



Arkansas Community Rating System Update

December 2016

LOOKING TOWARDS NEXT YEAR

As 2017 looms on the horizon, we can anticipate welcoming new colleagues into the Community Rating System Program. Two Arkansas communities are in the final stages of their first verification cycle. Once FEMA releases their formal approval, look forward to a big announcement.

Also upcoming is the release of the much anticipated 2017 edition of the **CRS Coordinator’s Manual**. The new manual is slated for release in January 2017 and should be available for download shortly thereafter.

January is also the time for scheduling Community Assistance Visits. The Community Assistance Visit (CAV) is a major component of the National Flood Insurance Program. Usually a CAV consists of a tour of the floodplain, an inspection of community permit files, and meetings with local appointed and elected officials.

The goal of the CAV is to assess compliance with NFIP requirements, identify ways in which ANRC can support your community with technical assistance, and help you address challenges to full implementation of your floodplain management regulations.

If any administrative problems or potential violations are identified during the CAV, ANRC will work with your community to help bring your program into compliance with NFIP requirements.

Finally, the next three Arkansas CRS Updates will focus on building more robust outreach programs. Arkansas communities can earn up to 350 points for outreach programs under Activity 330, Outreach Projects. Activity 330 has four elements (Outreach Projects; Flood Response Preparations; Program for Public Information; and Stakeholder Delivery). This month we will focus on the first element, Outreach Projects.

Sincerely,



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ACTIVITY 330: OUTREACH PROJECTS





Informational programs are credited under Activity 330, Outreach Projects. CRS awards credits to communities that use outreach programs to promote flood hazard awareness, encourage flood insurance coverage, and protect the natural functions of the floodplain. Credited activities range from encouraging homebuyers to identify their flood zone designation to providing general information about mitigation techniques and protection measures.

Successful outreach projects provide brief, direct messages that encourage people to take specific actions such as buying flood insurance, retrofitting a building, or filing a floodplain development permit.

Activity 330 has four elements: Outreach Projects (OP); Flood Response Preparations (FRP); Program for Public Information (PPI); and Stakeholder Delivery (STK). The maximum available credit for Activity 330 is 350 points:

Research has shown that public information programs work. When these programs are properly designed and administered, people do get the message and they protect themselves and their property, often at little cost to the government.

Activity 330 Credits

-  Up to **200 points** are available for designing and implementing public outreach projects (**OP**);
-  Another **50 points** are available for pre-flood plans for public information activities that will be implemented during and after a flood (**FRP**);
-  If your pre-flood information and your outreach projects are part of an overall public information program, up to **100 points** could be added to your Activity 330 score (**PPI**); and
-  A maximum of **50 additional points** are available if some of the outreach information is disseminated by people or groups outside local government (**STK**).

YOUR CORE OUTREACH PROGRAM

Message

The messages conveyed by your program are the heart of your outreach program. The NFIP has identified six key priority floodplain topics. For CRS credit, your messages must be based on one or more of these topics:

- Topic 1:** Know your flood hazard
- Topic 2:** Insure your property for your flood hazard
- Topic 3:** Protect people from the hazard
- Topic 4:** Protect your property from the hazard
- Topic 5:** Build responsibly
- Topic 6:** Protect natural floodplain functions.

It is important that your messages reflect the specific concerns of your community. The messages should **clearly state** what community members should do: “If you are building in a special flood hazard area, get a floodplain development permit from the Building Inspector;” or **expand upon** basic information: “You may live in a floodplain. Please visit our website to find out at www.samplecounty.arkansas.gov/flood.”

Delivery

OP projects must be delivered at least once a year. Messages can and should be delivered through multiple channels. CRS credits three types of delivery methods.

Informational Materials are brochures, flyers, and similar documents that are in static locations (libraries, city hall) or made available upon request: Example: *A one page handout about permit requirements in the floodplain*

that can be downloaded from the City Engineering Department webpage. This would be credited under Topic 5: Build Responsibly.

General Outreach Projects are newspaper articles, signs, and presentations that reach out to people in general.

Example: *An annual flood preparedness PSA broadcasted on a local radio station at the start of the flood season.* This could be credited under Topics 1 (Know your flood hazard), 3 (Protect people from the hazard), and/or 4 (Protect your property from the hazard), depending on the specific information provided.

Targeted Outreach Projects are directed to a specified audience. The CRS program recognizes five target audience groups:

- Floodplain residents and businesses,
- Repetitive loss area residents and businesses,
- Residents of areas protected by a levee,

- Residents of areas subject to flooding if an upstream dam fails, and
- Residents of areas subject to one of the credited special flood-related hazards provided the community is receiving CRS credit for the hazard.

Example: *The Floodplain Manager makes a presentation on mitigation strategies to a neighborhood meeting attended by all the repetitive loss area's residents.* This could be credited under Topic 4: Protect your property from the hazard.

Targeted Outreach Projects receive the greatest amount of credit (6 points per topic). General Outreach Projects receive 2 points per topic and Informational Materials receive one point per topic. Total scoring is based on number of topics delivered and the frequency of delivery.

For more information on Outreach Projects, download [Outreach Projects for Credit under the Community Rating System](#).

EXAMPLE, BASIC SCORING OF OUTREACH PROJECTS

BASIC SCORING OF EXAMPLE OUTREACH PROJECTS	
OP#1	A FEMA flood insurance brochure is set out in various public places (informational material—1 point per topic). 1 pt/topic x 1 topic x 1 delivery = 1 project point
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 pt/topic x 1 topic x 1 delivery = 2 project points
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 pt/topic x 4 topics x 5 deliveries = 40 project points
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 pt/topic x 4 topics x 1 delivery = 8 project points
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 pt/topic x 5 topics x 1 delivery = 30 project points
OP#6	“Do not dump” stencils are sprayed next to storm drain inlets. (general outreach—2 points per topic) 2 pt/topic x 1 topic x 1 delivery = 2 project points
OP#7	The FPM meets twice a year with the home builders association to discuss construction regulations and ways to incorporate flood mitigation into home improvement projects (general outreach—2 points per topic, CRS topics 4 and 5) 2 pt/topic x 2 topics x 2 deliveries = 8 project points
TOTAL OP = 90 POINTS (OF POSSIBLE 200 POINTS)	

TRAINING OPPORTUNITIES

Emergency Management Institute Courses

CRS and floodplain management courses are offered throughout the year at the FEMA's Emergency Management Institute (EMI). The courses are free, and travel expenses are covered for those accepted to the EMI. [Click here](#) for course information and schedules (download the schedule and search for by course ID). Upcoming sessions include:

- ◆ National Flood Insurance Program/Community Rating System (E0278) March 20-23, 2017
- ◆ *Advanced Floodplain Management Concepts I (E0194)* January 30-February 2, 2017
- ◆ *Advanced Floodplain Management Concepts II (E0282)* (April 24–27, 2017)
- ◆ *Advanced Floodplain Management Concepts III (E0284)* July 24–27, 2017

To take these courses, you must be a Certified Floodplain Manager (CFM®), have completed the National Flood Insurance Program course (E0273), or be a fulltime floodplain manager with over two years of specific floodplain management experience.

CRS Webinar Series

The CRS Webinar Series provides free online training opportunities to communities that are not yet participating in the Community Rating System or local government staff that are new to the CRS, and to local government staff with experience in the CRS. The Series includes basic introductory sessions and more advanced topics, most averaging about an hour in length. December 2016 and January 2017 webinars include:

- ◆ *Floodplain Development Permit Review* Thursday, December 15, 2016, 11 AM CST (1 hour)

- ◆ *Inspecting Floodplain Development* Thursday, December 15, 2016, 12:30 PM CST (1 hour 30 minutes)
- ◆ *CRS Webinar Series: Preparing for a Verification Visit* Tuesday, December 20, 2016, 12 noon CST (1 hour 15 minutes)
- ◆ *Elevation Certificates* Thursday, January 5, 2017, 12 noon CST (2 hours 30 minutes)
- ◆ *Tools for Determining Base Flood Elevation* Thursday, January 12, 2017, 12 noon CST (1 hour)

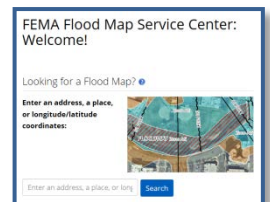
To register for a webinar, [click here](#).

CRS — QUESTIONS & ANSWERS

The Mystery of the Missing Map

This month a floodplain manager contacted ANRC searching for a FIRM map panel that had an official Map Panel ID, but for which there was no physical or digital version available.

The mystery of the missing map was solved via a call to the [FEMA Flood Map Service Center](#). Official FIRM map panels – printed or not – are always included on the county Map Index. When FEMA identifies a panel as having a single flood zone designation, however, it is not cost-effective to publish the map panel separately. Instead, users should locate the area of interest on the Index, note the number of asterisks shown next to the Map Panel ID, and then find the footnote along the perimeter of the map to obtain the explanation of why the panel was not printed.



In this case, the “missing” panel had not been printed because the entire panel was assigned a Zone A flood zone designation due to the presence of major flooding sources.

NEXT MONTH: Flood Response Preparations and the new CRS Manual. Happy Holidays! 🎉