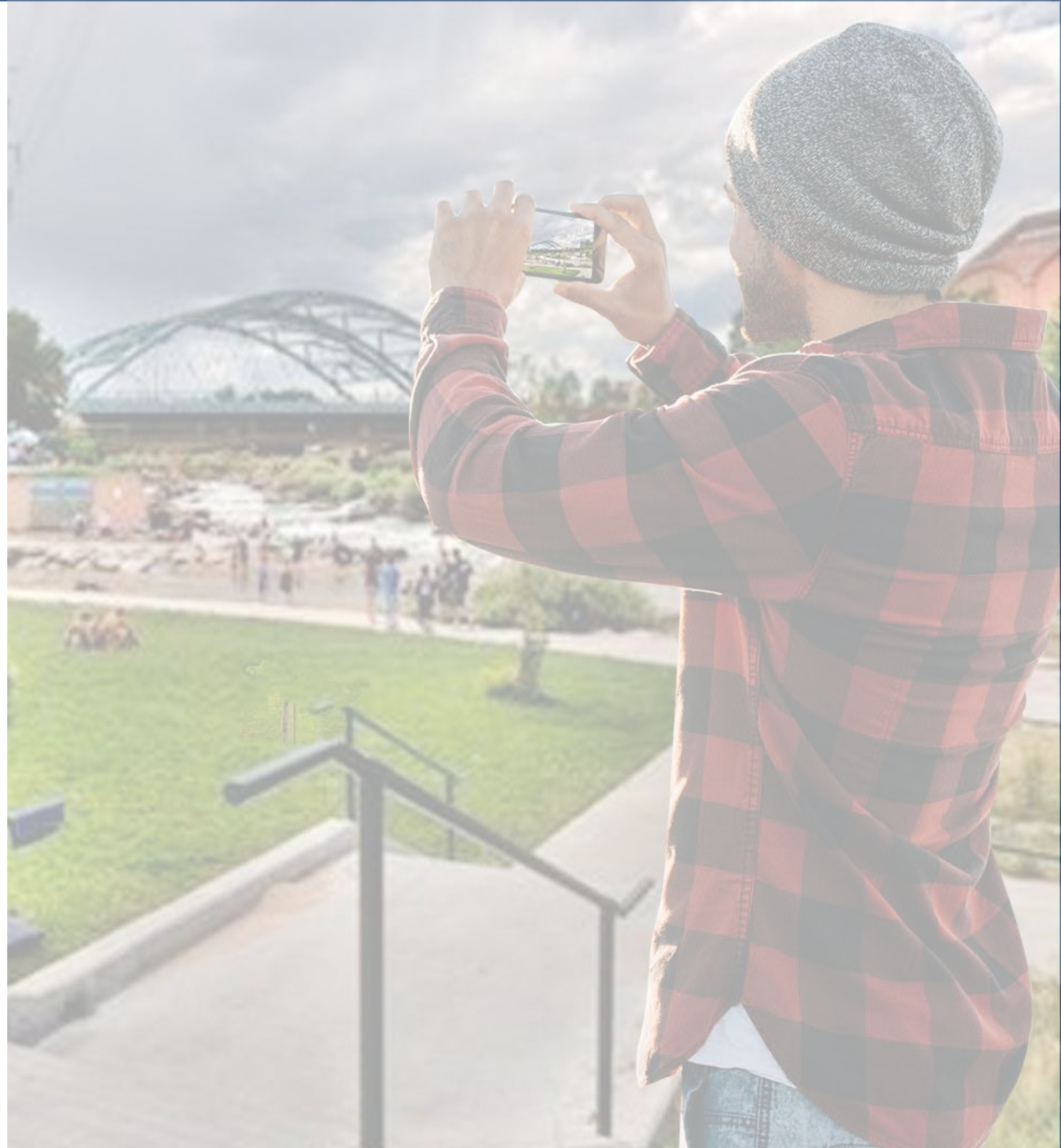


# Augmented Reality Flood Walk



**FEMA**





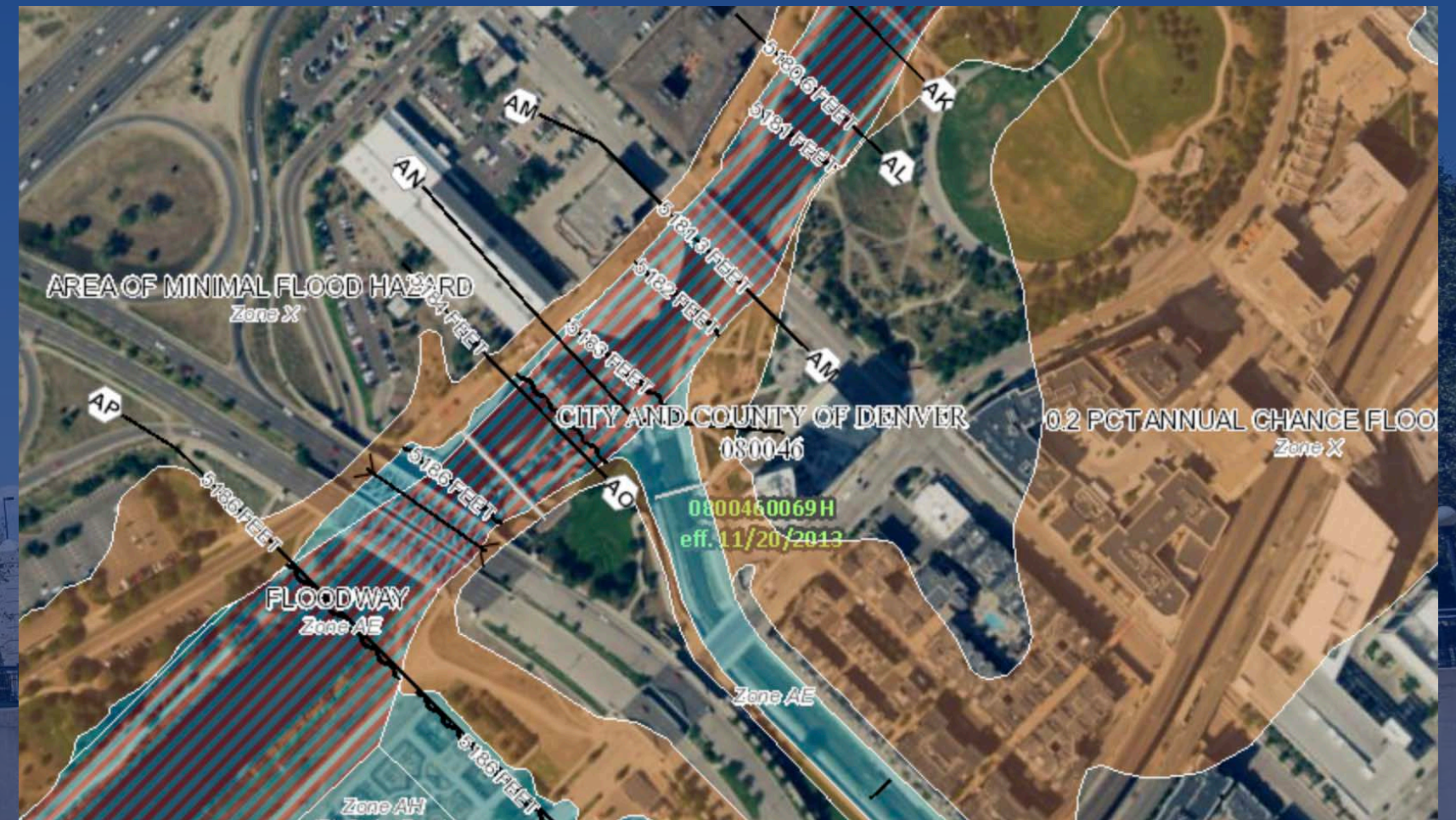
# Why Communicate Flood Risk?





# Know Your Risk

- Building a culture of resilience
- Mitigation of Hazards & Risks
- Risk Analysis Branch
- Risk MAP Program
- Risk Communication
- Resilience Action Partners





# Innovative Communication





# Creative & Innovative Ideas

- Youth Engagement
- Social Media
- Risk Visualization
- Immersed – Virtual Reality
- Exploring Other New Options





# How Do We Innovate?

**Q:** How can we portray flood risk to raise awareness of pre-disaster hazard mitigation opportunities and enhance public safety in a compelling way?





# Telling A Compelling Story





# Storytelling

- Compelling Stories
  - Emotional Connections
- Storytelling vs. Fact Sharing
- Finding The River's Story
- Partners
  - City of Denver
  - Greenway Foundation
  - Denver Parks & Recreation
  - Flood Control District





# How Do We Innovate?

**Q:** How can we portray flood risk to raise awareness of pre-disaster hazard mitigation and enhance public safety in a compelling way?

**A:** The Flood Walk mobile application accessible augmented reality to educate and engage audiences about flood risk and hazard mitigation.





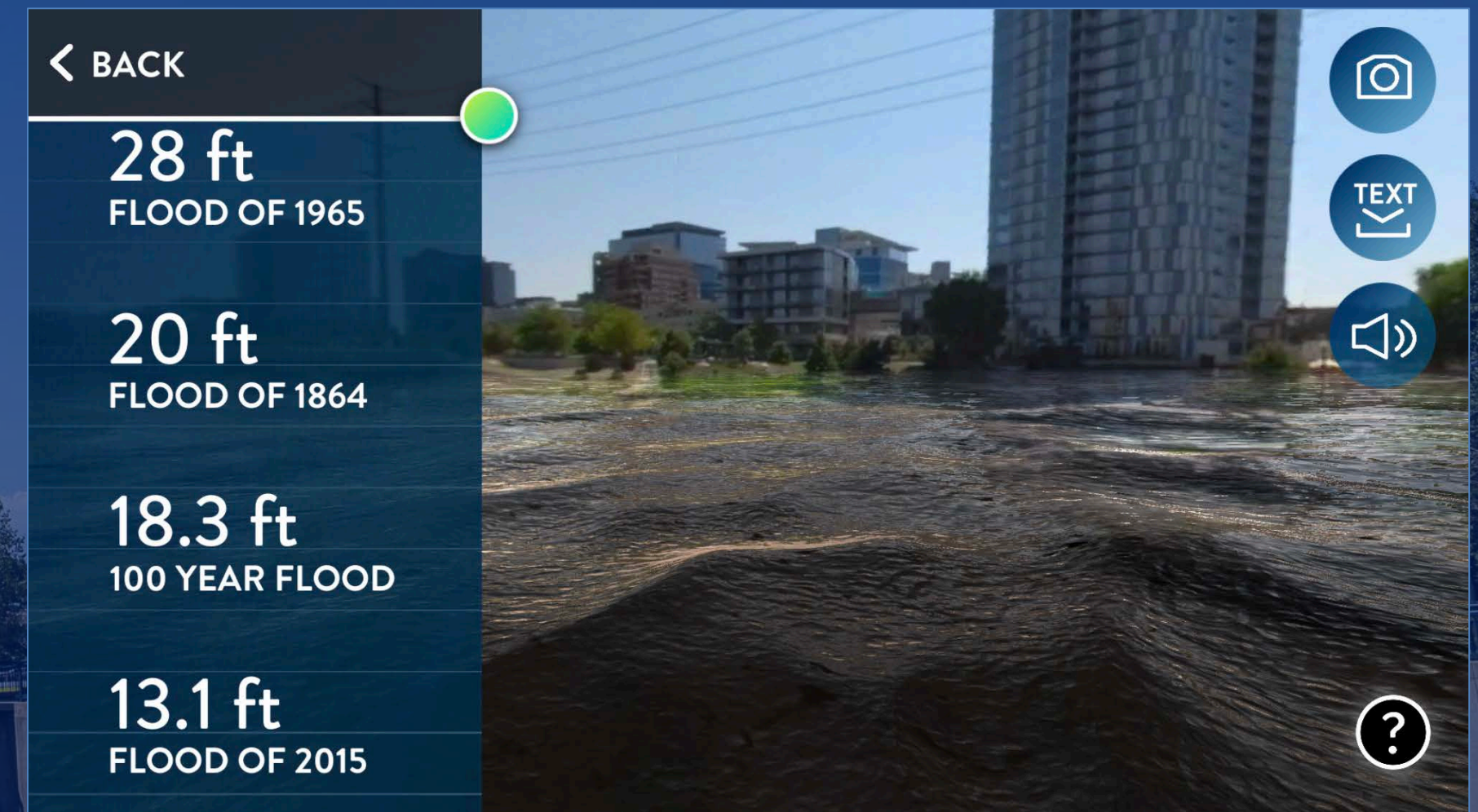
# Flood Walk: An Augmented Reality Experience





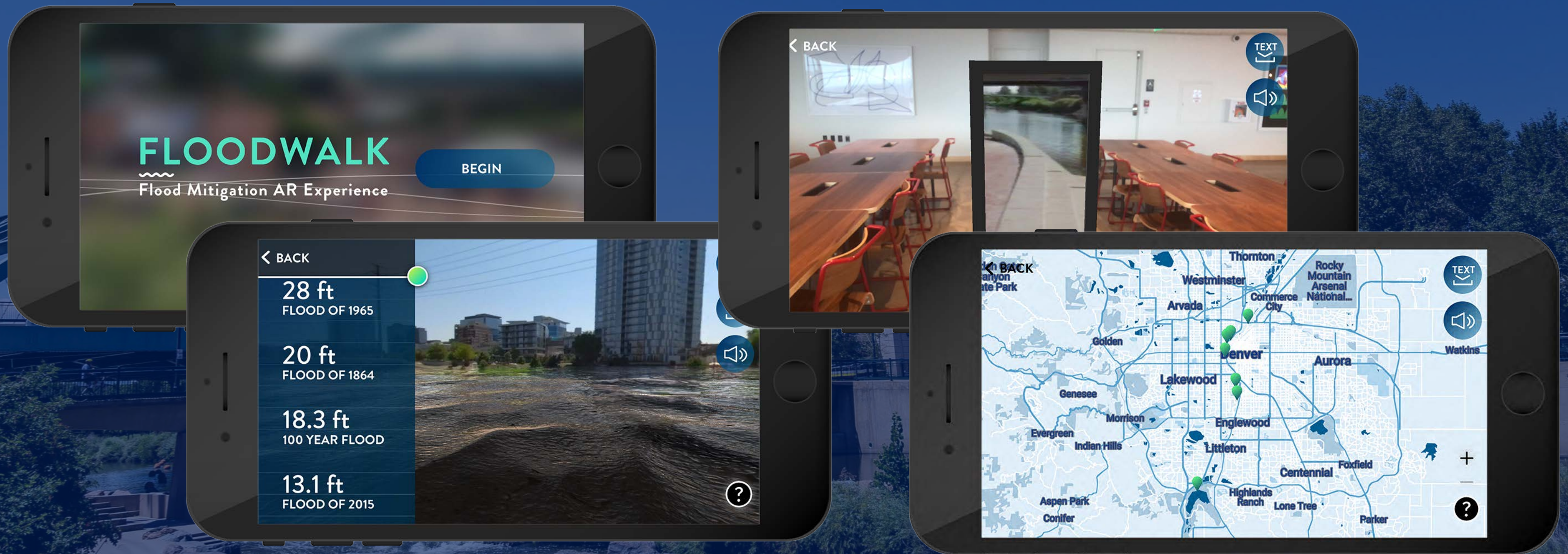
# Flood Walk

- Immersive experience
- On and off-site functionality
- Storytelling capabilities
  - Past, Present, and Future
- Social sharing features





# Flood Walk Experiences





# How Does it Work?



## QUICKSTART OFF-SITE

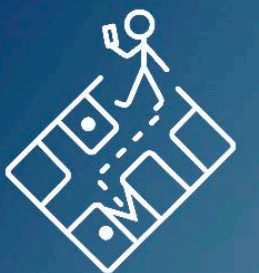
No matter where you are, you can experience Floodwalk. Using this app, you can explore various experiences from each location without needing to be there.



[Off-site demo](#)

## QUICKSTART ON-SITE

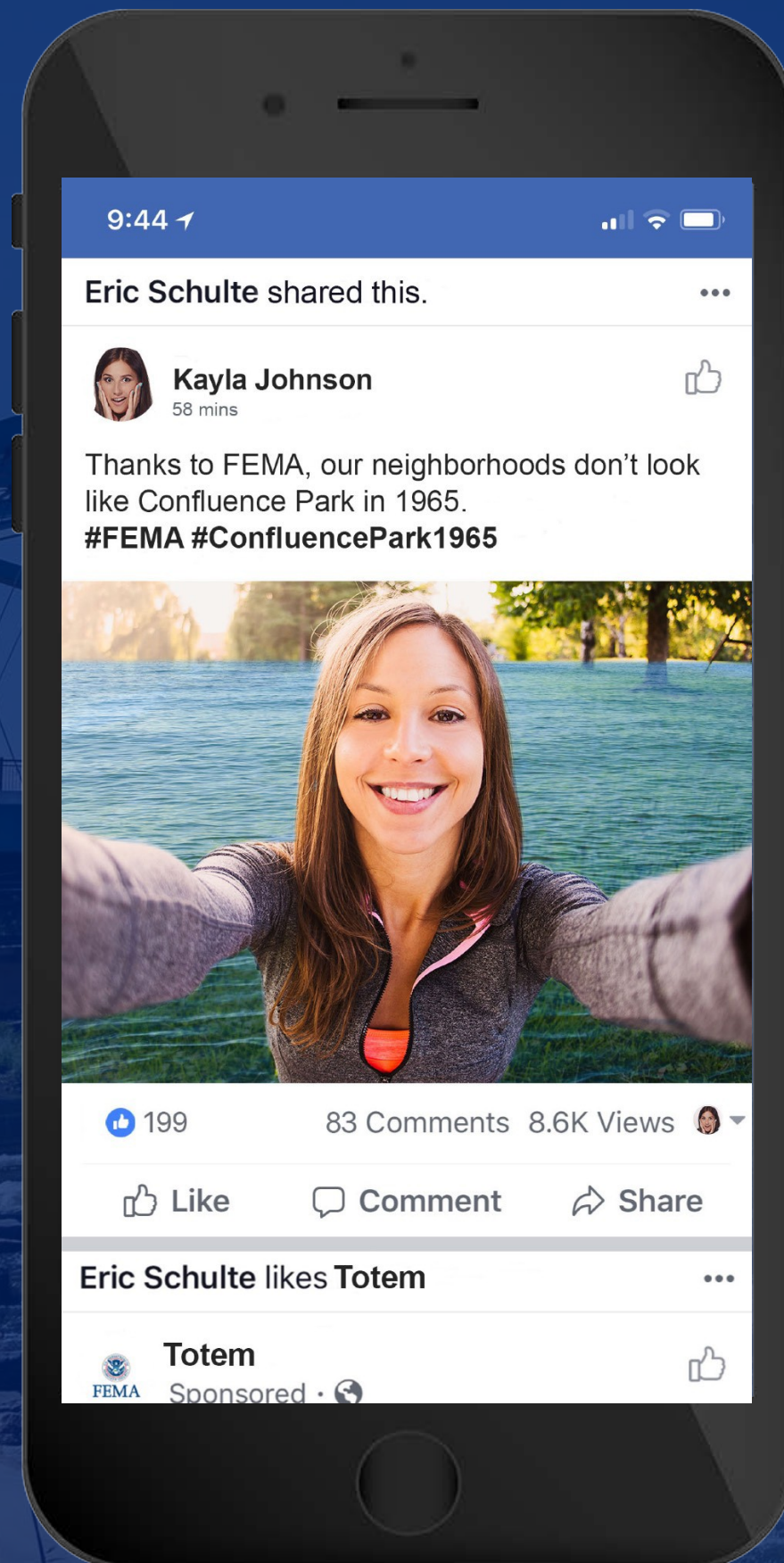
Using the map, navigate to different experiences throughout your current location.



[On-site demo](#)



# Social Media Sharing



SOCIAL SHARING



ANDROID & iPHONE COMPATIBLE





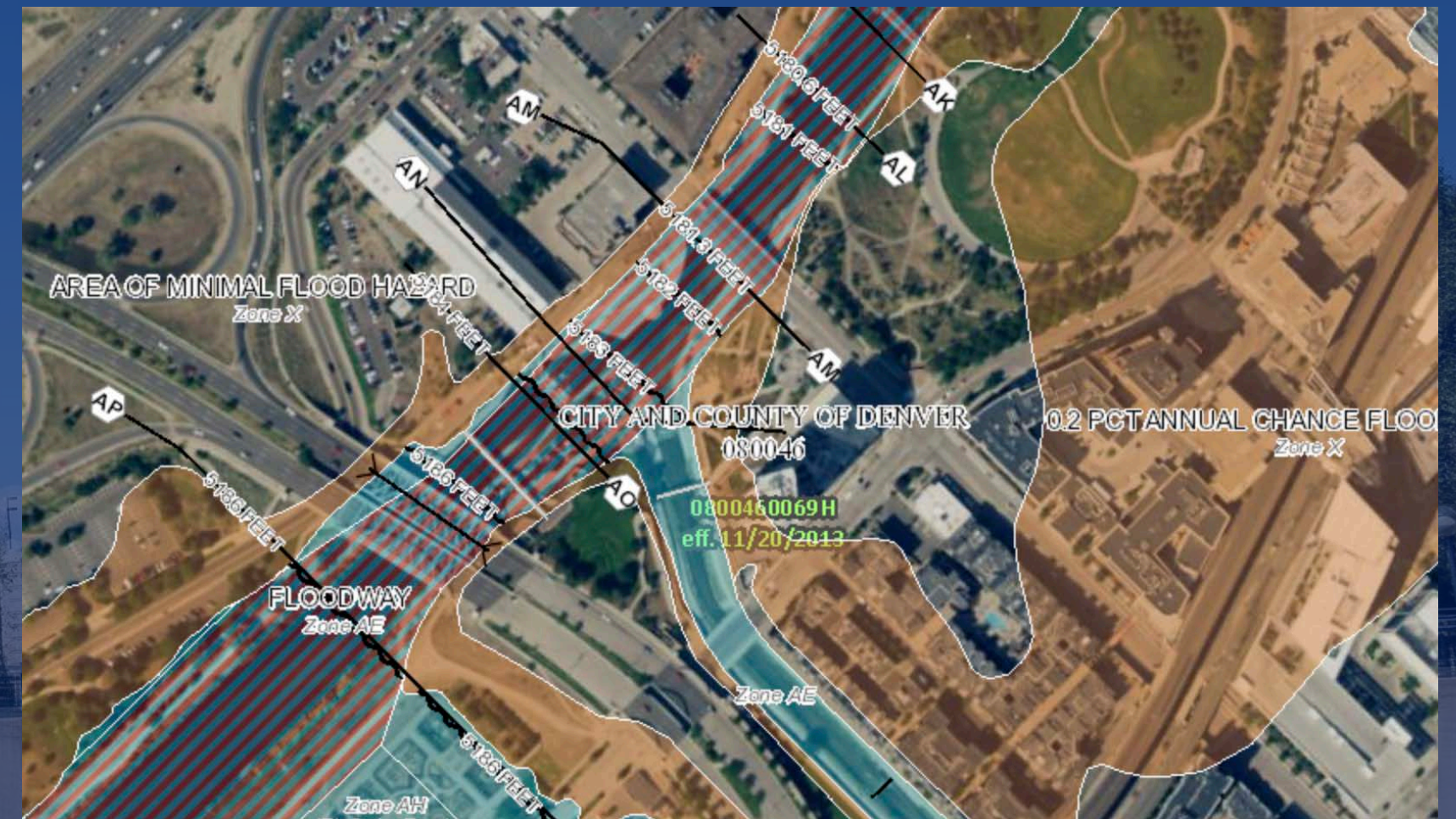
# Innovation and Creativity Is Not Easy





# Overcoming Challenges

- Defining Denver's story
- Choosing Technology
- Scalability into other cities
- IT and Cyber Security
- Ongoing Maintenance





# Questions?







# Thank You!

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