floodplain Management Association and the support of FEMA, this course will be presented in Conway on March 13-16, 2017. Additionally, the CFM exam will be given for those interested in becoming a Certified Floodplain Manager. More information about this training is provided on Page 4.

Last month's discussion focused on Activity 330: Outreach Projects and the six topics that are at the core of CRS outreach efforts:

- Topic 1:** Know your flood hazard
- Topic 2:** Insure your property for your flood hazard
- Topic 3:** Protect people from the hazard
- Topic 4:** Protect your property from the hazard
- Topic 5:** Build responsibly

Topic 6: Protect natural floodplain functions.

This month's discussion will focus on flood response preparations, outreach projects that are developed before a flood, but only implemented during and after the flood occurs.

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IN THIS ISSUE

Flood Response Preparations	Page 2
Getting Your Message Across	Page 2
Scoring FRP Projects	Page 3
OP Credit Versus FRP Credit	Page 3
Training Opportunities	Page 4

People are much more interested in flood protection information when it floods. At times like those, projects that answer immediate questions, such as “Will the flood reach my house?” “Is it safe to return?” and “What can I do so I won’t get damaged again?” can help people more than the same messages being disseminated on dry days.

To recognize projects that disseminate messages after a flood warning is received, Activity 330 has the element “flood response preparations” or FRP. For FRP credit, pertinent messages for affected populations are prepared and distributed during and following a flood event.

FLOOD RESPONSE PREPARATIONS

Under Activity 330, communities can receive a maximum of 50 points for outreach activities that will be implemented when a flood occurs, but are prepared in advance and updated each year. These FRP projects are prepared, reviewed, and updated each year. Projects do not have to be implemented until a flood is imminent—at that time, materials would be reproduced and distributed, messages disseminated, and notices posted on doors, etc. Due to the nature of the message, FRP preparations should be closely coordinated with the community’s emergency manager.

Credit for FRP projects are based what and how many messages are conveyed; type of projects they are; and how often they are delivered.

Getting Your Message Across

Similar to Outreach Project efforts, FRP activities must be based on one or more of the six key priority floodplain topics identified by the NFIP (see Page 1).

These topics represent the starting point for your FRP program. Your specific FRP messages should clearly state what community members should do in response to a flood event (Table 1).

Table 1: Example FRP Messages

CRS TOPIC 3: Protect People from the Hazard

FRM Message:

- #1 Don't enter a flooded building until it's been cleared by an inspector.
- #2 Keep the walls open until they are completely dry. Trapped moisture cause mold to grow. It is bad for you. It is bad for your house.

CRS TOPIC 4: Protect Your Property from the Hazard

FRM Message:

- #3 When repairing your home, elevate utilities (washer, dryer, furnace, and water heater), if possible, above the level of anticipated flooding.
- #4 If your home doesn't have a sanitary sewer backflow device or overhead sanitary sewers, consider installing such a device. Contact fpm@floodcounty.org for additional information.

CRS TOPIC 5: Build Responsibly

FRM Message:

- #5 Get a permit for repairs. Contact fpm@floodcounty.org for additional information.

FRP messages must be delivered at least once during or after a flood and CRS credits three types of delivery methods.

Informational Materials are brochures, flyers, and similar documents that are in static locations (libraries, city hall) or made available upon request. These are worth one point per topic.

General Outreach Projects are newspaper articles, signs, and presentations that reach out to people in general. These are worth two points per topic.

Targeted Outreach Projects receive the greatest amount of credit (6 points per topic). In order to receive credit, these projects must be directed to one (or more) of five target audience groups:

- ◆ Floodplain residents and businesses;
- ◆ Repetitive loss area residents and businesses;
- ◆ Residents of areas protected by a levee;

- ◆ Residents of areas subject to flooding if an upstream dam fails; and
- ◆ Residents of areas subject to one of the credited special flood-related hazards (provided the community is receiving CRS credit for the hazard).

Some example FRP projects based on the messages outlined in Table 1 are presented below:

- ◆ **FRP Project #1:** A door hanger that a community puts on the front doorknob of every flooded house immediately after the water goes down. People returning to their homes will see the message.
- ◆ **FRP Project #2:** A media kit with background information for reporters on all five FRP messages.
- ◆ **FRP Project #3:** Radio public service announcements that cover FRP Messages #1 and #5.

Scoring FRP Projects

Credit is provided for FRP packages that include both the materials that will be distributed and the procedures for how they

will be used. These materials may include templates and masters of handouts, mailers, press releases, etc. that cover key messages that need to be disseminated before, during, and after a flood.

To receive FRP credit each year, the community must either use the FRP in response to a flood or (if no flood occurs) review it and update it as needed.

An example demonstrating how creditable FRP projects are scored is presented in Table 2.

OP (Outreach Project) Credit Versus FRP Credit

In order to be eligible for FRP credit, the community must already receive OP credit. It is possible, however, that during the year of a flood, implementation of FRP projects will divert resources that would have been used to implement OP projects. In such instances, a community will not lose the OP credit.

The community, however, will lose its FRP credit if it does not implement its FRP projects when there is a flood or if it does not evaluate the FRP projects every year.

Table 2: Example FRP Project Scoring

FRP Projects	Points per Topic	# CRS Topics	# Times Delivered	Points Per Project
PROJECT #1 A door hanger that a community puts on the front doorknob of every flooded house immediately after the water goes down. People returning to their homes will see the message. FRP Messages #2, #3, #4	6	2	1	12
PROJECT #2 A media kit with background information for reporters on all five FRP messages.	2	3	1	6
PROJECT #3 Radio public service announcements that cover FRP Messages #1 and #5	2	2	1	4
TOTAL: 22 points				

TRAINING OPPORTUNITIES

NFIP Floodplain Management Course

The ANRC, with the assistance of the Arkansas Floodplain Management Association and the support of FEMA, will sponsor a four-day course on the NFIP and floodplain management at the Country Inn and Suites on March 13-16, 2017. This course, in its 20th year, provides local communities with the knowledge and skills to help manage development within flood-prone areas.

The course is **FREE**. However, participants must furnish their own lodging, meals and transportation. The current web rate for the hotel is \$86. When making reservations, please contact the hotel directly at 855-213-0582 and mention the Floodplain workshop. For more information about room accommodations, [visit the hotel website](#).

This course is limited to 30 students, so apply early to reserve your space. An exam will be given on Friday, March 17, for those interested in becoming a Certified Floodplain Manager (CFM®). Please note the CFM exam requires a separate application and payment of an exam fee. [Click here for details](#).



Additional information about the class and course registration [is available online](#). Questions can also be forwarded to Mike Borengasser, CFM, State NFIP Coordinator at the ANRC. His phone number and email address are 501-682-3969 and michael.borengasser@arkansas.gov.

This course is limited to 30 students, so register early to reserve your space.

EMI Courses

CRS and floodplain management courses are offered throughout the year at the FEMA's Emergency Management Institute (EMI). The courses are free, and travel expenses are covered for those accepted to the EMI. [Click here](#) for course information and schedules (download the schedule and search for by course ID). Upcoming sessions include:

- ◆ National Flood Insurance Program/Community Rating System (E0278) March 20-23, 2017
- ◆ Advanced Floodplain Management Concepts II (E0282) (April 24–27, 2017)
- ◆ Advanced Floodplain Management Concepts III (E0284) July 24–27, 2017

To take these courses, you must be a Certified Floodplain Manager (CFM®), have completed the National Flood Insurance Program course (E0273), or be a fulltime floodplain manager with over two years of specific floodplain management experience.

NEXT MONTH: The new CRS Manual, Programs for Public Information, and Stakeholder Delivery.