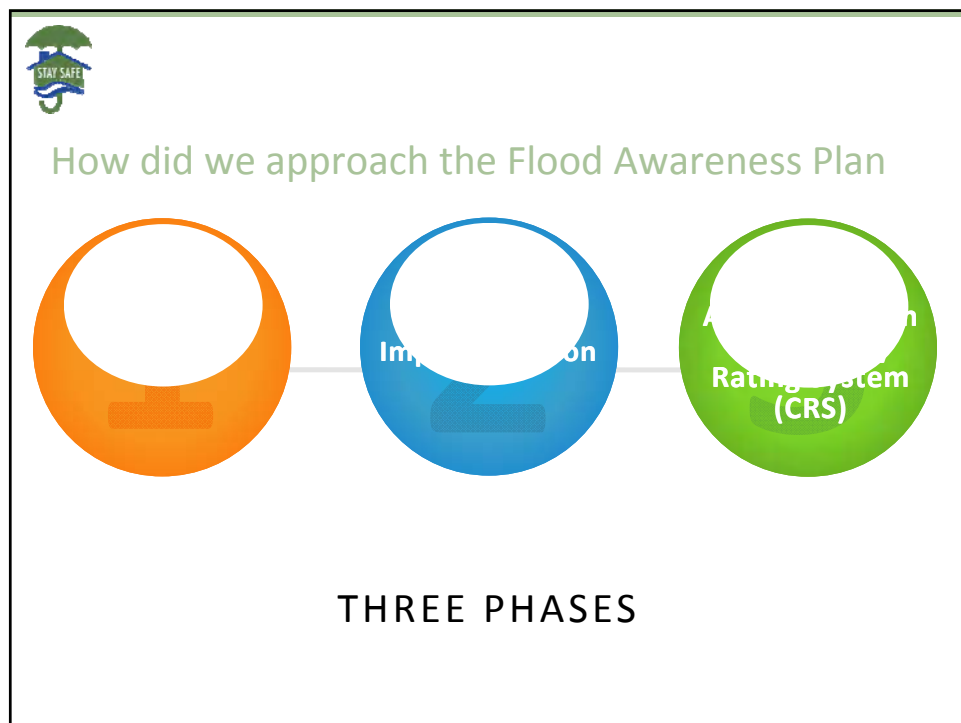
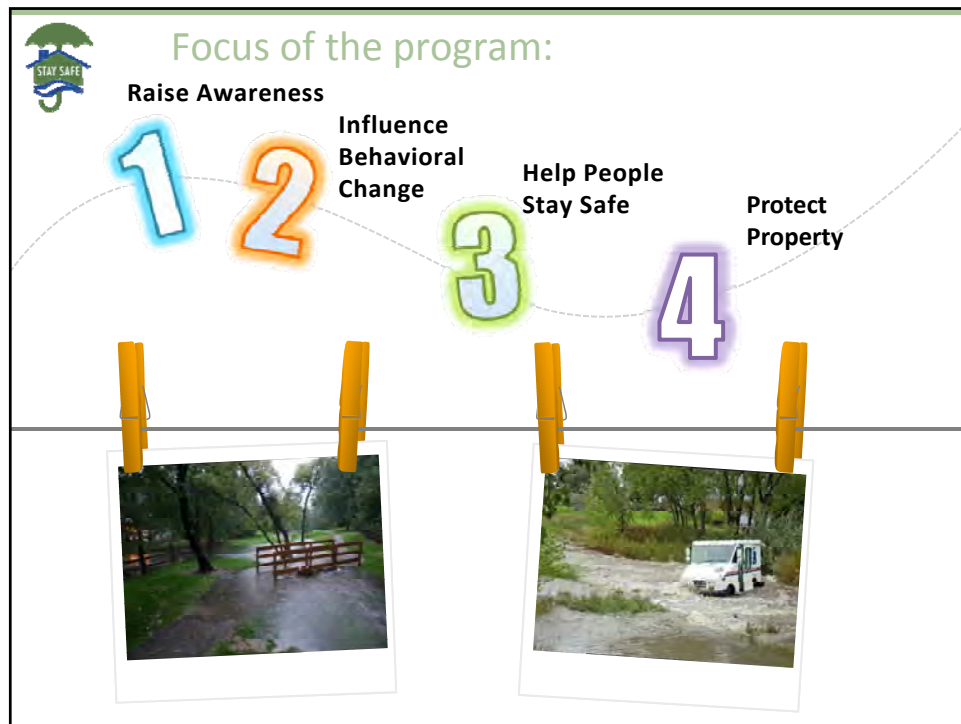




Why do we need a flood awareness outreach plan?

Everything is new...

- Stormwater Authority - 2007
- Formalized Floodplain Program - 2007
- New DFIRM-2010
- City is a new CRS Community-2010
- Revised CRS program - 2012





Comprehensive Plan; Phased Implementation

- Captured “everything” in the plan
 - Direct mailing, display booths, event participation, children’s activities, website improvements, Facebook page, TV, Radio, etc.
 - Conceptual level only
- Created an implementation plan
 - Began implementation with 3 activities for 2012
 - Materials for each activity were created
 - Plan adds activities and materials based on available resources





Identified key messages

Risk Reduction

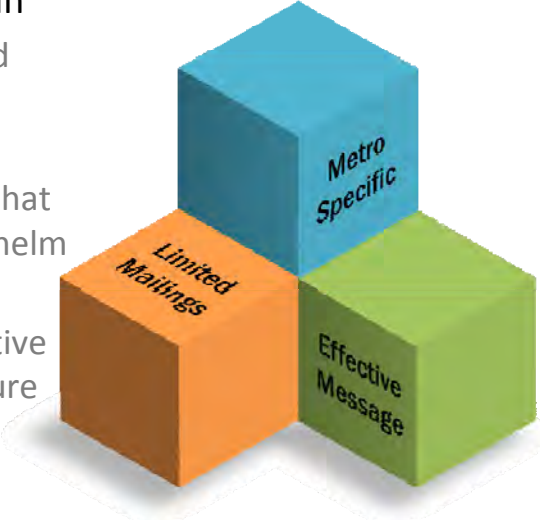
- Know Your Hazard
- Be Prepared
- Get Flood Insurance
- Build Responsibly
- Preserve the Floodplain

Emergency Action

- Preparation & Response
- Flash Flooding

 Defined outreach approach 

- Defined building blocks for the outreach plan
 - Flash flooding and Denver Metro specific events
 - Limited mailings that would not overwhelm the audience
 - Focused on effective messages 1st; future CRS credit 2nd



Target Messages to the Audience

Community			Audience					Distribution		
Category	Author	Document	Community	SFHA Homeowners	Developers	Neighborhoods	Dam Inundation	Real Estate Agents	Mortgage Lenders	As Needed
Risk Reduction	Know Your Hazard	SEM	Know Your Hazard	X						X
		SEM	Know Your Hazard	X						X
		SEM	Know Your Hazard	X						
		SEMSWA	Know Your Hazard							
		SEMSWA	Know Your Hazard							
		SEMSWA	Know Your Hazard							
		SEMSWA	Know Your Hazard							
		SEMSWA	Know Your Hazard							
Risk Reduction	Be Prepared	SEMSWA	Be Prepared	X						
		SEMSWA	Be Prepared	X						
		SEMSWA	Be Prepared	X						
		SEMSWA	Be Prepared	X						
		SEMSWA	Be Prepared	X						
		SEMSWA	Be Prepared	X						
		SEMSWA	Be Prepared	X						
		SEMSWA	Be Prepared	X						
Risk Reduction	Get Flood Insurance	SEMSWA	Get Flood Insurance	X						
		SEMSWA	Get Flood Insurance	X						
		SEMSWA	Get Flood Insurance	X						
		SEMSWA	Get Flood Insurance	X						
		SEMSWA	Get Flood Insurance	X						
		SEMSWA	Get Flood Insurance	X						
		SEMSWA	Get Flood Insurance	X						
		SEMSWA	Get Flood Insurance	X						
Risk Reduction	Build Responsibly	SEMSWA	Build Responsibly	X						
		SEMSWA	Build Responsibly	X						
		SEMSWA	Build Responsibly	X						
		SEMSWA	Build Responsibly	X						
		SEMSWA	Build Responsibly	X						
		SEMSWA	Build Responsibly	X						
		SEMSWA	Build Responsibly	X						
		SEMSWA	Build Responsibly	X						
Risk Reduction	Preserve the Floodplain	UDFCD	Preserve the Floodplain							
		UDFCD	Preserve the Floodplain							
		UDFCD	Preserve the Floodplain							
		UDFCD	Preserve the Floodplain							
		UDFCD	Preserve the Floodplain							
		UDFCD	Preserve the Floodplain							
		UDFCD	Preserve the Floodplain							
		UDFCD	Preserve the Floodplain							
Emergency Action	Preparation & Response	Flood Smart	The Risk Is Real							
		SEMSWA	Preparing for and Responding to a Flood	X						X
		NOAA	Turn Around Don't Drown	X						X

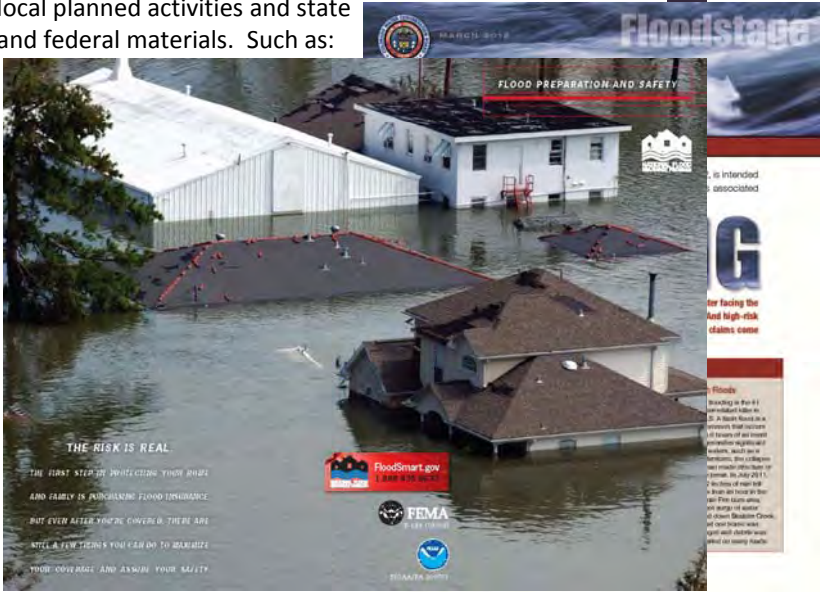
...Future Plans for television, social media, etc.

MSOffice1

STAY SAFE

Didn't Reinvent the Wheel

Piggyback on regular mailings, local planned activities and state and federal materials. Such as:



THE RISK IS REAL.

THE FIRST STEP IN PROTECTING YOUR HOME AND FAMILY IS PURCHASING FLOOD INSURANCE. BUT EVEN AFTER YOU'RE COVERED, THERE ARE STILL A FEW THINGS YOU CAN DO TO MINIMIZE YOUR DAMAGE AND ASSURE YOUR SAFETY.

FloodSmart.gov
1.800.475.6651

FEMA
FEDERAL EMERGENCY MANAGEMENT AGENCY

Planning

STAY SAFE

Other examples of using existing resources included in the plan :

- Avoided sending flood related information in March (national Flood Awareness Month) because we are still skiing here
- Leveraged "our" flood awareness week with Earth Day (April 21st), many existing local activities to become involved in
- Avoided a SEMSWA direct mailing in the spring to avoid overlapping with UDFCD's flood awareness mailer
- Used partners mailings to send out FEMA brochure to the SEMSWA community this summer (Annual Report)

Planning

Slide 9

MSOffice1 bring in all the other non stay safe materials here and loose the wheel or reduce.
6/20/2012



 **Other New Stay Safe Outreach Materials** 

 **LOGO**

 **BANNER**

 **POSTER**



...RESULTED IN STAY SAFE BOOTH FOR ECO PARK OPEN HOUSE

 **Other New Stay Safe Outreach Materials:** 



...STAY SAFE EDUCATION SERIES BROCHURES



What's The Future Plan?

- As events are repeated, each will require less time for preparation and execution
- As those efficiencies are gained, new activities will be added to enhance SEMSWA's "Stay Safe" plan



How does Stay Safe tie into CRS?

- At the time that the plan was conceived, the updates to the CRS program were preliminary
 - The new criteria for Public Information is a lot more involved than previously
 - SEMSWA jurisdictions will not have their 5-year cycle visit for three more years
- Therefore we did what we thought would be most effective for SEMSWA now and plan to revisit how it might score within the new CRS criteria after three years of implementation
- We've set realistic expectations – SEMSWA may never have the resources necessary to fully implement the expectations of the new CRS Public Information Program

