Association of State Floodplain Managers
Flood Risk Communication and Outreach Committee Work Plan

2023 Update
October 2022 – September 2023

Updated September 28, 2022 by
2023 Co-Chairs
Jen Marcy
Jessica Ludy
1.0 Overview

Mission. The Risk Communication and Outreach (RCO) Committee seeks to serve ASFPM members by advancing best practices in equitable and inclusive flood risk messaging, communication, and outreach in order to facilitate informed decision making and equitable and inclusive stakeholder engagement at all levels. We continue to promote and work toward these six general goals:

1. Help to enhance resilience to flooding for communities of color, low income communities, people with disabilities, and other historically marginalized groups who disproportionately bare the impacts of flooding by learning about social justice issues and communicating what we learn to others in the floodplain management community.
2. Advance effective flood risk communication for a range of audiences and professional practices.
3. Provide a platform for committee members to discuss and share ideas or experiences on flood risk communication and community engagement during both flood and non-flood times.
4. Offer guidance on messaging, equitable and inclusive stakeholder engagement, and risk-informed decision making to effectively reduce flood risk for communities.
5. Facilitate discussions that “move the needle” and narrative away from the term, “100-year flood.”
6. Participate in, comment on, support the implementation of, and communicate about legislative changes, TMAC recommendations, FEMA guidance, other external forces that that impact flood risk communication and management.

Committee Co-chairs
Jessica Ludy, US Army Corps of Engineers, San Francisco District
Jen Marcy, Atkins North America

2.0 Work Items for Flood Risk Communication & Outreach Committee

2.1 On-going work items
RCO will continue the following work items to advance Committee goals this year.

1. Continue to track the progress of FEMA’s Risk Rating 2.0, “Future Flood Risk Data”, and TMAC efforts. The TMAC tasking for 2022-2023 is specifically on the topic of equity, barriers faced by underserved communities in understanding and addressing flood risks, negative and unintended consequences of the mapping program on those communities, and other related topics.
2. Review the risk communication and outreach and social equity-related submissions for the 2022 ASFPM conference.
3. Grow RCO committee membership.
4. Attend ASFPM All-committee conference calls & committee retreat.
5. Attend Annual conference.

2.2 New work items for 2022-2023
The RCO Committee has identified three specific tasks to advance Committee goals this year:
1. Write four articles for ASFPM newsletters on topics related to inclusive stakeholder engagement & environmental justice, and updates on the Technical Mapping and Advisory Council via ASFPM Insiders, News and Views publications, or emails to committee members.
2. Host one webinar/facilitated discussion from subject matter experts on the topic of Behavioral Sciences and risk communication.
3. Host two committee ‘book club’ calls with discussion on existing webinar/podcast/article topic.

### 2.3 Potential future work items

1. Support ASFPM Executive Office on relevant efforts (for example, provide input on legislation as appropriate)
2. Support additional ASFPM committees on related tasks.

### 2.4 Through these goals and tasks, we are supporting the following ASFPM FY2022-23 Board of Directors Goals and Objectives:

1.1.3 – Provide clear consistent messaging about flooding, provide outreach on programs and policies that incentivize individual property owner mitigation actions and make mitigation more affordable.
1.2.1 – Support the successful implementation of the National Flood Mapping Program including congressional education for funding and awareness, providing input to FEMA on the ongoing operations of the program.
2.1.6—Support national and state requirements for flood risk disclosure in real estate transactions.
2.4.2 – Promote increased local capacity, through webinars, outreach about ASFPM products, and development and marketing of website/online tools (i.e., 203K, Elected Officials Guide, Subdivision Design in Flood Hazard Areas).
2.1.7 - Implement the ASFPM Social Justice Policy in all policy work, communications and collaborations, especially with regards to floodplains, flood damage, and disaster recovery.