
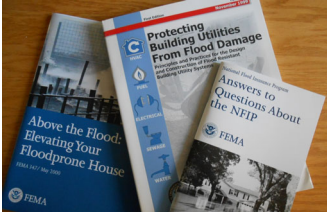


300 Series

Public Information Activities

Visual 300-1

1

300 Series

Activity 310 – Elevation Certificates

Activity 320 – Map Information

Activity 330 – Outreach Projects

Activity 340 – Disclosure of Flood Hazard

Activity 350 – Flood Protection Information

Activity 360 – Flood Protection Assistance

Activity 370 – Flood Insurance Promotion

Visual 300-2

2

300 Series

300 Series Part 1

- Activity 310 – Elevation Certificates
- Activity 320 – Map Information
- Activity 330 – Outreach Projects

Visual 300-3




3

310 – Elevation Certificates

Manual Page 310-2 Addendum

Activity 310 (Elevation Certificates)

Objective: Maintain FEMA Elevation Certificates and other construction certificates

Visual 300-4

4

310 – Elevation Certificates

Manual Page 310-2
Addendum

Activity 310 – Elevation Certificates

Elements:

- a. Construction Certificate Management Procedures (CCMP)
- b. Maintaining Elevation Certificates for Post FIRM buildings (ECPO)
- c. Maintaining Elevation Certificates for Pre buildings (ECPR)



Visual 300-5

5

310 – Elevation Certificates

Manual Page 300-4

302.a Definition of “Building”

- 2 or more exterior walls and a roof affixed to a site
- Manufactured (mobile) home
- Travel trailer without wheels



Visual 300-6

6

310 – Elevation Certificates

Manual Page 300-5

“Not a Building”

- ✓ Open pavilions, carports, underground pump stations, trailers, etc. are not buildings
- ✓ Accessory structures are not counted



Visual 300-7

7

310 – Elevation Certificates

Manual Page 300-5

302.b Pre- and post-FIRM buildings

- ✓ Pre-FIRM: built before initial date of Flood Insurance Rate Map or 12/31/74
- ✓ Post-FIRM: built after initial date of Flood Insurance Rate Map or 12/31/74



Visual 300-8

8


310 – Elevation Certificates

Manual Page 310-3

311.a Activity description

Required Certificates

Elevation Certificates
(FEMA Form 086-0-33)



Visual 300-9

9

310 – Elevation Certificates

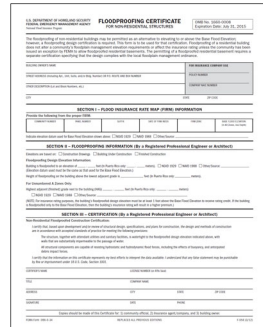
Manual Page 310-3

311.a Activity description

Required Certificates

Floodproofing Certificates
For non-residential buildings
(FEMA Form 086-0-34)

✓ Do not need an EC with a Floodproofing Certificate



Visual 300-10

10

310 – Elevation Certificates

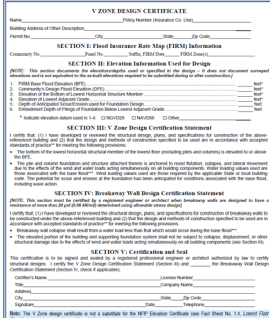
Manual Page 310-4

311.a Activity description

Required Certificates

V Zone design certificates
(example on CRSResources.org)

✓ Do need an EC with each V Zone design certificate



Visual 300-11

11

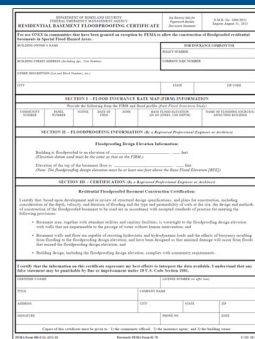
310 – Elevation Certificates

Manual Page 310-3

311.a Activity description

Required Certificates

Residential Basement
Floodproofing Certificate
(FEMA Form 086-0-24)



Visual 300-12

12


310 – Elevation Certificates

Manual Page 310-3

311.a Activity description

Required Certificates

If 'Engineered Flood Openings?' is checked in A8d or A9d, the venting certificate is required.



Visual 300-13


13

310 – Elevation Certificates

Manual Page 310-5

311.b Activity credit criteria

- (1) Maintain completed ECs showing "finished construction"
- (2) Other certificates as appropriate
- (3) Make sure they are complete and correct
- (4) Make copies available to inquirers



Visual 300-14

14

310 – Elevation Certificates

Manual Page 310-5

SECTION A – PROPERTY INFORMATION

A2 and A3 Complete street address or property description. In either case, the city, state, and zip code must be listed.

A6 Photographs. Photographs are not required for CRS credit. However, they are required for rating of flood insurance policy and they can be very helpful for compliance records.

A7 Building diagram number

A8 a. Is and b. Elevation and coastal space information for buildings that are Diagram 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 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310 – Elevation Certificates

Getting correct Certificates

(1) Bad elevations (Section C2)
→ new Certificate

(2) Other sections:

- Tell surveyor to fix it
- Prepare a cover memo or cover sheet
- Note corrections in Section G

Option: Fill out Sections A and B at permit application



Visual 300-17

17

310 – Elevation Certificates

Common Elevation Certificate Errors:

- Incorrect diagram number
- Missing or incorrect NFIP number
- Missing address on second page
- Missing map/panel number
- Missing machinery elevations



Visual 300-18

18

310 – Elevation Certificates

Manual Page 310-5

Maintaining Elevation Certificates (EC)

Must maintain all construction certificates collected since the date of the community's application to the CRS

Class 9 participation prerequisite:

- ✓ Maintain certificates
- ✓ On all new buildings
- ✓ And substantial improvements
- ✓ In the Special Flood Hazard Area
- ✓ Permitted after the community applies for CRS credit



Visual 300-19

19

310 – Elevation Certificates

Addendum

312.a Construction Certificate Management Procedures (CCMP)

Written procedures that document how the community collects, reviews, corrects, maintains, and makes available to all inquirers the Federal Emergency Management Agency (FEMA) Elevation Certificates, FEMA Floodproofing Certificates, V-Zone design certificates, engineered openings certifications, and FEMA Residential Basement Floodproofing Certificates required for buildings built in the Special Flood Hazard Area (SFHA) after the date of application to the Community Rating System (CRS).

38 points – required



Visual 300-20


20

310 – Elevation Certificates

Addendum

Construction Certificate Management Procedures (CCMP)

- What certificates are required?
- When are they required?
- Who collects?
- Who reviews?
- How are they corrected?
- How are they maintained?



TEMPLATE
for
Construction Certificate Management Procedures

October 2020

This template can be used by communities to create written procedures for the management of Elevation Certificates and other floodplain-related construction certificates, especially those required for Community Rating System credit to achieve CCMP construction certificate management guidelines, under Article 110 Elevation Certificates. The template allows various options communities can choose for different parts of these processes for collecting and reviewing construction certificates.

The bracketed places are items that may differ from community to community. Please customize these to your circumstances. Feel free to expand on the language in this template. It is intended to serve as a starting point from which you can proceed to fully document your own procedures as that community's standard of collection, review, correction, approval, and storage of these certificates. Written procedures will also help familiarize your procedures so they are followed by all staff.

Additional explanatory notes to CRS communities are embedded in the template, as bold italic type.

Template on CRSResources.org

Visual 300-21

21

310 – Elevation Certificates

Manual Page 310-11

Update with Addendum!

- ✓ Elevation certificates will be reviewed at recertification time
- ✓ Must meet the 90% threshold annually
- ✓ No longer need to resend all every 3 or five years at cycle time

Visual 300-22

22

310 – Elevation Certificates


Manual Pages 310-10 – 11

Recertification

- ✓ Permit list and all last year's certificates reviewed

Update with Addendum!

- ✓ Elevation certificates will be reviewed at recertification time
- ✓ Must meet the 90% threshold annually
- ✓ No longer need to resend all every 3 or five years at cycle time



Visual 300-23

23

310 – Elevation Certificates

Manual Pages 310-13 – 14

312.b Maintaining Elevation Certificates for post-FIRM buildings (ECPO)

ECPO is for maintaining certificates built between the initial FIRM date and the date of application to the CRS

Credit points

ECPO = up to 48 points
(points adjusted based on how many and percent correct)

Documentation

- Copies of the certificates
- Show they're still available for inquirers

Visual 300-24

24

310 – Elevation Certificates

Manual Pages 310-14 – 16

312.c Maintaining Elevation Certificates for pre-FIRM buildings (ECPR)

ECPR is for maintaining certificates built before the initial FIRM date

Credit points

ECPR = up to 30 points

(points adjusted based on how many and percent correct)

Documentation

(a) Copies of the certificates

(b) Show they're still available for inquirers



Visual 300-25

25

310 – Elevation Certificates

Impact Adjustment

- ✓ Adjust the score based on how much of the job is being done
- ✓ Example: if 50% of the job
- ✓ Receive 50% of the max score
- ✓ Ratio: $rXXX = 0.5$



Visual 300-26

26

310 – Elevation Certificates

Manual Page 310-16

313 Credit Calculation

a. $cCCMP = 38$

b. $cECPO = ECPO \times rECPO$ (x percent correct)

c. $cECPR = ECPR \times rECPR$ (x percent correct)

d. $c310 = cCCMP + cECPO + cECPR$



Visual 300-27

27

310 – Elevation Certificates

Manual Page 310-16

Summary

Construction Certificates

- Required for participation in CRS
- Required for all new or substantially improved structures
- In SFHA
- Permitted since entry to CRS
- Must be for finished construction
- Must have 90% complete and correct
- Check annually



Visual 300-28

28

310 – Elevation Certificates

Manual Page 310-16

Summary

- Construction Certificate Management Procedures (CCMP)
 - Required for participation in CRS
- Post FIRM Elevation Certificates (ECPO)
 - Up to CRS entry
- Pre FIRM Elevation Certificates (ECPR)

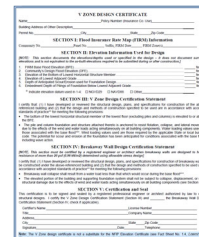


Visual 300-29

29

310 – Elevation Certificates

Questions?



Visual 300-30

30

310 – Elevation Certificates

Poll Questions



Visual 300-31

31

320 – Map Information Service



Visual 300-32

32

320 – Map Information Service

Activity Objective:

Credit is assigned for providing inquirers information from the community's Flood Insurance Rate Map.

Additional credit for additional map information.



Visual 300-33

33

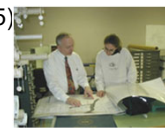
320 – Map Information Service

Manual Pages 320-3 – 5

Activity 320 – Map Information Service

Elements:

- a. Basic FIRM Information (MI1)
- b. Additional FIRM Information (MI2)
- c. Problems not shown on the FIRM (MI3)
- d. Flood depth data (MI4)
- e. Special flood-related hazards (MI5)
- f. Historical flood information (MI6)
- g. Natural floodplain functions (MI7)



Visual 300-34

34

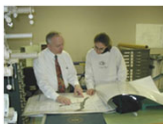
320 – Map Information Service

Manual Pages 320-3 – 5

321.b Activity Credit Criteria

To receive the credit the community must

- 1) Receive credit for reading the FIRM for inquirers (MI1)
- 2) Locate a property based on a street address
- 3) Volunteer the information to the inquirer
- 4) Provide an opportunity to ask questions
- 5) Respond in a reasonable amount of time
- 6) Publicize the service at least annually



Visual 300-35

35

320 – Map Information Service

Manual Page 320-4

(6) Publicize the service at least annually

Three ways to do this:

- (a) An outreach project to the entire community, such as an article in a newsletter or a notice in a utility bill,
- (b) Notices sent to all local insurance agents, real estate agents, and lenders, or
- (c) Another approach as determined by a Program for Public Information (see Activity 330 – Outreach Projects)

Find out if your property is in the mapped floodplain and subject to overbank flooding by calling the Building Department at 895-7193. The office also has copies of Elevation Certificates for many floodplain properties.



Visual 300-36

36

320 – Map Information Service

Manual Pages 320-5 – 6

Log of Walk-in and Telephone Map Information Inquiries

Date	Type	Address	Panel	Zone	RFE	Insurance Information Given	Coastal A Zone or CBRS	Past flood or Rep Area?	Death or loss	Sensitive or wetland
8/5	W	800 E. 1st St.	0000E	AE	704	2	2	2	2	2
8/4	W	800 E. 1st St.	0000E	AE	704	2	2	2	2	2
8/4	W	800 E. 1st St.	0000E	AE	704	2	2	2	2	2
8/5	W	800 E. 1st St.	0000E	AE	704	2	2	2	2	2
8/5	W	800 E. 1st St.	0000E	AE	704	2	2	2	2	2

Codes: W - walk in T - telephone request L - letter or written request
H - gave handout V - told verbally N/A - not applicable
CBRS - Coastal Barrier Resources System

NOTE: If all of the map information comes from the same FIRM, the community number is not logged. The community in this example has only one FIRM based upon NAVD, so the FIRM date and datum are not included in the log. Also, the panel number logged includes the suffix. The community has all of the data needed to document MI 1, MI 2, MI 4, MI 6, and MI 7 in this log.

Visual 300-41

41

320 – Map Information Service

Manual Page 320-9

About the Mandatory Purchase of Flood Insurance

The NFIP: The National Flood Insurance Program (NFIP) is a federal program enabling property owners in participating communities to purchase flood insurance on eligible buildings and contents, whether they are in or out of a floodplain. This community participates in the NFIP, making federally backed flood insurance available to its property owners.

The NFIP requires most unincorporated and unincorporated buildings that are principally above ground on a permanent foundation, including mobile homes, and buildings in the course of construction. Property owners can purchase building and contents coverage from any local property and casualty insurance agent. To find a local insurance agent that writes flood insurance in your area and more information go to www.floodsmart.gov.

Mandatory Purchase Requirement: Pursuant to the Flood Disaster Protection Act of 1973 and the National Flood Insurance Reform Act of 1994, the purchase of flood insurance is mandatory for all federal or federally insured financial institutions for the acquisition and construction of buildings in Special Flood Hazard Areas (SFHAs). An SFHA is defined as any area in a flood zone on a Federal Emergency Management Agency (FEMA) Flood Insurance Rate Map (FIRM).

The mandatory purchase requirement also applies to secured loans from such financial institutions as commercial lenders, savings and loan associations, savings banks, and credit unions that are regulated, supervised, or insured by federal agencies such as the Federal Reserve, the Federal Deposit Insurance Corporation, the Comptroller of Currency, the Farm Credit Administration, the Office of Thrift Supervision, and the National Credit Union Administration. It further applies to all loans purchased by Fannie Mae or Freddie Mac in the secondary mortgage market.

Federal financial assistance programs affected by the laws include loans and grants from agencies such as the Department of Veterans Affairs, Farmers Home Administration, Federal Housing Administration, Small Business Administration, and FEMA disaster assistance.

New or Altered: When making, increasing, renovating, or extending any type of federally backed loan, lenders are required to conduct a flood zone determination using the most current FEMA FIRM to determine if any part of the building is located in an SFHA. If the building is in an SFHA, the financial agency or lender is required to use its best efforts to notify the borrower that flood insurance is mandatory as a condition of the loan. Even though a portion of real property on which a building is located may be within an SFHA, the purchase and notification requirements do not apply unless the building itself, or some part of the building, is in the SFHA. Insurance lenders, in their own interests, may require the purchase of flood insurance on a building located outside an SFHA. 100% of all NFIP flood losses arise from outside SFHAs (B, C, and A Zones).

Under federal regulations, the required coverage must equal the amount of the loan (excluding agreed-upon value of the land or the maximum amount of insurance available from the NFIP, whichever is less). The maximum amount of coverage available for a single family residence is \$250,000 and for non-consumer commercial buildings is \$500,000. Federal agencies and regulators, including government sponsored enterprises, such as Fannie Mae and Freddie Mac, may have stricter requirements.

Visual 300-42

42

320 – Map Information Service

Manual Page 320-10

MI2 Additional FIRM Information

Credit Criteria

- 1) Coastal A Zone or Coastal Barrier Resource System
- 2) LiMWA
- 3) Floodway

Visual 300-43

43

320 – Map Information Service

Manual Page 320-11

MI3 Other problems not on the FIRM

Credit Criteria

Examples:

- ✓ Areas predicted to flood in the future
- ✓ Local drainage problems
- ✓ Areas mapped outside the SFHA
- ✓ A levee or dam failure inundation zone

Visual 300-44

44

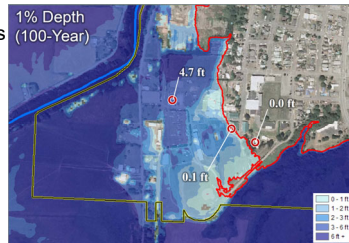
320 – Map Information Service

Manual Page 320-12

MI4 Flood depth data

Credit Criteria

- 1) Map showing depths
- 2) Flood and ground elevation data



Visual 300-45

45

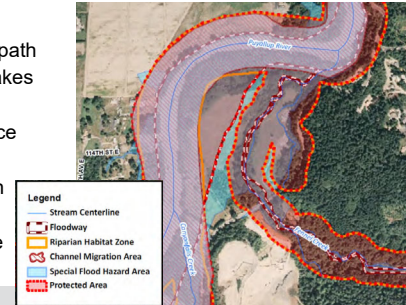
320 – Map Information Service

Manual Page 320-13

MI5 Special flood-related hazards

Credit Criteria

- ✓ Uncertain flow path
- ✓ Closed basin lakes
- ✓ Ice jams
- ✓ Land subsidence
- ✓ Mudflow
- ✓ Coastal erosion
- ✓ Tsunami
- ✓ Coastal A Zone



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320 – Map Information Service

Manual Page 320-14

MI6 Historical flood information

Credit Criteria

Examples:

- ✓ Map
- ✓ High water marks
- ✓ Repetitive loss area
- ✓ Photographs



300-47

47

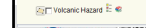
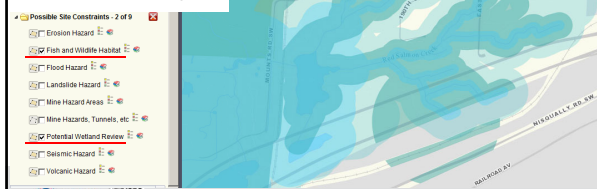
320 – Map Information Service

Manual Page 320-15

MI7 Natural floodplain functions

Credit Criteria

- ✓ Wetlands
- ✓ Habitat
- ✓ Conservation plans



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320 – Map Information Service

Manual Page 320-15

323 Impact Adjustment
(No impact adjustment)

324 Credit Calculation
 $c320 = MI1 + MI2 + MI3 + MI4 + MI5 + MI6 + MI7$

325 Documentation

 Visual 300-49

49

320 – Map Information Service

Manual Pages 320-16 – 17

325 Documentation


The Village Building Department, in Village Hall (349-4687), provides the following:

- Information on whether a property is in a mapped floodplain and related Flood Insurance Rate Map data

- 1) Publicity
- 2) How FIRM is kept updated
- 3) Copies of old FIRMs
- 4) Record of the service
- 5) Agreement with other agency that provides the service

At recertification:

- 1) That year's publicity
- 2) Copy of a record of service

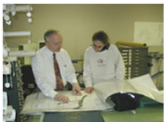
 Visual 300-50


50

320 – Map Information Service

Summary

- Basic FIRM information (MI1) is a prerequisite
- Service must be publicized annually
 - Sent to the entire community or the target audience of realtors, lenders and insurance agents
 - Include all MI elements
- Must keep records of the service





 Visual 300-51

51

320 – Map Information Service

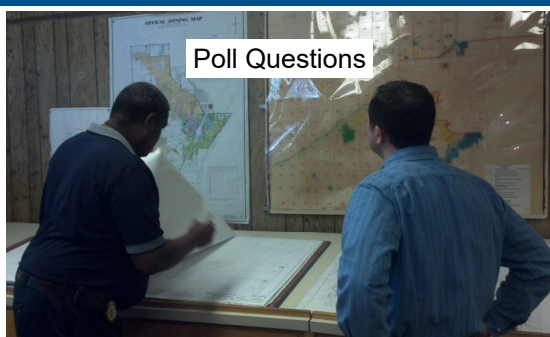
Questions?



 Visual 300-52

52

320 – Map Information Service



Visual 300-53

53

330 – Outreach Projects

330 Outreach Projects



Visual 300-54

54

330 – Outreach Projects

Manual Page 330-2

Objective

Provide the public with information needed to:

- ✓ Increase flood hazard awareness
- ✓ Motivate actions to reduce flood damage
- ✓ Encourage flood insurance coverage
- ✓ Protect the natural functions of floodplains.



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330 – Outreach Projects

Manual Page 330-2

Activity 330 – Outreach Projects

Elements:

- a. Outreach projects (OP)
- b. Flood response preparations (FRP)
- c. Program for Public Information (PPI)
- d. Stakeholder delivery (STK)



56

330 – Outreach Projects

Manual Page 330-3

Messages

Clearly state what the audience should do

“Get a floodplain permit from...”



“Buy contents coverage”

Or

Provide basic information with a note on where to get more information

“You are in a floodplain.

Find out more by calling...”

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Table 330-1. CRS topics and example messages.

Six Priority Topics	Example Messages
1. Know your flood hazard	Your property is subject to flooding You are in a repetitively flooded area Drive safely: live people died in the...
2. Insure your property for your flood hazard <i>Note: At least one project must include a message on this topic</i>	You need flood insurance Renters should buy flood ins... for their contents Take advantage of a low-cost +referred Risk Policy
3. Protect people from the hazard	Turn around, don't drown Know the flood warning signals: one long blast of the siren means a flash flood along Silver Creek Designate a place where your family can rendezvous after an evacuation order is issued
4. Protect your property from the hazard	Replace your flooded furnace with one elevated above the flood level Keep debris and trash out of the streams and ditches We can help you get a grant to elevate your home. Call us at...
5. Build responsibly	Get a permit from... before you build Know the substantial damage rules (and the ICC benefits). You can see them at www.... All projects should be at least 10 feet from the property line so you don't alter the drainage between homes
6. Protect natural floodplain functions	Don't dump in the storm drains; they drain to the bay Protect our turtle nesting areas: stay off the beach after sunset Report broken silt fences: they help keep our streams clean

58

330 – Outreach Projects

Projects









59

330 – Outreach Projects

Projects

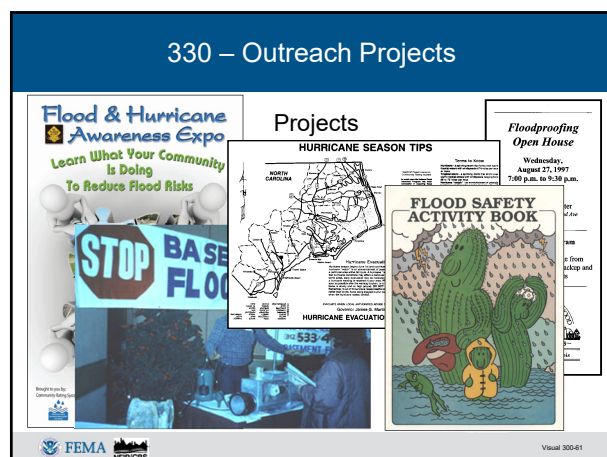








60



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330 – Outreach Projects

Manual Page 330-5

Projects

- (a) Informational materials: placed in static location
- (b) General outreach: reach out to general audience
- (c) Targeted projects: reaches a specific audience

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330 – Outreach Projects

Manual Page 330-5

5 Targeted audiences w/o PPI

1. Floodplain residents
2. Repetitive loss areas
3. Leveed areas
4. Dam failure inundation areas
5. Special flood-related hazards

With a PPI:

- More targeted audiences
- Must reach 100% of the audience
- Face-to-face can be 50%

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330 – Outreach Projects

Manual Page 330-7

332.a Outreach Projects (OP)

Credit criteria

- 1) Project must be disseminated annually
- 2) At least one project must cover flood insurance

64

330 – Outreach Projects

Manual Page 330-7

Credit points

- (a) Informational materials: 1 point/topic
- (b) General outreach projects: 2 points/topic
- (c) Targeted projects: 6 points/topic

More points for repeating the projects/topics

Brochures at different places are different projects

Max of five repeats of same project

65

330 – Outreach Projects

Manual Page 330-8

Table 330-2. Basic scoring of example outreach projects (without a PPI).

Example Outreach Projects (OP)	A Points per topic	B # of Flood- related Topics	C # of Times Delivered	(A x B x C) OP = Points per Project
OP#1. A brochure on flood insurance produced by FEMA is set out in various public places (informational material)—1 point per topic.	1	1	1	1
OP#2. Local insurance agents have agreed to advise their clients that flood insurance is a good idea and give them the OP#1 brochure (general outreach—2 points per topic).	2	1	1	2
OP#3. Presentations are made to five neighborhood associations with messages under CRS topics 1, 2, 4, and 5. (general outreach—2 points per topic) The OP#1 brochure is handed out to everyone present.	2	4	5	40
OP#4. The neighborhood association presentation is taped and repeated twice a month on the public service cable TV channel. (general outreach—2 points per topic) This does not involve two-way communication, so it is counted as being delivered once a year.	2	4	1	8
OP#5. A mailing is sent each year to all residents of the SFHA. It has messages under the first five CRS topics. (targeted outreach—6 points per topic)	6	5	1	30

66

330 – Outreach Projects

330 Outreach Project (OP) Worksheet

Outreach Projects	Points per Topic	Topics Covered						Times per Year	OP
		1. Hazard	2. Insure	3. People	4. Property	5. Build	6. Natural		
OP#1 Newsletter article (old OPC)	2		x	x	x	x	x	1	10
OP#2 "Floods happen" mailer (OPF)	6	x	x	x	x	x	x	1	30
OP#3 Drain inlet sign	1						x	5	5
OP#4 Disaster coloring book	2			x				1	2
OP#5 Floodproofing website	1				x			1	1
OP#6 Repetitive Loss mailer	6	x	x	x	x	x		1	30
OP#7 Contractors Fair	2				x	x		1	4
OP#8 1993 high water sign	2	x						5	10
OP#9 Erosion control guide	1						x	3	3
OP#10 Lake living brochures	1						x	3	3
OP#11 Stream erosion brochure	1						x	3	3
OP#12 Tsunami evacuation sign	2	x		x				5	20
OP#13									0
OP#14									0
OP#15									0
OP#29									0
OP#30									0
c330 =		eOP:	121.0	+	cFRP:	0.0	=	0	TOP: 121

www.CRSResources.org
300 Series

FEMA NIP/CRS

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330 – Outreach Projects

Manual Page 330-9

332.b Flood Response Preparations (FRP)

- ✓ Messages
- ✓ Projects
- ✓ Updated annually
- ✓ Distributed when it floods

FEMA NIP/CRS

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RE-ENTRY
BE PATIENT. You won't be able to return to your home or business until search and rescue operations are complete and safety hazards, such as downed power lines, are cleared. It may take time for emergency crews to reach your neighborhood.

- Have valid ID with your current address. Access to affected areas will be controlled by security checkpoints.
- Avoid driving, especially through water. Roads may have debris which can puncture your tires!

Once you arrive home, walk around your home or business from the outside first to survey damage and enter with caution.

- Open windows and doors to ventilate and dry your home.
- If you suspect a gas leak, leave immediately and notify the Fire Department.
- If your home has been flooded, have a qualified licensed electrician inspect the electrical system and appliances before turning the power back on.

- Always supervise children-DO NOT WADE IN FLOOD WATERS.
- Be aware of snakes, insects, alligators or animals driven to higher ground by floods.
- Be extremely careful with a chain saw and follow all safety precautions.
- Call professionals to remove large, uprooted trees, etc.
- Always use proper safety equipment such as heavy gloves, safety goggles, heavy boots, long-sleeve shirts and long pants. Tie back long hair, wear a hat and sunscreen.
- Drink plenty of fluids, rest and ask for help when you need it.
- Don't burn trash.

CLEAN-UP & REPAIRS

- Know what your homeowner's or renter's insurance policy covers and what you will need to submit a claim. Make temporary repairs to correct safety hazards and minimize further damage. Take photographs of all damage before repairs and keep all receipts.


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330 – Outreach Projects

Manual Page 330-10

Credit criteria

- (1) OP is a prerequisite
- (2) Either respond to a flood or review and update messages and projects
- (3) OP credit kept if FRP diverts resources



FEMA NFP/CRS

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330 – Outreach Projects

Manual Pages 330-10 – 11

Credit points

- Informational materials: 1 point/topic
- General outreach projects: 2 points/topic
- Targeted projects: 6 points/topic

Table 330-3. Scoring of example FRP projects (without a PPI).


Example Flood Response Projects (FRP) (See Figure 330-1)	A Points per Topic	B # of Flood- related Topics	C # of Times Delivered	(A x B x C) FRP = Points per Project
FRP#1. Media kit with background information for reporters	2	5	1	10
FRP#2. Radio public service announcements	2	2	1	4
FRP#3. Door hangers for flooded homes	6	5	1	30
FRP#4. Handouts on grant programs	1	1	1	1
Total FRP =				45

FEMA NFP/CRS Visual 300-71

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330 – Outreach Projects

Social Media



- ✓ Social media is general outreach (2 points/topic)
- ✓ Social media projects can receive OP or FRP credit, if:
 - They cover one or more of the six topics
 - They are conducted every year
 - They are documented for the ISO/CRS Specialist
- ✓ Max of five social media projects on the same topic
- ✓ Today's guidance may be changed or augmented
- ✓ Send us examples

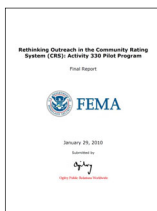
FEMA NFP/CRS Visual 300-72

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330 – Outreach Projects

2000's Research Findings

- ✓ Objective is to change behavior
- ✓ Good programs work: behavior changes
- ✓ Good programs:
 - ❖ Are locally tailored
 - ❖ Are positive
 - ❖ Say what people should do
 - ❖ Repeat the message
 - ❖ Repeat the message from different sources
 - ❖ Evaluate and revise



Visual 300-73

73

330 – Outreach Projects

Manual Pages 330-12 – 14

332.c Program for Public Information (PPI)

Credit criteria

1. Committee
2. Assess public information needs
3. Formulate messages
 - ✓ Can add four more
4. Identify projects
5. Other initiatives
6. Document
7. Monitor/evaluate



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330 – Outreach Projects

Manual Page 330-15

PPI Worksheet						
Target Audience	Message	Outcome	Project(s)	Assignment	Schedule	Stakeholder
Target Area 1. Coastal floodplain residents	Topic 1 message: Find out about your flood hazard	Increase in the number of map information inquiries	320 map info service to include info on flood depths, wave heights, and past floods (320)	Floodplain manager	Start as soon as staff has the maps	
			OP 3. Presentations to five neighborhood associations	Floodplain manager	Set up the five presentations by January 31	Neighborhood associations
			OP 4. Cable TV to show the neighborhood association presentation	Floodplain manager and public information officer	Tape the first two presentations and use the best scenes	Neighborhood associations, Cable TV company
	Topic 2 message: All residents in floodprone areas about	Increase in number of webpage hits	OP 5. Mailing sent each year to residents of the SFHA	Floodplain manager and public information officer	Disseminate in May, before hurricane season	
			New website page will show flood depths and LHMVA boundary (350)	Floodplain manager and webmaster	Have on line by May 1 start of hurricane season	
			Floodplain manager to explain depths, waves, and past floods when providing assistance (360)	Floodplain manager	Start as soon as staff has the maps	
			OP 1. FEMA brochure on flood insurance	Floodplain manager	Printed and displayed by Feb. 28	FEMA
			OP 2. Local insurance agents advise their clients	Insurance agency representative on the PPI committee	Explain at March 15 insurance assoc. meeting	Insurance agencies
			OP 3. Presentations to neighborhood associations	See OP 3 above	See OP 3 above	See OP 3 above

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330 – Outreach Projects

Manual Page 330-14

332.c. Program for Public Information (PPI)

Credit Points

- ✓ 40% increase in project points

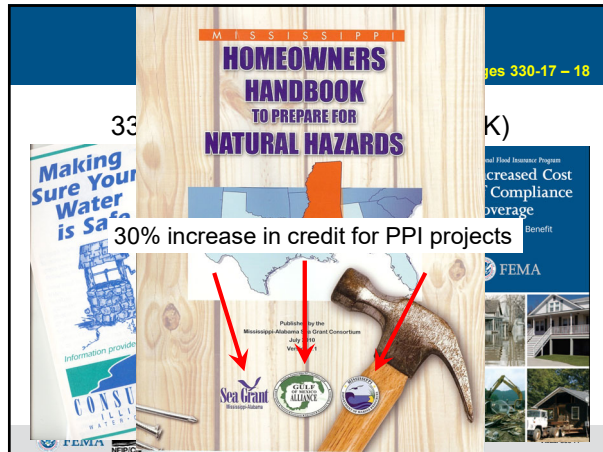
$$PPI = OP_i \times 0.4$$

and/or

$$PPI = FRP_i \times 0.4$$



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330 – Outreach Projects

PPI Worksheet							
Target Audience	Message	Outcome	Project(s)	Assignment	Schedule	Stakeholder	
Target Area 1. Coastal floodplain residents	Topic 1 message: Find out about your flood hazard	Increase in the number of map information inquiries	320 map info service to include info on flood depths, wave heights, and past floods (320)	Floodplain manager	Start as soon as staff has the maps		
			OP 3. Presentations to five neighborhood associations	Floodplain manager	Set up the five presentations by January 31	Neighborhood associations	
			OP 4. Cable TV to show the neighborhood association presentation	Floodplain manager and public information officer	Tape the first two presentations and use the best scenes	Neighborhood associations, Cable TV company	
			OP 5. Mailing sent each year to residents of the SFHA	Floodplain manager and public information officer	Disseminate in May, before hurricane season		
			New website page will show flood depths and LHMWA boundary (350)	Floodplain manager and webmaster	Have on line by May 1 start of hurricane season		
	Topic 2 message: All residents in floodprone areas should increase insurance	The total number of SFHA policies increases	Increase in the number of people getting tech assistance	Floodplain manager	Explain depths, waves, and past floods when providing assistance (360)	Start as soon as staff has the maps	
				OP 1. FEMA brochure on flood insurance	Floodplain manager	Printed and displayed by Feb. 28	FEMA
				OP 2. Local insurance agents advise their clients	Insurance agency representative on the PPI committee	Explain at March 15 insurance assoc. meeting	Insurance agencies
				OP 3. Presentations to neighborhood associations	See OP 3 above	See OP 3 above	See OP 3 above

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330 – Outreach Projects

Manual Page 330-21

335 Related Activities

- ✓ 320 – Publicity prerequisite
- ✓ 340 – DFH, REB
- ✓ 350 – WEB 1
- ✓ 360 – PPA, PPV, FAA, publicity prerequisite
- ✓ 370 – Committee, CPI
- ✓ 510 – Committee prerequisite
- ✓ 540 – SDR publicity
- ✓ 610 – Outreach project prerequisite
- ✓ 620 – Outreach project prerequisite
- ✓ 630 – Outreach project prerequisite

Visual 300-79

79

330 – Outreach Projects

Changes in Criteria and Scoring for CRS Outreach Projects

Many communities want to keep doing what they are doing, but they need to make sure they are meeting the criteria for the CRS Outreach Project. The criteria for the CRS Outreach Project are listed below. The criteria for the CRS Outreach Project are listed below. The criteria for the CRS Outreach Project are listed below.

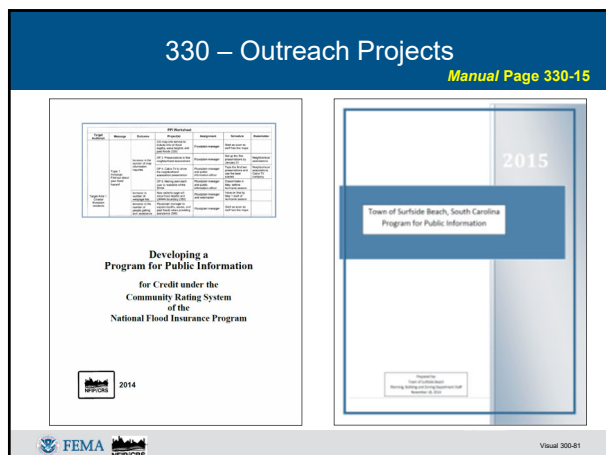
Page 2-4 show the "valid" criteria for the CRS Outreach Project. It is listed in the table below. The criteria for the CRS Outreach Project are listed below. The criteria for the CRS Outreach Project are listed below.

Criteria	Scoring
Community Outreach Project	10 points
Community Outreach Project	10 points
Community Outreach Project	10 points

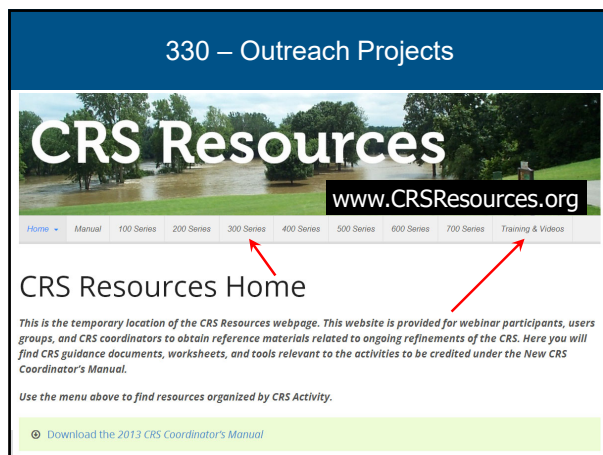
www.CRSResources.org/300

Visual 300-80

80



81



82



83



84