



# 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.

300 Public Information Activities	Maximum Points Possible	Average Points Earned	% of Communities Credited
310 Elevation Certificates	116	38	96%
320 Map Information Services	90	73	85%
<b>330 Outreach Projects</b>	<b>350</b>	<b>87</b>	<b>93%</b>
<b>340 Hazard Disclosure</b>	<b>80</b>	<b>14</b>	<b>84%</b>
<b>350 Flood Protection Information</b>	<b>125</b>	<b>38</b>	<b>87%</b>
<b>360 Flood Protection Assistance</b>	<b>110</b>	<b>55</b>	<b>41%</b>
<b>370 Flood Insurance Promotion</b>	<b>110</b>	<b>39</b>	<b>4%</b>

# Sometimes you want to start from scratch.

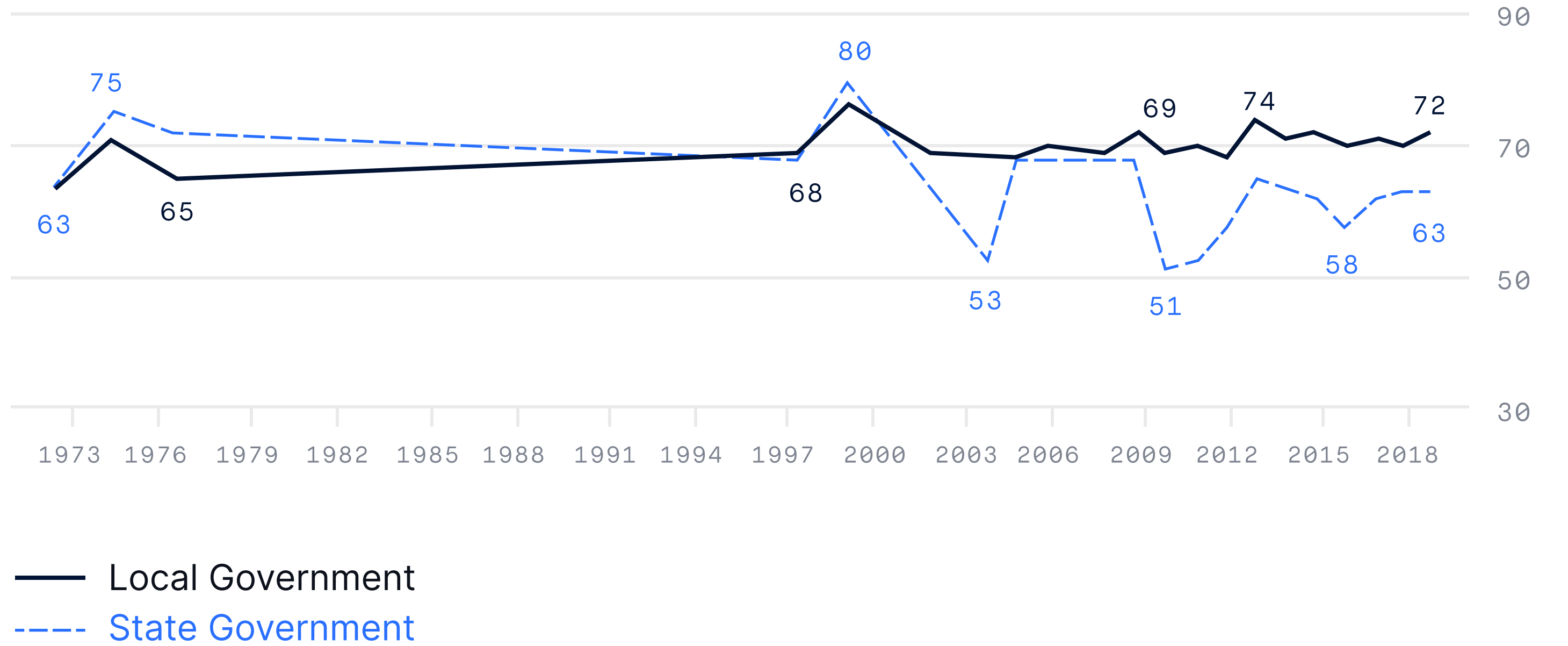
**Community-specific objectives.** Template outreach materials make assumptions about audience and message that might not be quite aligned.

**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



# 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.

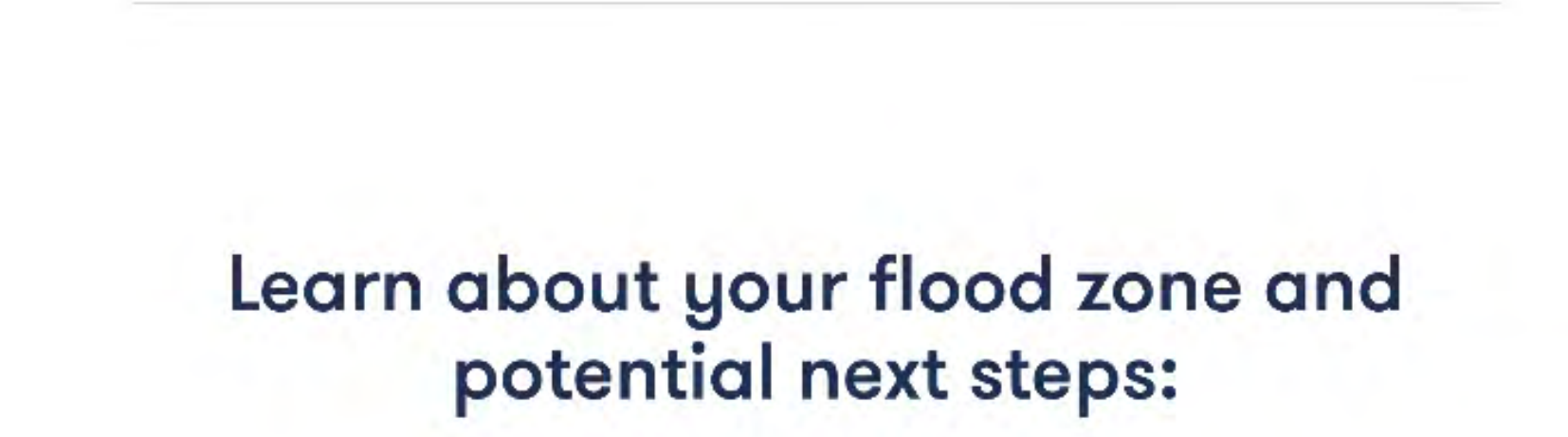
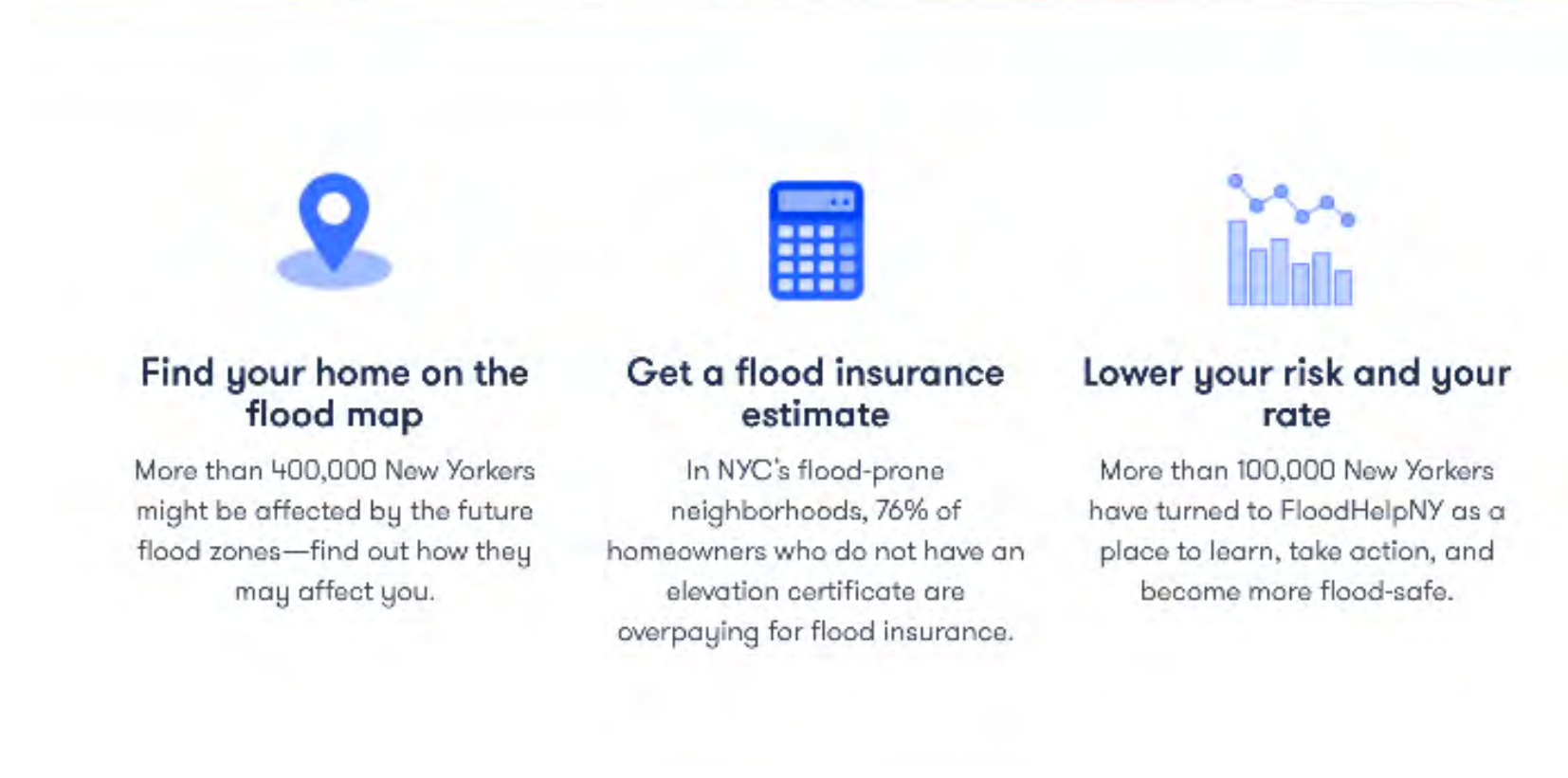
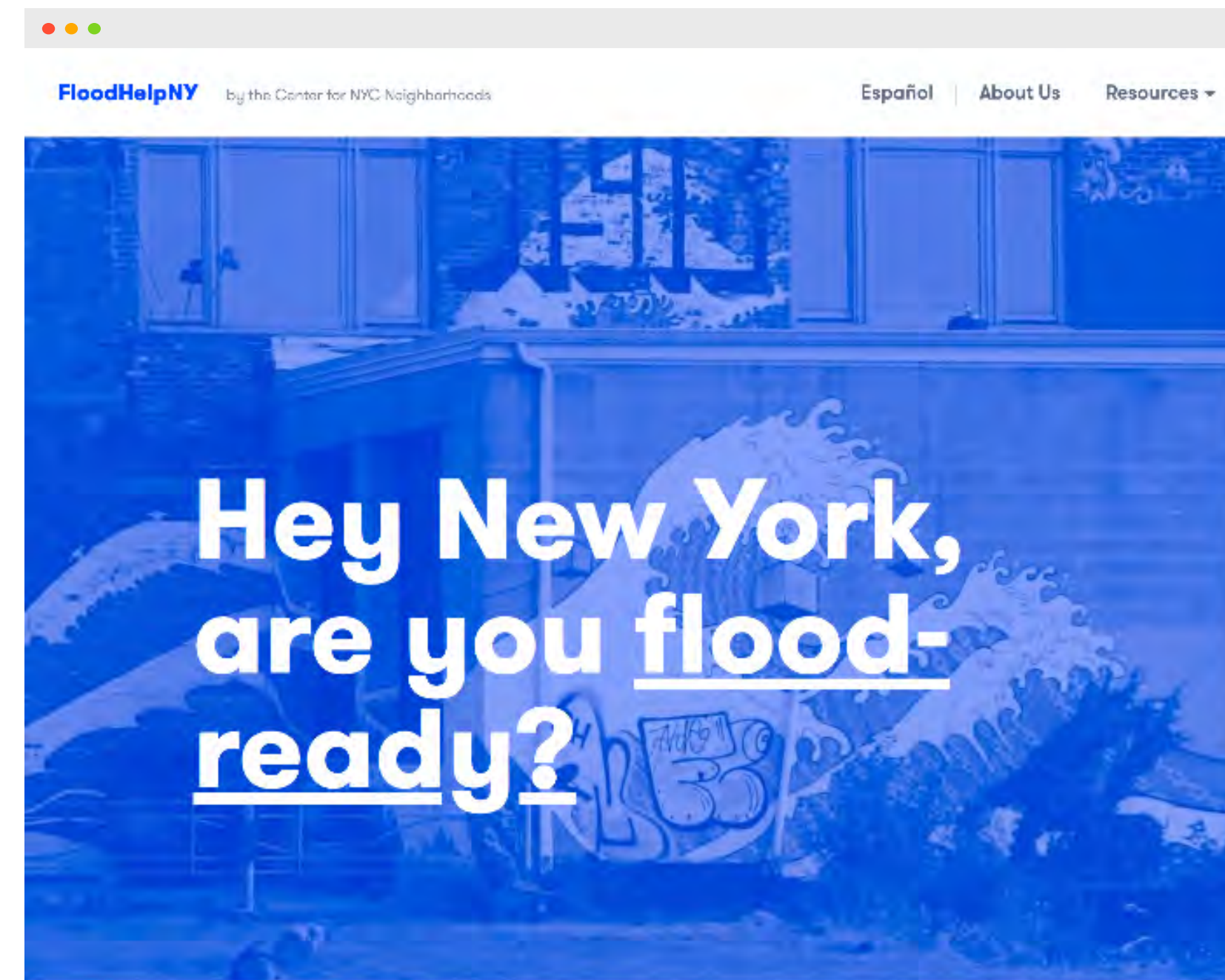


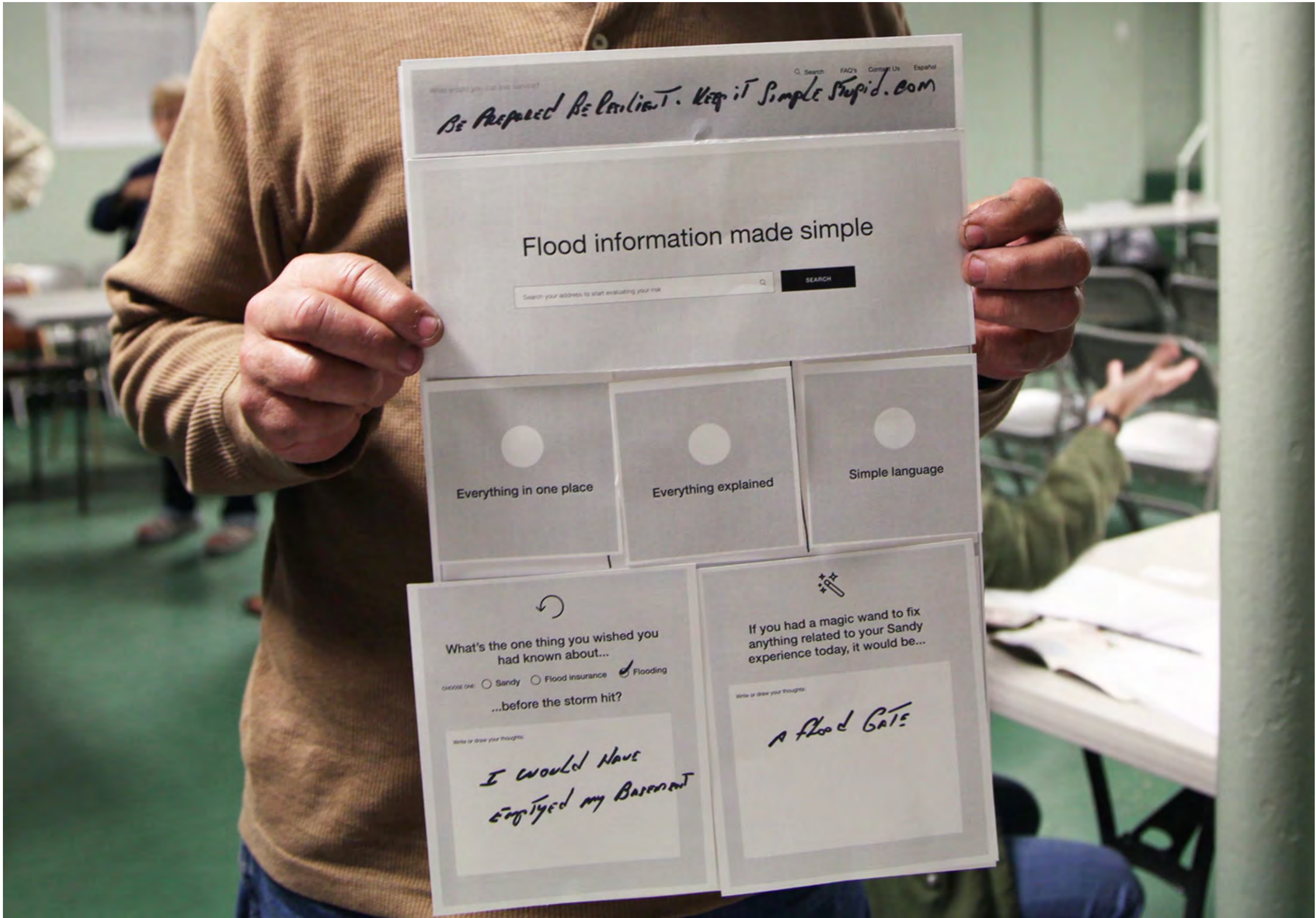
“A primary goal of the site is to connect **eligible low- and middle-income homeowners** with engineers in select coastal communities to provide resiliency audits so that they can **make informed decisions** about **reducing their risk** to future floods that will also help to **lower their flood insurance rates.**”

who

what

why





# 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.

## ✘ 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?

# 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?

highlight

minimal img.

action items

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) 397-2912

# 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 cost 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](https://www.floodsmart.gov/hurricane).



Most homeowners insurance does not cover flooding. **But with flood insurance you're covered.**



## 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](https://www.floodsmart.gov).

F-061  
April 2018

**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 outside high-risk areas.
- 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 \$325 a year!

contrast

hierarchy

# 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 cost 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](https://www.floodsmart.gov/hurricane).





single graphic



**Most homeowners insurance does not cover flooding. But with flood insurance you're covered.**




gravitas

### 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](https://www.floodsmart.gov).

F-061  
April 2018

**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 outside high-risk areas.
- 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 \$325 a year!

trivia



# Why choose one channel over another?

	✓	✗
<b>Direct Mail</b>	Can be v. targeted Strong impact	Infrequent
<b>Phone</b>	Direct contact	Time consuming/creepy Low answer rates
<b>Signage</b>	Low cost Long lasting	Passive Not measurable
<b>Events</b>	Direct contact Community building	Possibly costly Not targeted
<b>Digital</b>	Agile Low cost	Difficult to maintain Populations excluded

# 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.

## 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.

PEW RESEARCH CENTER


Bay Head, NJ  
Flood Information Center

Flood Information ▾ Elevation Certificates Flood Gauge Info [Get Help](#)

# 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 costal 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 →](#)

Bay Head, NJ  
Flood Information Center

Flood Information ▾ Elevation Certificates Flood Gauge Info [Get Help](#)

# 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](#)

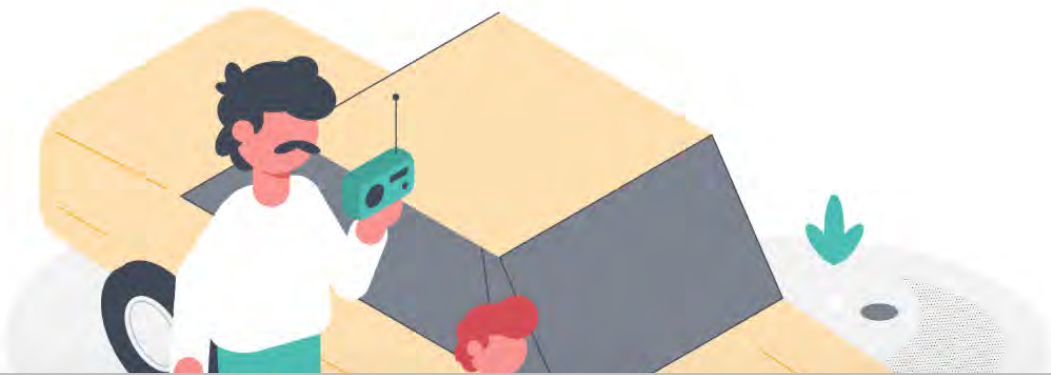
[After a flood event](#)

---

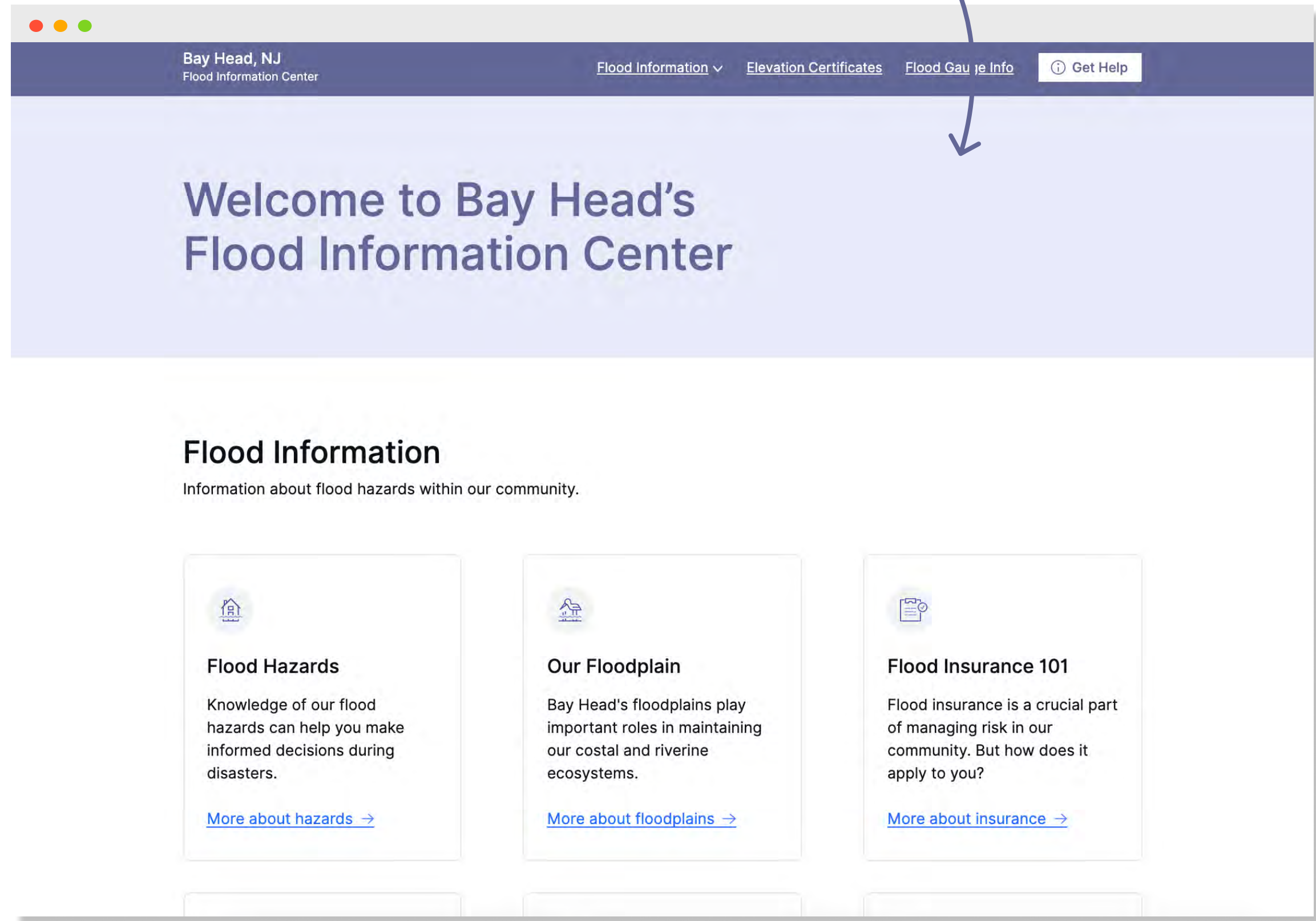
[← Back to Homepage](#)

## Be prepared

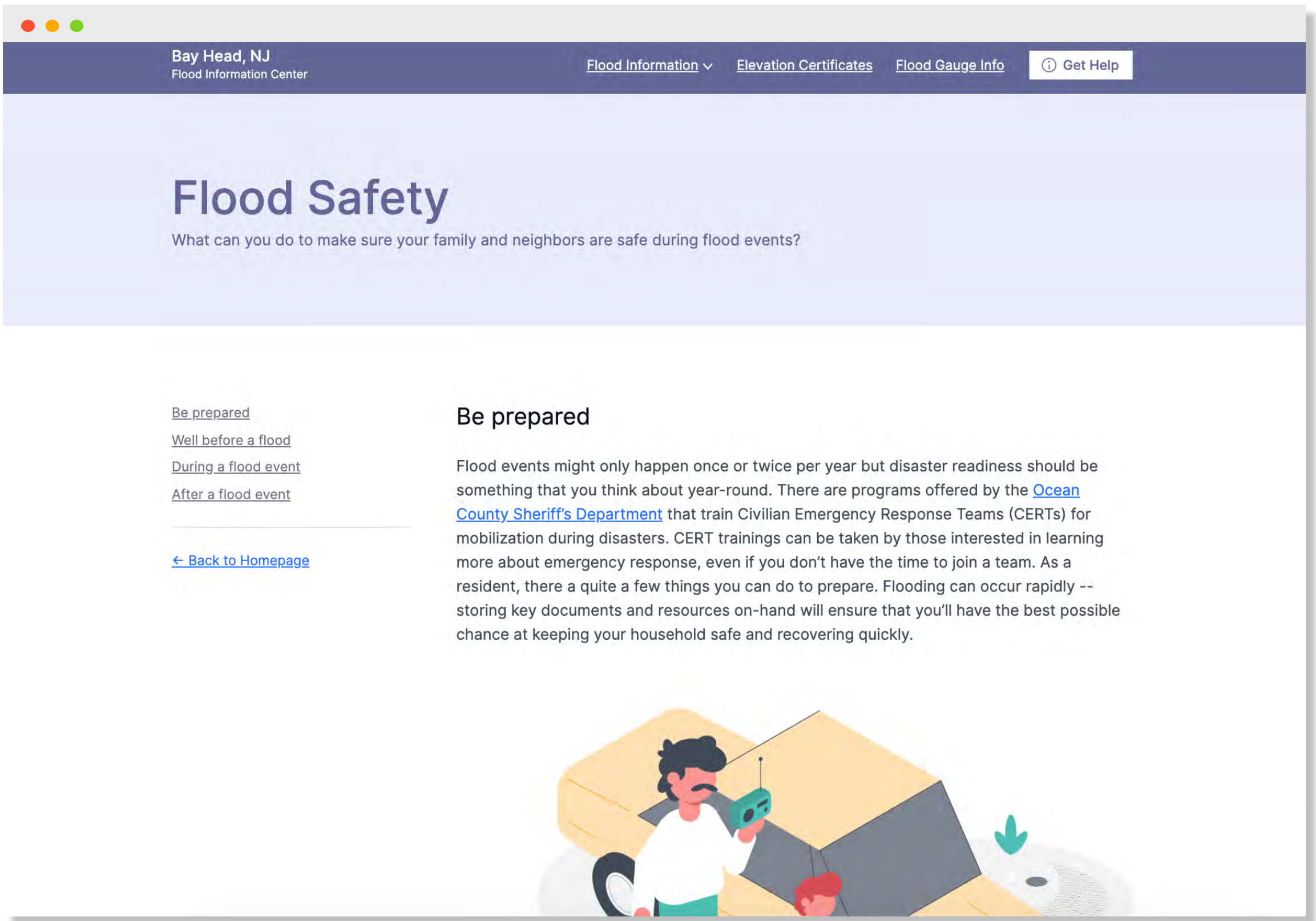
Flood events might only happen once or twice per year but disaster readiness should be something that you think about year-round. There are programs offered by the [Ocean County Sheriff's Department](#) that train Civilian Emergency Response Teams (CERTs) for mobilization during disasters. CERT trainings 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 a quite a few things 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.



clear + friendly



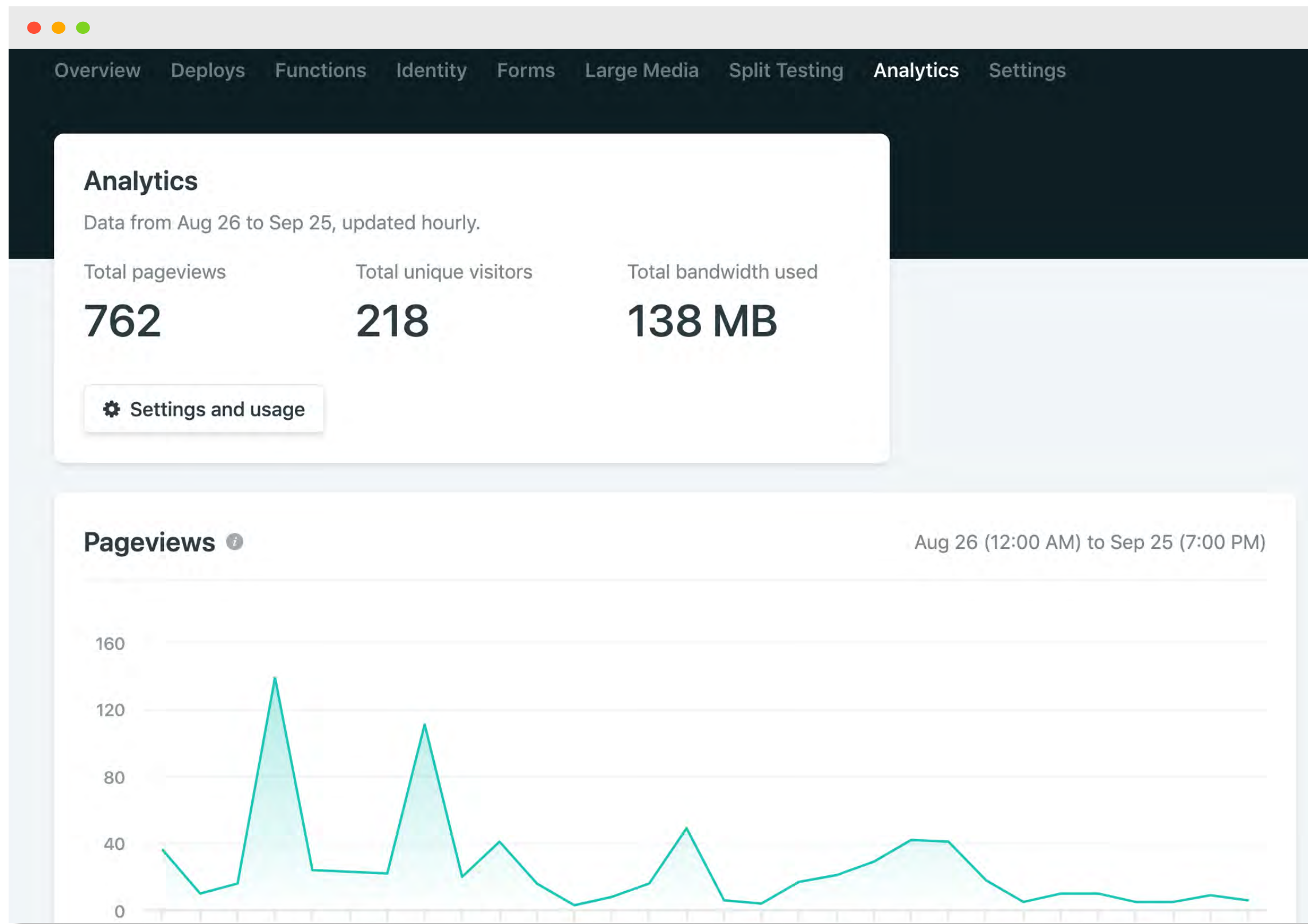
structured contact



organized

+ mobile

+ accessible



### Top pages

Aug 26 (12:00 AM) to Sep 25 (7:00 PM)

Pages	Pageviews
/	144
/floodplain/	17
/flood-safety/	16
/flood-insurance/	14
/contact/	14
/build-responsibly/	14
/elevation-certificates/	13
/flood-hazards/	13
/flood-gauge-info/	11
/protect-your-property/	11
/447-club-drive/	7
/42-bristol-place/	7

### Top resources not found

Aug 26 (12:00 AM) to Sep 25 (7:00 PM)

Resources not found	Requests
/robots.txt	288
/component---src-templates-flood-info-page-js-...	10
/admin/cms.css	10
/favicon.ico	6
/wp-login.php	4
/.git/config	2
/.netlify/git/github/contents/.lfsconfig	2
/.netlify/git/github/contents/.gitattributes	2
/rguqkqswng.html	1
/.env	1

# 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