



Monica Bortolini *Chris Tagert*

Southeast Metro Stormwater Authority

June 27, 2012

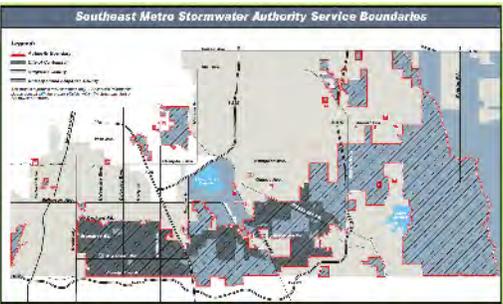
Baker

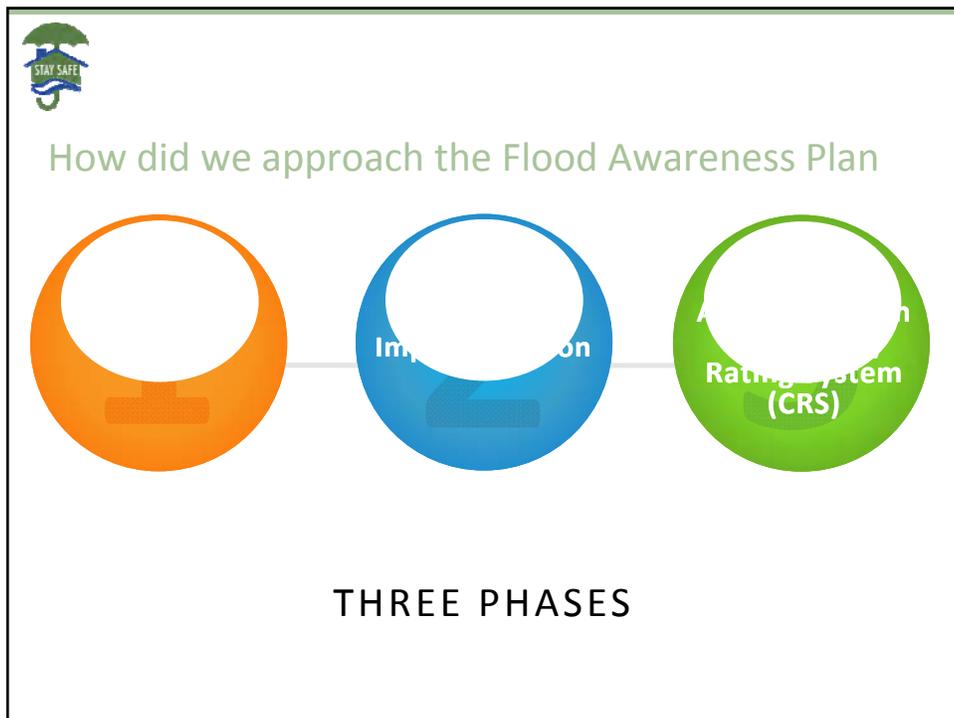
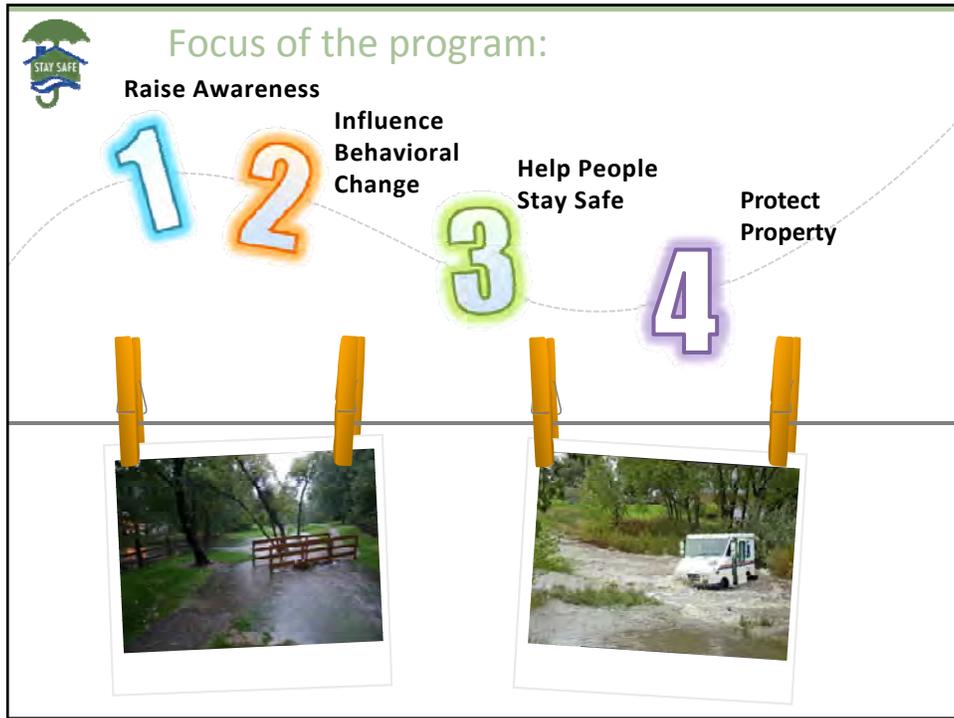


Why do we need a flood awareness outreach plan?

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

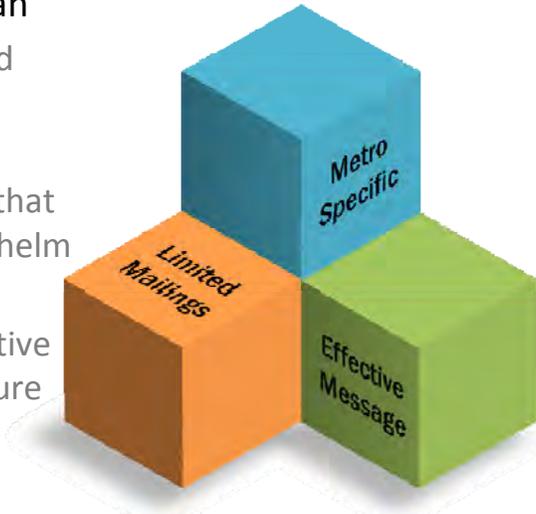
- Preparation & Response
- Flash Flooding



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			
			Community	SFHA Homeowners	Developers	Neighborhoods	Dam Inundation	Real Estate Agents	Mortgage Lenders	As Needed	Spring
Risk Reduction	Know Your Hazard	SEM		X							X
		SEM		X	X						X
	Be Prepared	SEMSWA		X				X	X		X
		SEMSWA		X							X
	Get Flood Insurance	SEMSWA		X							X
		NFIP								X	
	Build Responsibly	SEMSWA								X	
		SEMSWA								X	
	Preserve the Floodplain	UDFCD									
	Emergency Action	Preparation & Response	Flood Smart								
SEMSWA				X						X	
Flash Flood		NOAA		X						X	

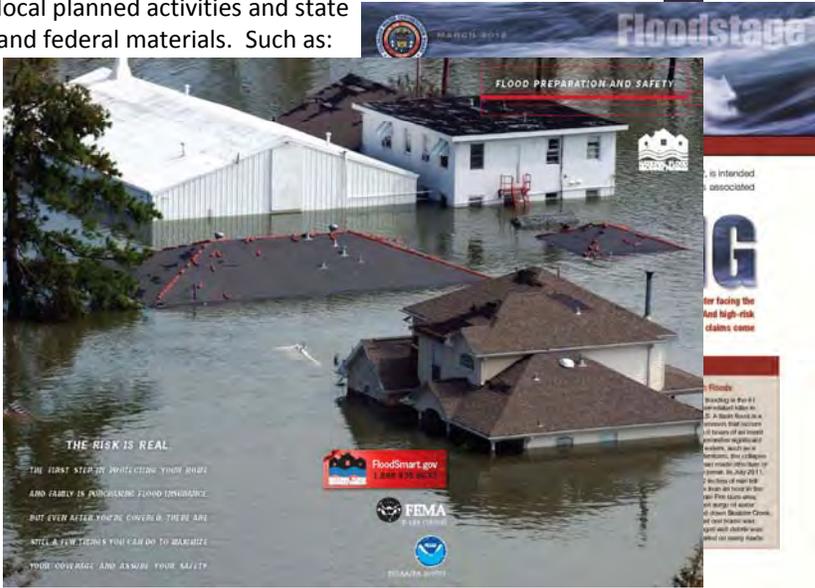
... Future Plans for television, social media, etc.

MSOffice1

 **STAY SAFE**

Didn't Reinvent the Wheel

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



Floodstages
FLOOD PREPARATION AND SAFETY

G
After facing the flood high-risk claims come

FloodSmart.gov
1.800.475.6622

FEMA
FEDERAL EMERGENCY MANAGEMENT AGENCY
DEPARTMENT OF HOMELAND SECURITY

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 MAXIMIZE YOUR COVERAGE AND ENSURE YOUR SAFETY.

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

MSoftware1 bring in all the other non stay safe materials here and loose the wheel or reduce.
6/20/2012



2012 Stay Safe Outreach Activities

- Direct Mailing: Brochures**
- Eco Park Open House Booth: Interactive Discussion**
- Children's Activities: Poster Contest**

... WITH YEAR ONE A SUCCESS, NEW ACTIVITIES WILL BE ADDED

Other New Stay Safe Outreach Materials



LOGO



BANNER

Floods Happen...



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



Monica Bortolini

Chris Tagert

Southwest Metro
Stormwater
Authority

May 24, 2012

Baker

The graphic features a green umbrella with a blue house silhouette inside it. The house has a chimney and the text 'STAY SAFE' is written across its front. Below the house are blue wavy lines representing water. The text 'FLOOD AWARENESS PLAN' is positioned to the right of the wavy lines.