

Leveraging FEMA's Risk MAP Lifecycle as a Path to Mitigation Action

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Agenda

- Learning Objectives
- Risk MAP Lifecycle
- Discovery Meeting
- Resilience Meeting
- Best Practices and Success Stories



Learning Objectives

- What are the opportunities to identify mitigation actions?
- How is the program incorporating risk communication to advance mitigation action?
- Provide audience with best practices and success stories.

Risk MAP Lifecycle



Risk Mapping, Assessment, and Planning (Risk MAP)

- Risk
- Mapping
- Assessment
- Planning



FEMA - Risk Map Process





Mitigation Planning Process



TEAMWORK/ENGAGEMENT

CAPABILITIES/LOCAL RESOURCES

ASSESSMENT/ANALYSIS

FORM A KNOWLEDGEABLE AND DIVERSE PLANNING TEAM THAT WILL CHAMPION

- Form a multi-disciplinary mitigation. planning team with staff from multiple
- Seek team members who have experience with socioeconomic conditions, built and natural environments, and hazards and disaster
- Reach out to neighboring jurisdiction(s). and external stakeholders to inform and invite them to participate in the process

CREATE A PUBLIC OUTREACH STRATEGY

- . Provide a deliberate opportunity for the general public to be involved to help build support for mitigation in the greater community
- · Consider implementing various outreach methods, such as roundtables/forums, community events, and surveys
- Create messaging targeted to specific groups. to demonstrate the value of mitigation and how it impacts them directly

REVIEW YOUR CURRENT CAPABILITIES TO MITIGATE HAZARD IMPACTS

- Inventory your community's ordinances, policies, local laws, and plans that relate to guiding and managing growth and
- · Identify community staff, their skills, and available tools to use for implementing mitigation actions
- Research financial resources that the community has access to or is eligible for to fund mitigation actions



- People: Identify areas of greater population density and those with unique vulnerabilities or who may be less able to respond and recover
- . Economy: Identify major employers and primary economic sectors; assess dependencies between economic sectors, businesses, and infrastructure
- . Property: Identify the use, age, and construction. type for existing structures, cultural resources, infrastructure, and critical facilities; consider current and future growth
- Environment: Identify the most valuable areas. that can provide protective functions to reduce the impact of hazard events; identify critical habitat areas and other environmental features



PLANNING TEAM MEETS FREQUENTLY

Identify the frequency the planning team will meet to discuss progress on mitigation projects, identifying funding sources, and review integration opportunities into local plans.

YEAR 2-3

REGULARLY ENGAGE THE PUBLIC

Identify various events and opportunities to obtain the public's input on risk-reduction strategies and projects.

REVIEW THE PLAN ANNUALLY AND AGAIN AFTER DISASTERS

After each disaster in your community, assemble the planning team to identify and gain public support for projects to implement, and consider new information to add to the plan.

UPDATE THE PLAN EVERY FIVE YEARS

The plan must be updated every five years to account for changes in development, vulnerabilities, and progress on mitigation activities.



CELEBRATE SUCCESS

- · Issue a press release on plan adoption and approval
- Distribute notices of approval to stakeholders
- Announce the first project to be initiated



- Develop and prioritize strategies to reduce long-term impacts to the population, economy, property, and environment
- Identify who will champion the project, what funding will be needed, and the timeframe to complete the strategy
- Ensure all strategies are developed to address the areas of greatest risk identified. in the risk assessment



EXPLAIN POTENTIAL IMPACTS

- Describe how the hazards could. affect the population, economy, property, and environment.
- Describe changes in recent. development and evaluate how vulnerability has changed
- Summarize vulnerable assets and potential impacts with problem or issue statements



IDENTIFY NATURAL HAZARDS

- · Describe each natural hazard in terms of location and strength or magnitude
- · Consider effects of long-term changes in weather patterns and climate on
- Communicate the location of hazard-prone areas with maps and othervisual aides



Discovery Meeting Overview



WHAT IS RISK MAP?

The FEMA Risk Mapping, Assessment, and Planning (Risk MAP) program provides communities with hazard information and tools they can incorporate into existing planning efforts to reduce risk. The Risk MAP program is composed of a series of meetings, data collection, and assessment phases.

WHAT IS DISCOVERY?

This first phase of Risk MAP is Discovery, which has the following three areas of focus:

- Working closely with each community to identify areas at risk of natural hazards
- · Gathering local data
- Reviewing mitigation plans to understand local mitigation capabilities and exploring potential solutions for reducing risk

WHY PARTICIPATE?

By participating in Discovery you will:

- Build relationships and collaborate with local, State, and Federal agencies
- Gain access to quality data, maps, updated flood studies, risk assessments, and outreach strategies
- Become connected to trainings and community outreach resources

THE INFORMATION EXCHANGE WEBINARS

The Discovery phase begins with Information Exchange webinars that are held with each community. These webinars serve as an opportunity to gain insight, input, and information from each local community. The webinars explore natural hazard risks, community development efforts, and hazard mitigation plans.

THE DISCOVERY MEETING

Following the webinars, FEMA hosts an in-person Discovery Meeting to discuss and explore the opportunities for a Risk MAP project. The goal of the meeting is to:

- · Continue the discussion of natural hazard risks and ways to mitigate those risks
- Discuss and connect to various risk assessment tools available from FEMA to support and enhance resilience efforts
- Prioritize areas of potential studies and projects that will be considered for scoping a Risk MAP project



WHO SHOULD PARTICIPATE?

Federal, State, regional, academic, non-profit, and other community-based organizations interested in hazards and/or land use.

AFTER THE DISCOVERY MEETING

FEMA uses the information gathered to prioritize scoping efforts to fund future mapping, risk assessments, and/or mitigation planning assistance through a Risk MAP project.

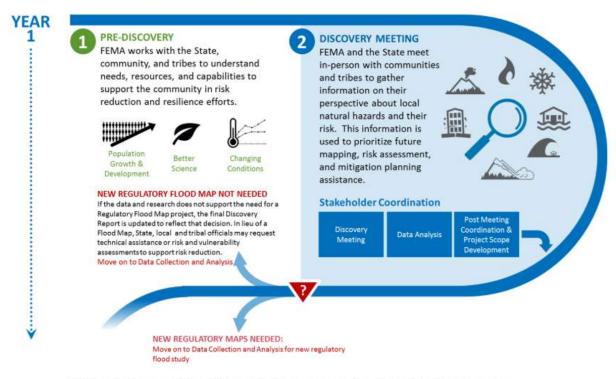




Risk Map Discovery Meeting



Discovery (Year 1)



FEMA, state, local, and tribal officials collect current and historic flood-related data including:







Infrastructure



Hydraulics



Land use



Existing maps such as:

- Floodplain
- Base map
- Flood Map, if existent

Preparing for Discovery Meeting



- Interviews
 - Talking with local officials
 - Pre-Discovery call script
- Data and Insights:
 - Census data
 - Natural Hazard Mitigation Plans
 - Develop Community Profile
- Review Community Data
 - HMA projects
 - Acquisition/demolition/relocation
 - Elevation
 - Mitigation grants (HMGP, PDM, FMA)
 - Capital Improvement Plan



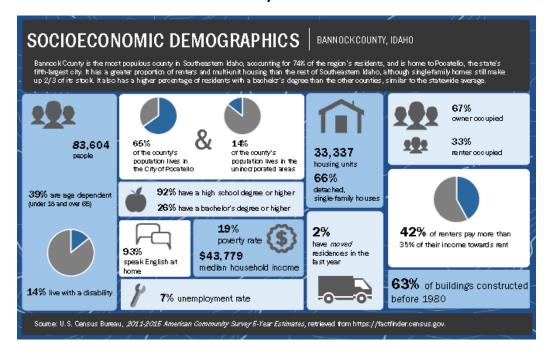


Materials and Tactics



- Discovery Report
- Talking points for local officials
- Multi-hazard risk infographics
- Community summary sheets

Community Dashboard



Materials and Tactics



COMMUNITY DATA REPORT: MULTNOMAH COUNTY, OR



WEY LEARNINGS

The below sentiments are the primary conclusions of the media scan and personality/bias analysis for Multnomah County, Oregon. Suggestions for how to use this information is incorporated throughout the report.

- Multnomah has a positive well-being, is trusting, conscientious, open, and happy. They are moderately
 agreeable, and are not very extraverted or neurotic.
- Low efficacy, optimism bias, and status quo bias are likely to have the biggest impact on outreach and engagement efforts in Multnomah County.
- Being lower on the neuroticism spectrum means that the population is not very worried. While this is
 generally a good thing, low neuroticism combined with the status quo bias and optimism bias may mean
 it is harder to motivate this population to take action.
- The internet is an effective way to reach this project area residents are 19% more likely than the general
 population to use the internet to read the local news, and 10% more likely to read the national news
 online
- Media coverage around FEMA was neutral and many of the media sources identify the State as a trusted partner.

WEY ENGAGEMENT TACTICS

- Share information about the Newport, Oregon Mitigation Showcase at the Resilience Workshop to increase transparency and provide local officials with a strong example that mitigation can happen, and does in Oregon.
- Connect community values to grant funding opportunities, highlighting how being proactive about
 pursuing mitigation funds now can preserve the town's integrity in the future. Also, by building personal
 preparedness now and taking mitigation actions at home, the community can remain autonomous and
 independent of government.
- Tie efforts to themes that are near-and-dear to leaders and influencers in this area including initiatives
 focused on sustainability & self-reliance, protecting vulnerable populations, climate action, green building
 policies, and initiatives like "Property Fit".
- Think proactively about self-efficacy for the calls-to-action and finding ways to make them concrete, sequential, and supported through the stages of change. (E.g. moving from "3-day ready" to "2 weeks ready" to "mitigation action ready").
- · Discuss how changing conditions could impact long-term community resilience.

COMPLETED AND ON-GOING MITIGATION ACTIONS | HIGHLIGHTING EXAMPLES OF EFFECTIVE EFFORTS IN LOCAL COMMUNITIES

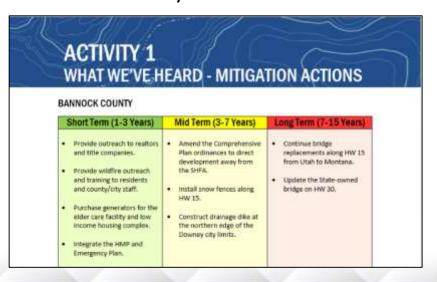
- Earthquake Gresham: Developed earthquake awareness and mitigation assistance outreach program for low-income and non-English speaking residents.
- Earthquake Multnomah County: Completed seismic upgrades to the Multnomah Counthouse.
- Flood Multnomah County: Identified and prioritized localized levee failure inundation scenarios following different hazard events:
- Severe Weather (Winter Storm) Wood Village: Enhanced tree trimming efforts around power lines.
- Volcano Fairview: Updated public education, emergency notification procedures, and emergency planning for ash fall and lahar events.

Delivering the Discovery Meeting

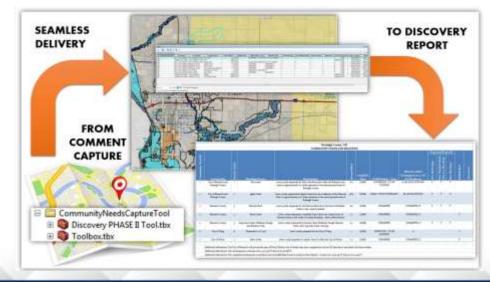




Activity 1 Worksheet



Community Needs Capture Tool



Discovery Meeting Reflections



CHALLENGES

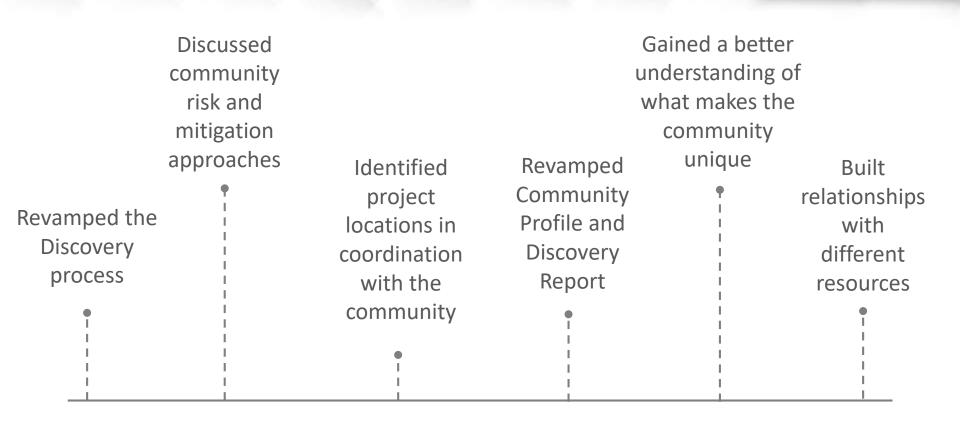
Communities understand the value of mitigation but lack the resources

Focus on
multi-hazard risks
rather than flood risks
and on how the
program can assist
other hazard programs

Visuals (how effective are the maps, given the scale) – Discovery Map, Areas of Mitigation Interest

Discovery Meeting Reflections





SUCCESSES

Resilience Meeting Overview

Risk MAP Resilience Meeting



YEAR 5+

5 RESILIENCE MEETING AND ACHIEVING RESILIENCE

Resilience Meeting:

Identify and review resilience strategies and steps toward implementation

Achieving Resilience:

Mitigate risk and increase local resilience to disasters



Preparing for Resilience Meeting



- Planning and logistics
- Materials
- Multi-hazard risk database
- Updates since Discovery
- Media search
- Informal interviews
- Discussions with facilitators and presenters





Delivering the Resilience Meeting



- Elected officials review available resources
- Discuss in small groups, organized by community
- Identify local priorities and desired mitigation actions
- Leave with a challenge/action to tackle and POCs to assist



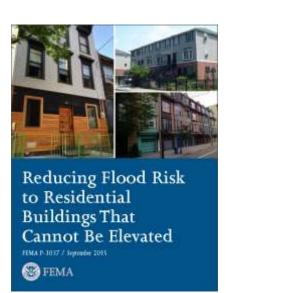


Materials and Tactics











Risk Report

FEMILIAGEN S-WIRKON Starts, Warrington

thoropyrand Area, of Wolfpor, Coarty, Incorporated Cities of Britishier, Black, Excurs, Perder, Lyndon, Nostcack, and Sucreas the Lance Hotol County to Nooleant Tribe









Resilience Scenarios

TEM Region II-Wherborn Courts, Weshington

County Floring & Sondy Free Constantibuth in Food Whitenows Multiple Hause's letter Claur Ferndon





Information for Hazzeri Mitigation Assistance Reviews

JOB AID: FLOODPLAIN AND STREAM RESTORATION







Materials and Tactics



COMMUNITY SOCIOECONOMIC OVERVIEW

ocioeconomio factors can significantly affect the community's susceptibility to loss; understanding sees influences can help communities allocate resources effectively and equitably to more whereble populations, while keeping the public informacl, engaged, and avaried potential natural hazard risks. Il data was obtained from the 2015 American Community Survey, an orgonig survey conducted by the S. Census Burst.

POPULATIONS

Total Population 2015: 790,294 Population Growth Rate: 1,75%

Median Age: 36.8



EDUCATIONAL ATTAINMENT

24.9% High School Degree or Higher 1.2.2% Bachelor's Degree or Higher

Many existing homes can be strengthened against hazards using re cognized be st. practices. Furthermore, housing tenure plays into a community's ability to prepare, respond, and rebuild.

INFRAST RUCTURE

🌑 FEMA

329,504 of Housing Units

56.1% Detached Single Family Homes

256,000 (68.7%) Building age Prior to 1980

45.7% of Renters Paying more than 35% of their Income Towards Rent

1.6% Moved Residence in the Last Year

Note: 2015 &CS 5 Year Estimates Data for Multinomali County includes the City of Portland, which has been excluded elsewhere in this repor

Community Socioeconomic Overview RECION X - COMMUNITY DATA REPORT DRAFT APRIL 2018 |

VULNERABLE POPULATION GROUPS

19.9% Under 18 11.5% Over 65 12.9% Living with a Disability



These individuals may require additional services with regard to hazard preparation, mitigation, repairs, and outreach efforts.

CULTURE AND LANGUAGE



19.1% Speakla Non-English Language Spanish is the most common non-English language

ECONOMIC VULNERABILITY \$59,231

Median Household Income

15.7% Poverty Rate

8.8% Unemployment Rate

68.7% of Population in Labor Force. Top Industry: Educational services, and

community can assist in the analysis of the community's ability to prepare. re spond, and rebuild safer after a

The economic

characteristics of a

natural hazard.

54.8% OwnerOccupied

5.2% Renter Owned



Approved in 2017 Multhomah County, and the cities of Fairview, Gresham, Troutdale, and Wood PROJECT LEAD: Lisa Corbly, Planning Division Chief, Multnomah County Office of PLANNING TEAM AGENCIES: Multnomah County: Land Use Planning Division, Emergency Management, HMP LOCAL PROJECT LEAD AND PLANNING TEAM Drainage District, Facilities and Property Management Fairview: Public Works, City Administrator, Police Department Gresham: Transportation Division, Emergency Management Portland: Bureau of Emergen oy Management Troutdale: City Manager, Public Works Wood Village: City Administrator, Public Works Sauvie Island Drainage District Low Modeste Hab Hab Low H₂h Millhomah Counk Modeste Oseham Long Moderate Moderate Low Troubdale Fdpke Moderale Goal 1: Sit engithen the capacity of the whole community to reduce risk by increasing hazard awareness, creating partnerships, and leveraging multiple implementation mechanisms and funding opportunities. Goal 2: Develop mitigation actions that consider all community systems: economic, health and social services, housing, infrastructure, and natural and cultural resources. Goal D: Prioritize mitigation actions that have a high benefit to-cost ratio and increase social equity

COMPLETED AND ON-GOING MITIGATION ACTIONS | HIGHLIGHTING EXAMPLES OF EFFECTIVE EFFORTS INLOCAL

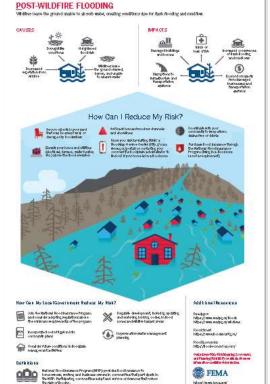
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Goal 4: Plan for including mitigation activities during post-disaster recovery and reconstruction.

- Severe Weather (Winter Storm) Wood Village: Enhanced tree trimming efforts around power lines.
- Volcano Painview: Updated public education, emergency notification procedures, and emergency planning for ashital and labor events.



Hazard Mitigation Plan Summary



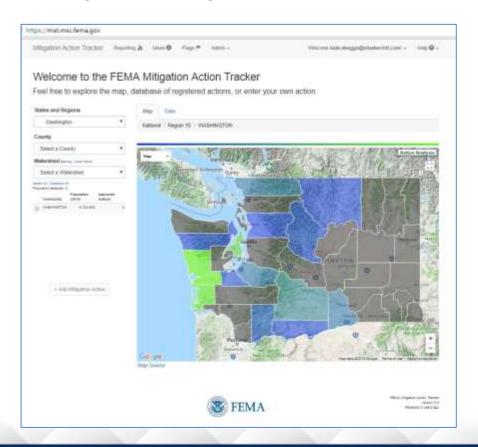


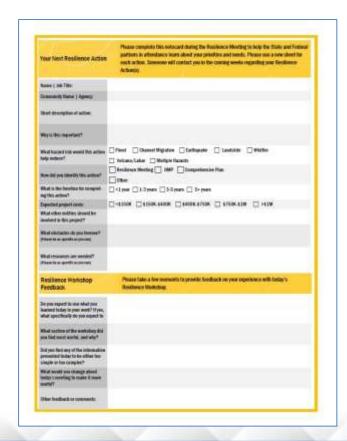
HAZARD MITIGATION PLAN SUMMARY

Post-Resilience Meeting



- Develop long-term relationships
- Connect desired actions with potential resources
- Bring in training and technical assistance





Resilience Meeting Reflections



CHALLENGES

Communities
understand the value
of mitigation but
lack resources and
focus on funding

Value of the
Risk Report
(transitioning to story maps)

Maintaining relationship and momentum with the community after Resilience Meetings

Resilience Meeting Reflections



Revamped the
Discussed Resilience
community process
risk and mitigation Built and strengthened
projects and relationships between local,
approaches State, and Federal partners

SUCCESSES

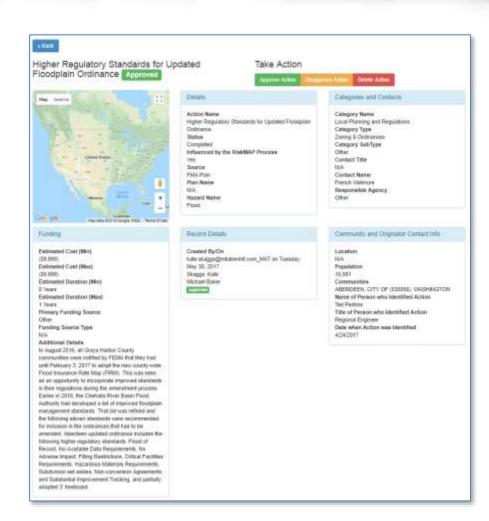
Reflections, Efficiencies, Best Practices and Success Stories

The single biggest problem in communication is the illusion that it has taken place.
-- George Bernard Shaw

Best Practices



- Increase participants through robust community engagement
- Give attendees a contact list
- Deliver the best available data for communities to integrate into their planning efforts
- Provide networking opportunities
- Encourage local governments to share information between departments
- Identify connections with existing planning processes, such as the hazard mitigation plan





- The goal of engagement at these stages is to understand the community
- Hazard mitigation is an ongoing process, not a phase or a plan update
- Communities need a clear sense of "what's next" and how to maintain momentum



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