Strategies for More Effective Flood Outreach

Susanna Pho, CFM
Forerunner
What kind of flood outreach projects do you do? Why?
**Why?**

**Reduce Risk.** Repeatedly engaging residents around risk helps them make more informed decisions about safety + property.

**Engagement.** Continuous communication with residents engenders trust and encourages dialogue.

**CRS.** Receiving credit for 300 Series Activities.
CRS Outreach Activities

300 Series Activities have relatively high participation overall, but communities aren’t receiving maximum points.

<table>
<thead>
<tr>
<th>300 Public Information Activities</th>
<th>Maximum Points Possible</th>
<th>Average Points Earned</th>
<th>% of Communities Credited</th>
</tr>
</thead>
<tbody>
<tr>
<td>310 Elevation Certificates</td>
<td>116</td>
<td>38</td>
<td>96%</td>
</tr>
<tr>
<td>320 Map Information Services</td>
<td>90</td>
<td>73</td>
<td>85%</td>
</tr>
<tr>
<td>330 Outreach Projects</td>
<td>350</td>
<td>87</td>
<td>93%</td>
</tr>
<tr>
<td>340 Hazard Disclosure</td>
<td>80</td>
<td>14</td>
<td>84%</td>
</tr>
<tr>
<td>350 Flood Protection Information</td>
<td>125</td>
<td>38</td>
<td>87%</td>
</tr>
<tr>
<td>360 Flood Protection Assistance</td>
<td>110</td>
<td>55</td>
<td>41%</td>
</tr>
<tr>
<td>370 Flood Insurance Promotion</td>
<td>110</td>
<td>39</td>
<td>4%</td>
</tr>
</tbody>
</table>
Sometimes you want to start from scratch.

**Community-specific objectives.** Template outreach materials make assumptions about audience and message that might not be quite aligned.

**Brand recognition.** Local governments have a leg up in building trust. Using clear graphic language across materials can help you tap into your social capital.
Sometimes you want to start from scratch.

U.S. Confidence in Local & State Government, 1972 - 2018
% Great deal/Fair amount

Local Government
State Government
Questions to ask when you’re developing a government marketing campaign

**Audience.** Who am I trying to reach?
**Messaging.** What am I trying to say?
**Graphics.** Beyond words, how else am I communicating?
**Channels.** Where am I reaching my residents?
**Evaluation.** How do I know if it worked?
Take a moment to define your audience.

• Who are they?
• What do you want them to do?
• Where can you find them?
• What language do they speak?
• What are their needs + motivations?
• What drives them to act?

CRS Priority Audiences

- Floodplain residents & businesses.
- Repetitive Loss Area Residents.
- Residents of areas protected by a levee or subject to flooding in the case of dam failure.
- Residents of areas subject to a special flood-related hazard.
“A primary goal of the site is to connect eligible low- and middle-income homeowners with engineers in select coastal communities to provide resiliency audits so that they can make informed decisions about reducing their risk to future floods that will also help to lower their flood insurance rates.”
Craft effective messages with clear calls to action.

Activity 330 credits messages that either clearly state **what the audience should do** or that provide some basic information with a note on **where to get more information**.

| **Simplify to Amplify.** Your audience will have an easier time remembering shorter messages. |
| **Communicate in the right language.** Consider both cultural differences and terminology when crafting your message. |
| **Experiment.** Your messaging doesn’t have to be fixed. Try words on for size, and then adapt. |
**Case Study**

**Before**

Flood conditions contribute to the growth and transmission of many kinds of fungi, some of which can cause sickness. Cleanup workers are at increased risk of exposure to airborne fungi and their spores because they often handle moldy building materials, decaying vegetable matter, rotting waste material, and other fungus-contaminated debris. The fungal material is carried into the respiratory tract when airborne particles are inhaled.

**After**

Be careful when cleaning up after a flood. You may be exposed to and breathe in unhealthy mold in:

- The air
- Damp building materials
- Decaying vegetable matter
- Rotting waste material
- Any other damp debris
Clear graphic design can increase engagement.

Fewer graphics for greater impact. You don’t need a lot of imagery to make a powerful point.

Contrast & hierarchy. Differentiating sections of text can make your message more accessible to readers.

Be deliberate about graphic language. How do you want your outreach project to be perceived? Is it neighborly/conversational? Official? Urgent?
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Be deliberate about graphic language. How do you want your outreach project to be perceived? Is it neighborly/conversational? Official? Urgent?

Hi neighbor!
FYI, your property is in a high risk Flood Zone.

What does this mean?
If you live in a flood zone you have a higher risk of flooding which can, in turn, affect your safety as well as your personal property. If you’re considering an addition or renovation you may have to adhere to certain conditions in order to receive approval for your project.

What can you do?
Consider mitigation strategies such as elevation, installing flood vents, and relocation. We strongly encourage you to purchase flood insurance to protect your property, if you don’t have it already.

How can you learn more?
We’re here to help! Contact your floodplain manager at (917) 367-2912.
From heavy rains to hurricanes, you’ll be covered.

Hurricane season is here, and one of the most important steps homeowners can take is to buy flood insurance. Flooding is the most common and costly natural disaster in the United States. In fact, just one inch of water in an average-sized home can cause more than $25,000 in damage. Invest in flood insurance today. Make sure you’re protected this hurricane season.

Most homeowners and renters insurance policies do not cover flood damage, and flood insurance policies don’t automatically renew. Call your insurance agent today, or learn more at FloodSmart.gov/hurricane.

Why You Need Flood Insurance

Flooding is the most common and costly natural disaster in the United States, affecting every region and state. Floods cause physical and emotional anguish, as well as financial devastation. In fact, just one inch of water in an average-sized home can cause more than $25,000 in damage.

Federal disaster assistance is not always the answer. Most types of federal disaster assistance require a presidential disaster declaration and come in the form of low-interest disaster loans that must be repaid with interest.

Only flood insurance reimburses you for flood damage, providing the necessary funds for recovery—and you don’t have to pay it back.

Learn More

Call your insurance agent today to ask about the National Flood Insurance Program (NFIP). There is no better way to protect the life you’ve built. To learn more, call the NFIP Help Center at 1-800-427-4661, or visit FloodSmart.gov.

With federal flood insurance, your home is covered. You’ll be reimbursed up to:

- $250,000 for your residential property
- $100,000 for your personal belongings
- $500,000 for your non-residential property
- $500,000 for your non-residential property contents

Did you know?

- 1 in 4 flood insurance claims come from homes in low-risk zones.
- Most homeowners and renters insurance policies do not cover flood damage.
- Flood insurance coverage for homeowners living in moderate-to-low risk flood areas can be as low as $320 a year!
From heavy rains to hurricanes, you’ll be covered.

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FEMA
NFIP 2018

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### Why choose one channel over another?

<table>
<thead>
<tr>
<th>Channel</th>
<th>Positive Features</th>
<th>Negative Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Mail</td>
<td>Can be very targeted</td>
<td>Infrequent</td>
</tr>
<tr>
<td></td>
<td>Strong impact</td>
<td></td>
</tr>
<tr>
<td>Phone</td>
<td>Direct contact</td>
<td>Time consuming/creepy</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Low answer rates</td>
</tr>
<tr>
<td>Signage</td>
<td>Low cost</td>
<td>Passive</td>
</tr>
<tr>
<td></td>
<td>Long lasting</td>
<td>Not measurable</td>
</tr>
<tr>
<td>Events</td>
<td>Direct contact</td>
<td>Possibly costly</td>
</tr>
<tr>
<td></td>
<td>Community building</td>
<td>Not targeted</td>
</tr>
<tr>
<td>Digital</td>
<td>Agile</td>
<td>Difficult to maintain</td>
</tr>
<tr>
<td></td>
<td>Low cost</td>
<td>Populations excluded</td>
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If you’re not already, dip your toes into digital outreach.

**Rapid updates.** You can change your messaging quickly and without high costs on websites or on social media.

**Large audience.** A 2018 Deloitte study found that smartphone users check their phones > 52x / day.

**Segmentation.** Paid ads can allow you to segment your outreach to specific neighborhoods or demographics.

**Equity.** Mobile-friendly marketing could help you reach individuals without fixed addresses.

**Metrics.** Digital tools exist for tracking how your residents receive your outreach.

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**Growing share of low-income Americans are smartphone-only internet users**

% of U.S. adults who have a smartphone but no broadband at home, by annual household income

Source: Survey conducted Sept. 29–Nov. 6, 2016. Trend data from previous Pew Research Center surveys.
Welcome to Bay Head’s Flood Information Center

Flood Information
Information about flood hazards within our community.

- **Flood Hazards**
  Knowledge of our flood hazards can help you make informed decisions during disasters.
  More about hazards →

- **Our Floodplain**
  Bay Head’s floodplains play important roles in maintaining our coastal and riverine ecosystems.
  More about floodplains →

- **Flood Insurance 101**
  Flood insurance is a crucial part of managing risk in our community. But how does it apply to you?
  More about Insurance →

Flood Safety
What can you do to make sure your family and neighbors are safe during flood events?

Be prepared
- **Well before a flood**
- **During a flood event**
- **After a flood event**

Flood events might only happen once or twice per year but disaster readiness should be something that you think about year-round. There are programs offered by the Ocean County Sheriff’s Department that train Civilian Emergency Response Teams (CERTs) for mobilization during disasters. CERT trainings can be taken by those interested in learning more about emergency response, even if you don’t have the time to join a team. As a resident, there are a few steps you can do to prepare. Flooding can occur rapidly—storing key documents and resources on-hand will ensure that you’ll have the best possible chance at keeping your household safe and recovering quickly.
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Lastly, some quick tips to take with you.

**Link to your website with mail etc...** Cross marketing can give you greater information exposure.

**Set up analysis/evaluation.** Web analytics, in-person surveys etc... can help you calibrate. Ask inquirers how they got to you.

**Engage repeatedly.** Don’t be afraid to reiterate the same message multiple times. People forget.

**Send things your residents might keep.** If you’re directly mailing or handing out materials to your residents, try to give them something that they’ll hold onto.
Thanks!

Susanna Pho
susanna@withforerunner.com

www.withforerunner.com