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, AtkinsRéalis

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, primarily by supporting other groups or task forces that have similar goals.**

1. Support the Social Justice Task Force, through volunteer support for their efforts (assisting with white paper, attending 2 monthly calls per month, holding joint policy meeting at ASFPM conference, and provide leadership for that Task Force through Jessica).

2. Support the Risk Rating 2.0 unofficial task force/work group, through volunteer support for their efforts (assisting in reviews of documents and products drafted by FEMA, attending 2 monthly calls per month with work group and with FEMA, maintaining awareness of the issues surrounding Risk Rating 2.0, and other support).

3. Participate in “Enduring NFIP” listening sessions or other opportunities to weigh in on programmatic change management activities.

4. **Continue to track the progress** of FEMA’s Future Flood Risk Data initiative, and TMAC efforts.
5. **Review** the risk communication/outreach and social equity-related **submissions** for the 2024 ASFPM conference.
6. **Grow RCO committee membership.**
7. Attend ASFPM All-committee **conference calls & committee retreat.**
8. Attend **Annual conference.**

### 2.2 Potential future work items

The RCO Committee will prioritize the following, if time and volunteer capacity allows after our Ongoing Work Items are completed:

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

### 2.3 Through these goals and tasks, we are supporting the following ASFPM FY2023-24 Board of Directors Goals and Objectives:

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.

1.4.2 Promote transparency and incentivize individual property owner mitigation within the Risk Rating 2.0 rating engine calculations by creating tools to better understand mitigation discounts and other variables.

2.1.6—Support national and state requirements for flood risk disclosure (loss history, rep loss status, renters) in real estate transactions.

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.

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).

3.1.5 - Promote diversity and inclusion goals and strategies into ASFPM activities, consistent with the ASFPM Social Justice Policy.