



The Mitigation Minute

April - June 2012



FEMA



DNR

www.dnr.sc.gov

Outreach Tools:

Now that we've officially entered both summer and hurricane season, you may be looking for some productive things to do from the comfort of your office. Outreach efforts are of course relevant and effective any time of year, but when temperatures get uncomfortable, people may spend a little more time reading the paper, browsing websites, and using social media. Take advantage of this by using some tools available to you; the more aware your citizens are of their flood risk, the more likely they are to mitigate that risk!

Some of the basic outreach concepts include having a simple and consistent message, distributing that message through a wide array of outlets (newspapers, television broadcasts, websites, hand-outs, message boards, newsletters etc...), targeting your audience (realtors, builders, homeowners, renters etc...) and maintaining contact with that audience (distribute messages often, not just once a year—repetition). For different audiences, you may need a different message; for instance, what you would want to tell a homeowner in the floodplain may be different from what you would want to tell a realtor. Direct your messages to the audiences you wish to reach.

Here are a few simple, but poignant messages to start with:

- A homeowners policy (or rental policy) does not cover a flooding event.
- A structure outside of the Special Flood Hazard Area is not safe from flooding.
- A home is more likely to experience a flooding event than a fire.
- Structures outside of the regulated floodplain qualify for flood insurance.
- You can purchase a flood insurance policy from a local agent.
- You can purchase a flood insurance policy after a structure has been flooded.
- Even if you are not required to purchase a flood insurance policy by a mortgage lender, your home may still be at risk.
- Everyone lives in a flood zone.

One of the first steps towards an informed citizen, is making him or her aware of their flood risk. A neat tool that's available at FloodSmart.gov is the One-Step Flood Risk Profile (the red box on the right hand side of the homepage). This tool allows anyone to enter an address, click 'go', and voilà, you have your risk rating (mine is moderate to low), an estimate of an annual premium cost, and a list of local agents you can contact to purchase a flood insurance policy. Please note that this does not tell someone that they are in or out of a Special Flood Hazard Area, it simply states the structures' level of risk.

Follow this up with the Cost of Flooding tool (same page but follow the link named *What Could Flooding Cost Me?* Or go to the Interactive Tools and Banners page) which calculates the cost of flooding in your 1,000 or 2,000 sq. ft. home based on the depth of flood you choose, and your constituent is at least moderately informed of his or her risk. If you like these tools, and want to put them on your own website, you can click the 'share this tool' button and either download it to your site, or send it to your webmaster.

As you'll see, there are a number of excellent resources available at FloodSmart.gov, so take a minute and browse that site for other useful tools and information. Then, send out a news release, update your website, plan a campaign, or send a tweet! Informed citizens will be prepared citizens!



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CFM Corner:

I thought I'd share a few of the things that I learned sitting in on the two days of training held on June 21st and 22nd.

Did you know that in addition to viewing past, current and future Flood Insurance Rate Maps on the FEMA Map Service Center, you can also view any Letters of Map Change (LOMC) associated with those maps? When you pull up the map panels, any blue cross next to a panel number, when clicked, will take you to a pdf document detailing the LOMC. Also, the dollar sign shown, allowing you to purchase a map panel, is not meant for local governments. Federal, State and Local Governments do not have to purchase the panels, but can set up an EDDie (Express Document Delivery) account and get the panels free of charge. To register, call 1-877-FEMA-MAP (336-2627) and press #1 at the first and second prompts. You should then be speaking to a customer service representative. Why register?



Ability to purchase products You must be a registered customer to place orders with the FEMA Map Service Center.

Notification of upcoming enhancements Being a registered customer allows you to receive advanced communication concerning upcoming enhancements from the Map Service Center.

Happy 4th of July!



2012 Hurricane Season:

The 2012 Hurricane season began in June and will run through November. If you'd like to run some hurricane preparedness outreach, the <http://www.fema.gov/> site has some great information and tools.

Be prepared, be protected, be resilient.

Counties with maps going effective before the next newsletter:

Laurens County

Maps Effective August 16, 2012

The participating communities within the above listed county will need to update and re-adopt their Flood Prevention Ordinance with the new map effective date and FEMA required language. This office has revised the state model ordinance, so if you've used the model in the past, and wish to use it again, please prepare the ordinance for re-adoption using **this latest version**. Call me and I can email a copy.

Remember, we request that the ordinance be reviewed here before it goes to council for readings, and that a true or certified copy must be sent to us **before** the map effective date.

Our goal is to have these compliant and adopted at least one month prior to the map effective date. Your cooperation is appreciated!

Training:

The **L273: Managing Floodplain Development Through the National Flood Insurance Program**, a 4 day training course, is being offered July 16th-19th and will be held at the Styx Classroom off of Fish Hatchery Rd.. If you are interested, go to

<https://www.dnr.sc.gov/Calendar/ViewCal.html>

for more information and to register. Choose the **Flood Mitigation Calendar**, click on July, and then click the L273 class listing. A separate link will take you to the EMI registration form, with additional instructions. **The class is \$75 and attendees will receive 12 CE credits.**

Thanks to those of you who attended the classes on June 21st and 22nd ; **Managing Approximate A Zones and Understanding No-Impact Certifications**. We're hopeful the training was useful to you!

Who's going to tell you when the flood is coming??

