

▶▶▶ RISK COMMUNICATIONS GUIDEBOOK FOR LOCAL OFFICIALS HOW TO USE THIS GUIDEBOOK

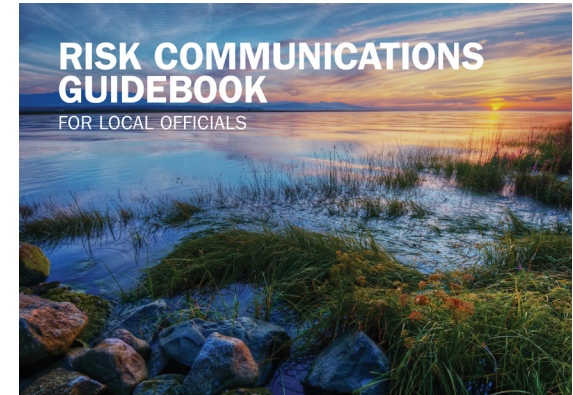
FEMA Region 6 prepared the Risk Communications Guidebook for Local Officials (Guidebook) as a planning resource. Its purpose is to keep community engagement and whole-community resilience at the center of the floodplain mapping process.

The FEMA Region 6 Guidebook gives local officials a solid sense of what happens in each phase of Risk MAP. It also identifies outreach actions they can take at each phase. These actions increase residents' and business owners' awareness of flood risk and can guide local work to reduce that risk. The Guidebook includes best practices, strategies, tools and insights. These can help the community gain positive results during Risk MAP.

The Guidebook also helps local officials find new ways to advance equitable outcomes. They can use it to address a changing environment in ways that help all community members.

THE GUIDEBOOK, APPENDICES AND RESOURCE MATRIX

The Guidebook has two appendices and a Resource Matrix.



**RISK COMMUNICATIONS
GUIDEBOOK**
FOR LOCAL OFFICIALS

A POWERFUL RESOURCE

The Guidebook will enhance flood risk communication in your community. Whether your community has just received Base Level Engineering data, its maps are being updated, or you are maintaining your effective maps, this Guidebook has tools, tactics, and templates to support your communications needs.

Download it at www.fema.gov/about/organization/region-6.

▶▶▶ APPENDIX A

[Using the Discovery Report to Help Reduce Risk](#)

[Stakeholder Advisory Groups](#)

[Community's Flood Risk Snapshot](#)

[Community Outreach Plan](#)

[What Insurance Professionals Need to Know](#)

[What Realty and Lending Professionals Need to Know](#)

[Mapping Project Brochure](#)

[Community Flood Risk Open House Toolkit](#)

[Post-Preliminary Phase Toolkit for Local Officials](#)

[FEMA Flood Risk Open House Postcard Mailer](#)

[Flood Risk Awareness Presentation – Regulatory](#)

[Letter to Property Owner – Mapped Into SFHA](#)

[Letter to Property Owner – Mapped Out of the SFHA](#)

[Stakeholder Newsletter Article – Post Preliminary](#)

[Post-Preliminary Factsheet](#)

[Stakeholder Newsletter Article – Maintenance](#)

[Public Talking Points – Maintenance](#)

▶▶▶ APPENDIX B

During the Risk MAP lifecycle, specific questions will arise about the mapping process, regulations, etc.

The NFIP State Coordinator is an excellent resource.

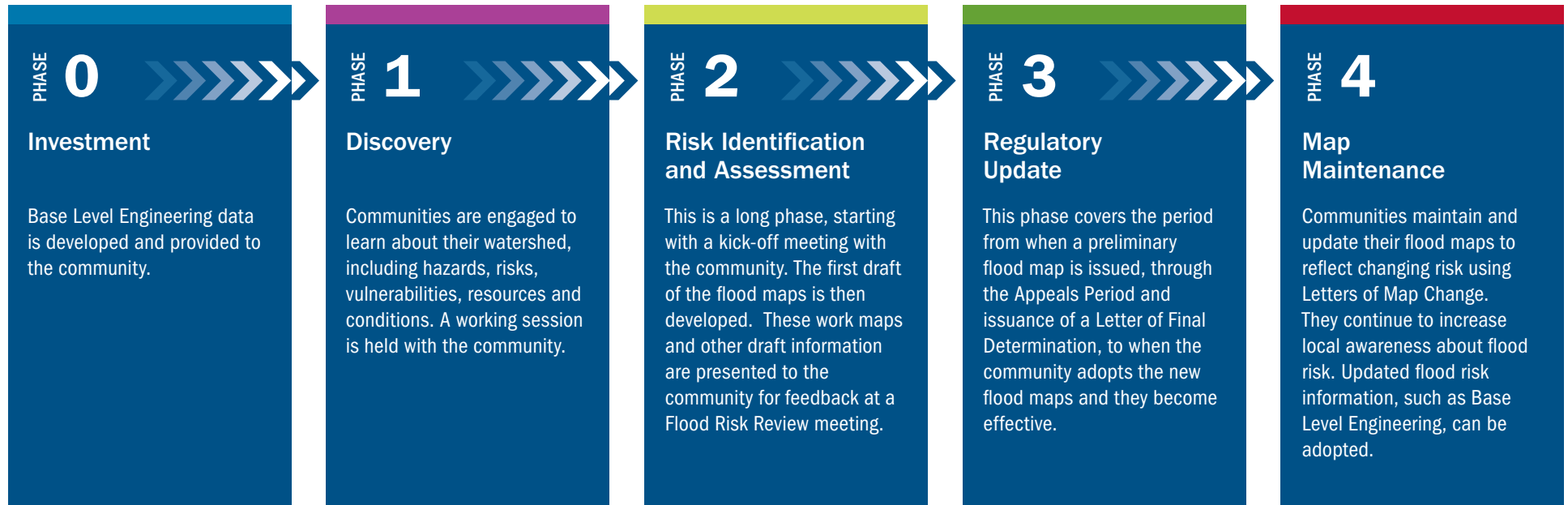
Officials, staff, and citizens can visit www.fema.gov/about/organization/region-6 for more information about FEMA's Region 6 Risk MAP effort. They can also review information and postings related to specific counties.

GENERAL QUESTIONS	FLOOD INSURANCE	HAZARD MITIGATION ASSISTANCE GRANTS	▶▶▶ FEMA REGION 6 RISK COMMUNICATIONS GUIDEBOOK FOR LOCAL OFFICIALS RESOURCE MATRIX			
<p>GENERAL QUESTIONS</p> <p>The FEMA Mapping and Insurance Exchange (FMIE) can answer questions about the mapping process, updates of Risk Maps, or the effects of map changes on flood insurance requirements. The FMIE is also a good resource for local property owners with similar questions.</p> <ul style="list-style-type: none">• 877-338-2827 (877-FEMA-MAIL)• Email: FMA@fema.dhs.gov• Live chat with a specialist. Chat service is available 8:00 am to 4:00 pm Central Time, 5 days a week.• The FMIE hours of operation are Monday through Friday, 7:00 am to 6:00 pm Central Time.	<p>FLOOD INSURANCE</p> <ul style="list-style-type: none">• Learn more about the flood insurance process.	<p>HAZARD MITIGATION ASSISTANCE GRANTS</p> <p>FEMA's Hazard Mitigation Assistance grant programs offer funding for mitigation activities that reduce the losses and protect life and property from disaster damages.</p> <ul style="list-style-type: none">• Learn more about HMA grant funding opportunities.	PHASE 1	PHASE 2	PHASE 3	PHASE 4
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Using the Discovery Report to Help Reduce Risk</p> <p>Stakeholder Advisory Groups</p> <p>Community's Flood Risk Snapshot</p> <p>Community Outreach Plan</p> <p>What Insurance Professionals Need to Know</p> <p>What Realty and Lending Professionals Need to Know</p> <p>Mapping Project Brochure</p> <p>Community Flood Risk Open House Toolkit</p> <p>Post-Preliminary Phase Toolkit for Local Officials</p> <p>FEMA Flood Risk Open House Postcard Mailer</p> <p>Flood Risk Awareness Presentation – Regulatory</p> <p>Letter to Property Owner – Mapped Into SFHA</p> <p>Letter to Property Owner – Mapped Out of the SFHA</p> <p>Stakeholder Newsletter Article – Post Preliminary</p> <p>Post-Preliminary Factsheet</p> <p>Stakeholder Newsletter Article – Maintenance</p> <p>Public Talking Points – Maintenance</p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

To learn more about FEMA's Risk MAP effort, visit www.fema.gov/about/orgr.

THE GUIDEBOOK

The Guidebook's opening section starts with a review of the Risk Map Process. It also highlights the importance of community-centric engagement and equity in planning. The Guidebook's main body overviews each phase, as outlined below. It also describes key outreach activities and suggested actions. Wherever in the Risk MAP process, one can go directly to that phase in the Guidebook to learn more. Each phase starts with a summary and is followed by the planned goals for that phase. Next come the phase's key activities and community outreach or engagement suggestions. Each phase ends with a list of suggested resources.



THE APPENDICES AND RESOURCE MATRIX

Supporting the Guidebook are two appendices and a resource matrix.

Appendix A (now an online search function)

Contains all templates, listed below, for use during each Risk Map phase.

- Fact sheets
- Brochure
- Postcard
- Presentation
- Talking Points
- Newsletter articles
- Letters to property owners
- Outreach plan and toolkits

Appendix B

Lists resources that local officials and communications staff might find helpful.

Resource Matrix

Lists related materials for use during each phase.

In addition, a listing of acronyms and abbreviations is at the back of the Guidebook. All materials can be found at www.fema.gov/about/organization/region-6.