Guidance for Stakeholder Engagement

FIS and FIRM Delivery Phase

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November 2016
Requirements for the Federal Emergency Management Agency (FEMA) Risk Mapping, Assessment, and Planning (Risk MAP) program are specified separately by statute, regulation, or FEMA policy (primarily the Standards for Flood Risk Analysis and Mapping). This document provides guidance to support the requirements and recommends approaches for effective and efficient implementation. Alternate approaches that comply with all requirements are acceptable.

For more information, please visit the FEMA Guidelines and Standards for Flood Risk Analysis and Mapping webpage (www.fema.gov/guidelines-and-standards-flood-risk-analysis-and-mapping), where copies of the Standards for Flood Risk Analysis and Mapping policy, related guidance, technical references, and other information about the guidelines and standards development process can be found. You can also search directly by document title at www.fema.gov/library.

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Guidance for Stakeholder Engagement: FIS and FIRM Delivery Phase

1.0 Introduction

This guidance document has been prepared to expand on Risk Mapping, Assessment, and Planning (Risk MAP) program guidance provided in portions of Section 1 and Subsection 6.3 of the Federal Emergency Management Agency (FEMA) Operating Guidance (OG) 04-11, Risk MAP Meetings Guidance, dated June 30, 2011. Specifically, this guidance document addresses stakeholder engagement during the Flood Insurance Study (FIS) and Flood Insurance Rate Map (FIRM) Delivery Phase of the Risk MAP project lifecycle, which was included in the discussion of the Due Process and Path Forward Phase in OG 04-11. The information in this guidance document is a continuation of information provided in Guidance Document No. 23, Guidance for Stakeholder Engagement: Due Process Phase.

The primary objective of the FIS and FIRM Delivery Phase is to carry out the distribution of the final FIS report, FIRM, and FIRM database during the 6-month adoption/compliance period before these products become effective for floodplain management and for flood insurance requirements and rating. (Although they are not regulatory, other Flood Risk Products also may be distributed at this time.) The adoption/compliance period is statutorily required to provide communities sufficient time to adopt new or updated local floodplain management ordinances to become or remain active participants in good standing in the National Flood Insurance Program (NFIP). The primary opportunity to engage stakeholders during the FIS and FIRM Delivery Phase would occur during the Resilience Meeting(s), when held during the adoption/compliance period as discussed in Section 5 of this document. For some flood risk projects and some communities, it may be appropriate for the Project Team to hold the follow-up meeting(s) discussed in Section 5.

While carrying out these statutory objectives during the FIS and FIRM Delivery Phase, FEMA and the Project Teams that carry out flood risk studies should undertake stakeholder engagement activities that will accomplish the following:

1. Help community officials advance the mitigation actions identified during the Resilience Meeting(s) and encourage communities to identify and initiate additional appropriate actions to both increase flood risk awareness and mitigate flood risks.

2. Provide community officials and other stakeholders with information about how and why flood insurance requirements and premium rates may be affected when the FIS report(s) and FIRM(s) become effective, including information on rating options for those with increased risk (e.g., Newly Mapped procedure, Grandfathering) and those no longer in a high-risk area (e.g., Conversion).

3. Inform stakeholders about the procedures and processes for revising the FIS report(s) and FIRM(s) after it has become effective.

4. Increase community officials’ awareness and general knowledge of the community’s flood hazards and their potential consequences so that communities are ready and willing to take appropriate flood mitigation actions to reduce their flood risk.
5. Encourage property owners to purchase flood insurance.

The primary audiences for this guidance document are staff from the 10 FEMA Regional Offices, FEMA Headquarters, and the Project Teams that carry out flood risk study projects in support of the Regional Offices. However, this guidance document is also intended for FEMA Regional Office staff and Risk MAP providers that may not be actively involved in individual flood risk studies, but may be called on to support activities during the FIS and FIRM Delivery Phase as “internal stakeholders.” (See Subsection 3.2.3 of this document.)

The guidance in this document is consistent with the Risk MAP program vision. The Risk MAP program vision includes collaborating with local, State, and Tribal entities throughout a watershed to deliver quality data that increases public awareness and leads to mitigation actions that reduce risk to life and property. To achieve this vision, FEMA transformed its traditional flood hazard identification and mapping efforts into a more integrated process of identifying, assessing, communicating, planning, and mitigating flood-related risks. The goals of the Risk MAP program are:

- **Goal 1:** Address gaps in flood hazard data to form a solid foundation for flood risk assessments, floodplain management, and actuarial soundness of the NFIP.
- **Goal 2:** Ensure that a measurable increase of the public’s awareness and understanding of risk management results in a measurable reduction of current and future vulnerability to flooding.
- **Goal 3:** Lead and support States, communities, and Tribes to effectively engage in risk-based mitigation planning that results in sustainable actions that reduce or eliminate risks to life and property from natural hazards.
- **Goal 4:** Provide an enhanced digital platform that improves management of limited Risk MAP resources, curates the information produced by Risk MAP, and improves communication and sharing of risk data and related products to all levels of government and the public.
- **Goal 5:** Align Risk Analysis Division programs and develop synergies to enhance decision-making capabilities through effective risk communication and management.

To achieve these goals, stakeholder coordination and engagement is necessary throughout the Risk MAP project lifecycle. Engagement is important during the FIS and FIRM Delivery Phase to educate community officials, key influencers (defined in Subsection 1.5 of this document), and other stakeholders about the impacts of the FIS report and FIRM becoming effective. Engagement also involves following up with community officials and key influencers regarding their progress in reducing identified flood risks and explaining the benefits of purchasing flood insurance for insurable structures located inside and outside mapped Special Flood Hazard Areas (SFHAs), as well as other risk-reduction measures.

As mentioned earlier, the guidance, context, and other information in this document is not required unless they are codified separately in a statute, regulation, or policy. Alternate approaches that comply with all requirements are acceptable. Each Regional Office has an action strategy that will inform the engagement support and activities performed during the FIS and FIRM Delivery Phase. The FEMA Project Officer will identify the required level of support.
1.1 FIS and FIRM Delivery Phase Overview

As shown in Figure 1, the FIS and FIRM Delivery Phase is the final phase in the Risk MAP project lifecycle.

Figure 1: Risk MAP Project Lifecycle

Activities that may occur during this phase of the lifecycle and for which stakeholder engagement may be needed include the following, as appropriate:

- Hold the Resilience Meeting(s) with community officials and other appropriate stakeholders if they were not held earlier in the project lifecycle. Resilience Meetings may be held after the issuance of the Letter of Final Determination (LFD). As discussed in FEMA Guidance Document No. 63, Guidance for Stakeholder Engagement: Risk Awareness Phase, the Resilience Meeting(s) may be held after the LFD date at the FEMA Project Officer’s discretion.

- Distribute paper copies of the final FIS report(s) and FIRM(s) and post the final FIS report(s), FIRM(s), FIRM database, and other products to the FEMA Flood Map Service Center (MSC) Web Portal. This activity is handled by the Customer and Data Services (CDS) provider staff at the MSC. The paper copies are distributed to the Chief Executive Officer of each affected community using standardized transmittal letters as discussed in Section 5.1 of Guidance Document No. 55, Guidance for Flood Risk Analysis and Mapping: Post-Preliminary Deliverables. A Production and Technical Services (PTS) or Cooperating Technical Partner (CTP) representative on the Project Team produces the appropriate standardized transmittal letter(s).

- Hold follow-up in-person or virtual meetings with community officials and other stakeholders who participated in Resilience Meetings to (1) ascertain the status of previously identified and documented mitigation actions; (2) identify resources available
to support timely completion of those activities; and (3) identify and document additional mitigation activities.

- Work with community officials and other key influencers to develop tailored communication resources for use before, during, and after the FIS and FIRM Delivery Phase.
- Continue to work with communities to facilitate adoption of the FIS report and FIRM before the 6-month adoption/compliance period elapses, as appropriate. Requirements for the adoption/compliance period are provided in Section 10 of Guidance Document No. 56, Guidance for Flood Risk Analysis and Mapping: Post-Preliminary Due Process.
- Outline engagement milestones throughout the Risk MAP Project Lifecycle in a timeline format. This provides a visual communication element that will allow audiences to track the progress of their community’s Risk MAP effort.

Guidance Document Nos. 55, 56, and 63 are accessible through the FEMA Guidelines and Standards for Flood Risk Analysis and Mapping webpage.

1.2 Stakeholder Engagement Goals for FIS and FIRM Delivery Phase

As with earlier project phases, stakeholder engagement during the FIS and FIRM Delivery Phase should be flexible and may not look the same for all projects, as engagement by each FEMA Regional Office, watershed or study area, Project Team, and stakeholder group will vary. The stakeholder engagement activities that the FEMA-led Project Team may conduct during the FIS and FIRM Delivery Phase are intended to accomplish the items listed below:

- Continue to build local capacity for implementing priority mitigation activities/actions within the watershed or study area.
- Continue implementing the previously developed stakeholder engagement plan.
- Enhance property owners’ and other public- and private-sector stakeholders’ understanding of the impacts of the final FIS report(s) and FIRM(s) becoming effective and the relative benefits of purchasing flood insurance before and after the effective date(s).
- Communicate with property owners and other public- and private-sector stakeholders about when, where, and how the final FIS report(s) and FIRM(s) may be accessed.
- Explain the procedures and processes that are available to community officials and property owners to revise the flood hazard information provided in the effective FIS report(s) and on the effective FIRM(s). These include:
  - Physical Map Revision (PMR) process and procedures;
  - Letter of Map Revision (LOMR) processes and procedures;
  - LOMR Based on Fill (LOMR-F) processes and procedures; and
  - Letter of Map Amendment (LOMA) processes and procedures.
- Inform non-community stakeholders about the map adoption activities that are taking place in each community during the 6-month adoption/compliance period, which FEMA initiated by issuing LFDs to the affected communities.
• Enhance the relationships with stakeholders developed during earlier project phases.
• Continue to provide transparency into the Risk MAP process.
• Help encourage adoption of higher floodplain management standards into local floodplain management ordinances.
• Help facilitate adoption of compliant floodplain management ordinances before the FIRM effective date.
• Help increase a community’s propensity, or likelihood, to prioritize, plan, and take mitigation actions to reduce risk.

As in the earlier phases of the Risk MAP lifecycle, timely and continuous engagement with both internal and external stakeholders is a necessity during the FIS and FIRM Delivery Phase.

1.3 Coastal and Levee Accreditation Project Considerations

Most new Risk MAP flood risk projects will be watershed-based; coastal projects and small-scale projects related to levee accreditation status are exceptions. Coastal projects and levee projects may have longer timelines than flood risk projects for watersheds, separate prioritization protocols, and varying stakeholder audiences, among other differences. For example, levee projects require the formation of a Local Levee Partnership Team that includes a diverse group of stakeholders.

Project Team members involved in flood risk projects involving coastal analyses or levees should refer to separate guidance related to coastal projects and levee projects provided on the FEMA website. Additional resources related to coastal analyses and mapping are available from www.fema.gov/coastal-flood-risks-achieving-resilience-together. Additional resources related to levee analysis and mapping are available from the FEMA Levee Resources Library at www.fema.gov/fema-levee-resources-library.

Project Team members should refer to a separately published document, the Risk Communication and Risk MAP Playbook, also known as the CERC Playbook, for additional information about flood risk projects involving coastal analyses or levees and links to examples, tools, and templates. The CERC Playbook can be accessed through the password-protected Risk MAP Program Portal or by contacting the FEMA Project Officer.

1.4 Tribal Considerations

When Tribal lands are included in a watershed and/or project area, consultation with Tribal entities may be appropriate and is to be coordinated with the Regional Office Tribal Liaison. During the Discovery Phase, the affected Tribal entities should have been consulted by the Regional Office Tribal Liaison regarding whether they want to be included in other planned engagement efforts and Risk MAP meetings, or if separate engagement efforts or meetings with them would be more appropriate. This will depend on having established working relationships between the Regional Office Tribal Liaisons and the Tribal entities within each Region, as well as other factors. For instance, if a Tribal entity participates in a multijurisdictional Hazard Mitigation Plan, it might be appropriate for them to participate in the Resilience Meeting(s) and any follow-up meeting(s) and/or conference call(s) held for the entire watershed or flood-risk project area.
Even if the FEMA Regional Office determines that a Tribe does not have the land use authority needed to implement the requirements of the NFIP, the Discovery process may provide an opportunity to inform the Tribe about the NFIP, Risk MAP program, and other mitigation activities, such as the benefit of developing a Hazard Mitigation Plan. Before the end of the Discovery Phase, the Regional Office usually will have determined, in coordination with the Tribal entity, whether the Tribe meets the NFIP definition of a community and how the Tribal entity should be included in the flood risk project. The FEMA Regional Office Tribal Liaison will continue to work with the Tribal entity after the Discovery Phase has ended, as appropriate.

As mentioned earlier, Guidance Document No. 63, Guidance for Stakeholder Engagement: Risk Awareness Phase, provides detailed information on Resilience Meetings for flood risk projects. Guidance Document No. 63 is accessible through the FEMA Guidelines and Standards for Flood Risk Analysis and Mapping webpage.

Only the FEMA Regional Office Tribal Liaison or other approved Regional Office staff members are to work directly with federally recognized and Tribal entities. Therefore, if a Tribal entity contacts a Project Team member about participation in the NFIP or participation in the ongoing project, that Project Team member is to notify the FEMA Project Officer and the Regional Office Tribal Liaison immediately.

As during earlier phases of the project lifecycle, FEMA and the Project Team may need to consider Tribal entities as external stakeholders during the FIS and FIRM Delivery Phase. Therefore, the Regional Office may need to consider the potential impacts that additional engagement will have on project budget considerations during the FIS and FIRM Delivery Phase. In this document, the term “communities” includes Tribes/Tribal entities that have chosen to participate actively in a flood risk study.

1.5 Key Terms Defined

The terms listed below are key terms that will be used in this guidance document and other stakeholder engagement guidance documents.

- **Adoption/Compliance Period** – The period, usually lasting 6 months, begins with the issuance of an LFD and ends when a new or revised FIRM becomes effective. During this time, a community must enact and adopt new or revised floodplain management ordinances required for participation in the NFIP.

- **Appeal** – A formal objection to proposed flood hazard determinations (i.e., addition or modification of Base Flood Elevations [BFEs], base flood depths, SFHAs, flood insurance risk zone designations, and/or regulatory floodways) submitted by a community official or an owner or lessee of real property within the community during the 90-day appeal period. An appeal must be based on data that show the proposed or proposed modified flood hazard determinations are scientifically or technically incorrect.

- **Appeal Period** – The 90-day period, beginning on the date of the second publication of FEMA’s proposed flood hazard determination notice in a local newspaper with wide circulation, during which community officials or owners or lessees of real property within the community may submit formal objections to proposed flood hazard information (i.e.,
new or modified BFEs, base flood depths, SFHAs, flood insurance risk zone designations, and/or regulatory floodways) shown on new or revised FIRM panels and/or new or revised FIS report materials. Appellants submit data to show that the proposed flood hazard information is scientifically or technically incorrect.

- **Chief Executive Officer (CEO)** – The community official who has the authority to implement and administer laws, ordinances, and regulations for that community.

- **Consultation Coordination Officer (CCO)** – The individual on the FEMA Regional Office staff who is responsible for coordinating with a community on NFIP-related activities.

- **CCO Meeting** – The term used to describe a formal meeting with community officials and select stakeholders that occurs during flood risk studies carried out under the FEMA Risk MAP program. The CCO Meeting focuses on the release of the preliminary version of the FIRM and FIS report and the process for reviewing and adopting the preliminary FIRM.

- **Comment** – A formal objection to a change to the FIRM that is not directly related to proposed or proposed modified flood hazard determinations and/or does not satisfy the requirements for an appeal under Part 67 of the NFIP regulations (44 CFR Part 67). While comments do not have the same status as appeals, they generally are addressed by FEMA before the affected FIRM panels and FIS report materials are finalized. Comments would include changes to road names and configurations, corporate limits, and requests that changes affected by a Letter of Map Change (LOMC) be incorporated.

- **Flood Elevation Determination Docket (FEDD)** – The file established and maintained for each community affected by a flood risk study to assist FEMA in meeting the requirements of Section 67.3 of the NFIP regulations. The FEDD file includes all correspondence between FEMA and the community concerning the flood risk study; reports of meetings held among FEMA representatives, community representatives, the State NFIP Coordinator, private citizens, FEMA and community contractors, or other interested parties; relevant publications (e.g., newspaper notices, flood hazard determination notices published in the Federal Register); LFD; and copies of the FIRM and FIS report.

- **Floodplain Administrator (FPA)** – The community official who is responsible for operating a floodplain management program in a community in accordance with NFIP regulatory standards.

- **Flood Risk Open House** – The term used to describe the public open house held after the CCO Meeting to familiarize the public with the flood risk study and resulting FIRM and FIS report.

- **Flood Risk Products** – Non-regulatory resources that help community officials and the public assess, visualize, and communicate local flood risk. Flood Risk Products include Flood Risk Maps, Flood Risk Reports, and Flood Risk Databases.

- **Key Influencers** – The term used to describe public- or private-sector organizations and individuals who have direct or indirect power to affect the decisions of others because of their real or perceived authority, knowledge, position, or relationship.
• **Local Outreach Team** – A group of community residents that serves as the face and voice of resilience in the watershed. This group can be supported by the Community Engagement and Risk Communication (CERC) provider team through technical assistance, ongoing counsel, training, and template materials.

• **Mitigation** – A sustained action taken to reduce or eliminate long-term risk to people and property from flood hazards and their effects. Mitigation distinguishes actions that have a long-term impact from those that are more closely associated with preparedness for, immediate response to, and short-term recovery from specific events.

• **Outreach** – The activity, process, or channel used to engage or communicate to others.

• **Project Management Team** – The term used to describe the individuals who will manage a project for its entire lifecycle. The Project Management Team includes a FEMA Regional Risk Analysis Branch staff member who is the FEMA Project Officer for a project; project manager or senior-level staff from the CTPs and/or Risk MAP providers who are participating on the Project Team; the State NFIP Coordinator; and the FEMA Regional Office Contracting Officer.

• **Project Team** – The term used to describe the team of individuals and organizations who will execute a project over its lifecycle. In addition to the FEMA Project Officer for the project, the Project Team can include management and staff from the CTP(s) and/or Risk MAP provider(s) who are participating in the project; the State NFIP Coordinator and State Hazard Mitigation Officer (SHMO); other Federal agencies; and others, such as regional planning agencies and water management districts.

• **Regulatory Products** – The term used to collectively refer to the FIRM, FIS report, and FIRM database.

• **Resilience Meeting** – The term used to describe a formal meeting with community officials and other key stakeholders during a flood risk project. The Resilience Meeting focuses on building local capacity for implementing priority mitigation activities.

• **Risk MAP Providers** – The term used to collectively refer to the teams of private-sector companies that support the Risk MAP program under contract to FEMA; e.g., CDS, CERC, PTS, and Program Management (PM) providers.

• **Stakeholder Engagement** – The process by which an organization involves people or organizations that may be affected by the decisions it makes or that can influence the implementation of those decisions.

1.6 **Impact of NFIP Reform Legislation**

Through enactment of BW-12 and HFIAA, the U.S. Congress established a number of mapping-related requirements for FEMA to address. For a complete breakdown of the new requirements, visit the Flood Insurance Reform page of the FEMA website (www.fema.gov/flood-insurance-reform). Some of the new legislative requirements from Section 216 of BW-12, as amended by HFIAA, are addressed in Subsections 3.1, 3.3, and 5.3 of this document.

As part of the reform legislation, the U.S. Congress also required the establishment of a new Technical Mapping Advisory Council (TMAC) to advise FEMA on certain aspects of the national...
flood mapping program. Additional information on the TMAC is accessible through the FEMA website at www.fema.gov/technical-mapping-advisory-council.

FEMA continues to work with TMAC on fully implementing the NFIP reform legislation and their recommendations. As new FEMA standards for the FIS and FIRM Delivery Phase are established, FEMA will update and reissue this guidance document if appropriate.

2.0 Documenting Outreach and Engagement Activities

The Project Team should have documented all outreach and engagement activities in an implementable written plan earlier in the project lifecycle. Such plans are required for all flood risk projects. The plan may have been referred to as a communication plan, outreach plan, or community engagement plan. For the purposes of this document, the plan that will be used to document engagement activities during the FIS and FIRM Delivery Phase will be referred to as a stakeholder engagement plan.

2.1 Reviewing and Updating Stakeholder Engagement Plan

After the LFDs have been issued and before the FIS and FIRM Delivery Phase begins, Project Team members should review the existing stakeholder engagement plan to determine whether it is accurate based on contractual arrangements made with the CTPs and Risk MAP providers that are active participants in the flood risk study. The Project Team should also determine whether the plan is consistent with the latest guidance from FEMA. Project Team members may find it helpful to review the existing stakeholder engagement plan against the minimum requirements for such plans included in Subsection 2.1 of Guidance Document No. 23, Guidance for Stakeholder Engagement: Due Process Phase. Guidance Document No. 23 is accessible through the FEMA Guidelines and Standards for Flood Risk Analysis and Mapping webpage.

If specific information was included in the existing stakeholder engagement plan regarding FIS and FIRM Delivery Phase activities, the Project Team should verify that the information is still correct and make appropriate changes so the document remains useful to the team. This should be done soon after the LFD date to address and document changing conditions or new information. If no information has been provided for the FIS and FIRM Delivery Phase, the Project Team should amend the plan to include appropriate information. The Project Management Team will decide which Project Team member should update the stakeholder engagement plan.

Once the plan has been reviewed and updated, it would likely be beneficial for the Project Management Team to distribute the updated plan and emphasize to Project Team members the importance of carrying out the documented activities and responsibilities. It also may benefit the Project Management Team to establish or reiterate the process for amending the plan later in the FIS and FIRM Delivery Phase, if necessary, to meet the changing needs of the project. If a local outreach team is in place, it would be beneficial for the Project Team to involve this group in making changes and updates to the plan. It would likewise be beneficial to provide the local outreach team with relevant and appropriate elements of the plan.

2.2 Evaluating Key Influencer Roles and Responsibilities

During the earlier phases of the project lifecycle, Project Team members may have identified organizations or individuals that are, or have the potential to be, key influencers. For the purposes
of this document, key influencers are public- or private-sector individuals or organizations that have the direct or indirect power to affect the decisions of others because of their real or perceived authority, knowledge, position, or relationship.

These individuals or organizations are trusted sources of information. They may be individuals who have a role in emergency management, floodplain management, land use planning, hazard mitigation, and mapping. It is important not to overlook others who may represent civic organizations, businesses, or groups that have a standing in the community.

The names or titles of the key influencers and their roles and responsibilities should have been included in the stakeholder engagement plan. If appropriate information on key influencers was not included, the Project Team should determine who the key influencers are and update the plan to include this information. The Project Team may also determine that information on key stakeholders has been included in the existing stakeholder engagement plan, but that the plan needs to be updated based on more recent experiences with these individuals and organizations, or additional knowledge about the individuals’ or organizations’ roles in the watershed/project area.

3.0 Engaging Stakeholders

Engagement with a variety of stakeholders – both external and internal – at each phase of a flood risk project is vital for a project to be completed successfully. Information on potential external stakeholders to engage during the FIS and FIRM Delivery Phase is provided in Subsection 3.1; information on potential internal stakeholders (e.g., FEMA headquarters, FEMA Regional Offices, Risk MAP providers not represented on Project Teams) to engage is provided in Subsection 3.2.

Project Team members should refer to a separately published document, the CERC Playbook, for additional information about stakeholder engagement during the various project phases and links to examples, tools, and templates. The CERC Playbook can be accessed through the password-protected Risk Management Directorate SharePoint Portal or by contacting the FEMA Project Officer.

3.1 Engagement with Communities and Other External Stakeholders

Engagement with a variety of external stakeholders during the FIS and FIRM Delivery Phase will enable the FEMA Regional Project Officer and other Project Team members to do the following:

- Further educate community officials and other stakeholders about the types of data and products that will be provided and the processes and procedures available to change the data and products;
- Further educate community officials and other appropriate stakeholders about funding and other support resources available through FEMA (or others) to help community leaders begin to solidify their thinking regarding future mitigation efforts;
- Maintain positive, cooperative relationships with Federal and State agency partners and community stakeholders;
• Continue to work closely with key influencers who can help deliver Risk MAP products and related messages to community officials and support their efforts to make use of the data and products provided; and
• Continue to increase the propensity of communities and individuals to identify and implement mitigation actions that result in reduced flood risk.

The following stakeholder groups, with whom continued engagement may be appropriate, are discussed in Subsections 3.1.1 through 3.1.7:

• Community officials;
• Regional entities;
• State partners and other State agencies;
• Federal agency partners and other Federal agencies;
• Elected Federal and State officials;
• Private-sector organizations, including affinity groups such as professional associations, business groups, and faith-based and social organizations whose members may have a vested interest in the long-term safety and stability of the community; and
• The media.

3.1.1. Engaging Community Officials

Continuous engagement with community officials should be a top priority. Through the earlier phases of the project, the Project Team should have established and maintained a consistent level of engagement with local officials in the watershed or geographic area that is the focus of the project. Potential local officials (county and community) with whom the Project Team may want to engage during the FIS and FIRM Delivery Phase include, but are not limited to, the following:

• CEOs;
• FPAs;
• Emergency managers;
• Engineers;
• Planners;
• Building officials and other code enforcement officials;
• Geographic Information Systems managers/coordinators/specialists;
• Hazard mitigation planners and officials involved in implementation; and
• Metropolitan planning and transportation entities.

While engagement with all local officials is beneficial, the Project Team should focus on and maintain closer coordination with local decision makers and key local influencers.
The Project Team should keep contact information for community officials (particularly CEOs and FPAs) current throughout the lifecycle of a flood risk project. One source of this information is the FEMA Community Information System (CIS). If the Project Management Team determines that CIS should be the primary source of the community contact information, the Project Team may check CIS periodically and notify the FEMA Project Officer when information is out of date to help ensure timely and accurate delivery of correspondence to CEOs and FPAs. This may be especially beneficial for flood risk studies that take several years to complete. If the community contact information is kept separate from the CIS, all Project Team members should have access to it. CIS is a password-protected database; Project Team members who do not have access to the CIS should contact the FEMA Project Officer.

The Project Team may need to continue working with community officials to help FEMA meet the requirements of Section 216 of BW-12:

- Educating property owners regarding map revision processes and procedures
- Educating property owners regarding the flood risk and reduction of this risk in their community, including the continued flood risks to areas that are no longer subject to the flood insurance mandatory purchase requirement
- Educating property owners regarding the benefits and costs of maintaining or acquiring flood insurance, including, where applicable, lower-cost preferred risk policies (PRPs)

3.1.2. Engaging Regional Entities

Project Team members may want to engage, or continue engagement with, regional entities such as water authorities, planning organizations, watershed commissions, etc., which have been actively involved in the flood risk project. These regional entities may be able to help communicate about flood risk and support flood risk reduction activities in the watershed. This is particularly true if the Project Team identified the representatives of any of these agencies as key influencers, or if any of these agencies have already participated in the Resilience Meeting(s).

The Project Team also may need to continue working with regional entities to help FEMA meet the requirements of Section 216 of BW-12 listed in Subsection 3.1.1 of this document.

3.1.3. Engaging State Partners and Other State Agencies

State CTP(s), State NFIP Coordinators, SHMOs, and their staff will likely already be active Project Team members; the State NFIP Coordinators, for example, will be a prime resource for community officials as they update their local floodplain management ordinances. Project Team members may want to engage, or continue engagement with, State agencies that have been actively involved in the flood risk project because they also may be able to help communicate about flood risk and support flood risk reduction activities in the watershed. This is particularly true if the Project Team has identified representatives of any of these agencies as key influencers, or if any of these agencies already have participated in the Resilience Meeting(s).

The Project Team also may need to continue working with the State NFIP Coordinator, SHMO, and other State agencies to help FEMA meet the requirements of Section 216 of BW-12 listed in Subsection 3.1.1 of this document.
3.1.4. Engaging Federal Agency Partners and Other Federal Agencies

Some existing Federal agency partners and their staff also may be active Project Team members. Depending on the participation of the Federal agency partners in previous phases of the project, the Project Team may want to continue to engage with those agencies because they may be able help to communicate about flood risk and support flood risk reduction activities in the watershed and/or project area. This is particularly true if the Project Team has identified representatives of any of these agencies as key influencers, or if any of these agencies already have participated in the Resilience Meeting(s). Where appropriate, the Project Team may choose to engage with other Federal agencies that are not represented on the Project Team to help FEMA meet the requirements of Section 216 of BW-12 listed in Subsection 3.1.1 of this document.

3.1.5. Engaging Federal and State Elected Officials

Continued engagement with elected officials (e.g., U.S. Senators, U.S. Representatives, State Senators, State Representatives, the Governor) and their staff may be beneficial during the FIS and FIRM Delivery Phase to keep them up to date on the flood risk study and to obtain their support for mitigation projects that community officials would like to undertake.

Any other engagement with these elected officials would need to be carried out by, or with the approval of, the Regional Office of External Affairs. For example, it may be appropriate for the Regional Office of External Affairs staff and the Project Team to provide elected officials with materials they can use to help FEMA meet the requirements of Section 216 of BW-12 listed in Subsection 3.1.1 of this document.

3.1.6. Engaging Private-Sector Organizations

The Project Team also may have initiated engagement activities with State and local affiliates of various professional associations and organizations as well as other nongovernmental organizations (NGOs) and nonprofit organizations (NPOs) during earlier phases of the project. This may have been done because the members of these organizations, by and large, are embedded in the community; have routine interactions with, and often can influence, Federal, State, and local elected officials and other decision makers; and have daily interactions with local citizens and the media. Many of these affiliates, particularly those associated with lending, insurance, real estate, and business/commerce are likely to become more active leading up to the FIS report and FIRM becoming effective. The Project Team may also have identified representatives of these organizations as key influencers already.

If they have not already done so, Project Team members may also want to initiate engagement activities with influential civic organizations and affinity groups, such as business groups and faith-based and social organizations whose members may have a vested interest in the long-term safety and stability of the community. Many of these affiliates, particularly those associated with lending, insurance, real estate, and business/commerce are likely to be active during the FIS and FIRM Delivery Phase.

Federal Insurance and Mitigation Administration (FIMA) staff in the Data and Communications Branch of the Communications and Management Division formed a Resilient Nation Partnership Network as a platform for thought leaders who have a complementary disaster resiliency perspective. The CERC provider is supporting on this effort. If they have not already engaged
with participants in the Resilient Nation Partnership Network earlier in the project lifecycle, the FEMA Project Officer or a Project Team member designated by the FEMA Project Officer may want to initiate this engagement by coordinating with the Data and Communications Branch Chief at FEMA HQ, the CERC Liaison (CERC-L), or other CERC provider staff.

It may be appropriate for the Regional Office of External Affairs staff and the Project Team to provide some of the active NGOs and NPOs with materials they can use to help FEMA meet the requirements of Section 216 of BW-12 listed in Subsection 3.1.1 of this document.

3.1.7. Engaging the Media

The other key private-sector stakeholder group the Project Team may need to engage during the FIS and FIRM Delivery Phase is the media. This would entail working with the media planners, reporters, editorial boards, or other staff of newspapers, television stations, and radio stations in the watershed or geographic area covered by the project. It should be carried out under the leadership of the appropriate staff in the Regional Office of External Affairs. This engagement would be a continuation of the media coordination that is initiated before, during, and after the CCO Meeting(s), Flood Risk Open House(s), and 90-day appeal periods. For example, it may be appropriate for the Regional Office of External Affairs staff and the Project Team to provide local media with additional materials they can use to help FEMA meet the requirements of Section 216 of BW-12 listed in Subsection 3.1.1 of this document.


3.2 Engagement with Internal Partners and Programs

In addition to coordinating with external stakeholders, Project Teams may benefit by continuing their engagement with internal partners. The primary internal partners for the Project Team may continue engagement with are as follows:

- FIMA offices at FEMA Headquarters;
- FEMA Regional Offices that are not represented on the Project Team; and
- Risk MAP providers that are not represented on the Project Team (e.g., CERC provider, CDS provider, PTS providers).

3.2.1. Engagement with Federal Insurance and Mitigation Administration Offices

FIMA is charged with integrating the efforts of teams that oversee individual programs within its organization to ensure that resources are better leveraged and steps are taken to reduce duplication of effort and better achieve complementary goals and objectives. The FIMA management and staff specifically, the Risk Management Directorate, Federal Insurance Directorate, Mitigation Directorate, Fund Management Directorate, Office of Environmental Planning and Historic Preservation, Customer Experience Office, and Integration Office, are uniquely positioned to accomplish this because of the natural synergies among the staff and the

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programs they oversee. Periodic engagement with staff from the Communications and Management, Floodplain Management, and Policyholder Services Divisions, as well as the Customer Experience office and other divisions and branches within these directorates and offices, will likely be appropriate during the FIS and FIRM Delivery Phase. It will enable Project Team members to obtain the following:

- The latest information on existing programs and initiatives;
- The latest mitigation planning guidance and outreach materials;
- Information on near-term and longer-term initiatives that are in progress or planned and that are expected to have a positive impact on stakeholder engagement during the FIS and FIRM Delivery Phase;
- Support for answering community questions regarding existing programs and initiatives and any newly implemented programs and initiatives; and
- Support for responding to inquiries from the U.S. Congress and State legislatures.

The Project Team may also find it beneficial to continue engagement with another key internal FIMA stakeholder group, the Office of the Flood Insurance Advocate (OFIA). As a result of their day-to-day activities, the Flood Insurance Advocate and OFIA staff may have information and documentation that can help the Project Team identify and address problems or concerns regarding the area of study before the FIS report(s) and FIRM(s) become effective. Obtaining the insights of OFIA staff also may assist the Project Team with fine-tuning the engagement plan and carrying out documented activities.

3.2.2. Engagement with Other Regional Offices

Where a watershed abuts or crosses Regional boundaries, continued engagement by the FEMA Project Officer and the Project Team with the FEMA Project Officer(s) and Project Team(s) in the adjoining Region(s) is vital. Such engagement will help to ensure that the flood hazard and risk information presented to community officials on the FIRM(s), FIS report(s), and FIRM database and related messaging is consistent. This engagement also should help the Project Team ensure that Flood Risk Datasets, Flood Risk Products, and related messaging are consistent and that community and State officials’ planning and implementation of mitigation activities is well-coordinated across community, county, and State boundaries.

The FEMA Project Officer or Project Team members may also engage other Regional Offices that do not have a geographic stake in the project to obtain information on lessons learned and best practices developed for similar projects or situations.

3.2.3. Engagement with Risk MAP Providers

As mentioned earlier in this document, some Risk MAP provider staff may participate actively on the Project Team. When Risk MAP provider staff members are not actively involved, periodic engagement with the providers could prove valuable and should be considered. Some potential benefits of this engagement are summarized below.

- Coordination with the CDS provider staff in the MSC is required to facilitate timely distribution of the FIRM, FIS report, and FIRM database, as discussed in Subsection 1.1
of this document. Additional engagement may be appropriate if the Project Team determines that stakeholder messaging could be delivered through the materials distributed by the MSC staff or the materials made available on the MSC Web Portal.

- Engagement with the CDS provider staff in the FEMA Map Information eXchange (FMIX) may be appropriate to obtain recent email messages and telephone records from FMIX map specialists and to provide FMIX map specialists with information they can use to answer incoming questions related to the flood risk study.

- Engagement with the CERC-L and Mitigation Champion (if not an existing Project Team member) and other CERC provider staff may be appropriate in the following instances:
  - To obtain summaries of recent congressional correspondence and summaries from media monitoring activities;
  - To obtain information on capacity for, interest in, and likelihood of taking mitigation action;
  - To arrange for assistance in responding to inquiries from, or preparing presentations for, Federal, State, and local elected officials and the media;
  - To arrange for professional meeting facilitation or dispute resolution support; and
  - To obtain assistance conducting training sessions on community engagement and risk communication-related topics.

- Engagement with the PTS provider that does not have members on the Project Team may be appropriate to share information when a watershed abuts or crosses Regional boundaries and to obtain information on lessons learned and best practices.

3.3 Potential Tools and Techniques to Support Stakeholder Engagement

Project Team members may want to consider some of the tools and techniques described below when determining how to engage effectively with both internal and external stakeholders during the FIS and FIRM Delivery Phase.

- **Facilitated Conference Calls:** Facilitated conference calls can be a very effective form of engagement to minimize travel costs.

- **Facilitated Webinars:** Properly facilitated webinars using Adobe Connect or a similarly capable platform can be very effective when in-person meetings cannot be held and when it is appropriate to meet simultaneously with multiple communities. Depending on the platform used, these sessions can also be recorded to allow participants to review sessions at a later date or direct other stakeholder staff to listen to the recording. The webinar format also may be appropriate to allow additional FEMA, State, and provider staff to participate remotely in the CCO Meeting(s) in support of the FEMA and Project Team staff attending the meeting(s) onsite.

- **In-Person Meetings:** In-person meetings are invaluable opportunities for the Project Team to engage with key influencers and other stakeholders.

- **Correspondence:** Before or after a facilitated conference call, webinar, or in-person meeting, tailored project- or community-specific letters and email messages are an effective way to keep stakeholders engaged. Email messages are also effective for
delivering updates regarding upcoming meetings, for distributing key materials before and after meetings, and for soliciting general feedback from community officials and other stakeholders.

- **Fact Sheets, Flyers, and Brochures**: Depending on the effectiveness of the materials developed for earlier phases, Project Teams may want to develop tailored fact sheets, flyers, brochures, and other print-type publications to communicate information, keeping in mind that these tools are most effective as a means of communicating information one way. However, the Project Team can use them effectively as an integral part of engagement efforts to announce webinars, meetings, conferences, and workshops. They also can be effective as “leave-behinds” at in-person meetings, as digital attachments to email messages, and as attachments for webinars. They can also be posted to partner or Regional Office websites to enhance stakeholder understanding, acceptance, and ownership of products and processes and to minimize misinterpretation and/or confusion about the content presented at meetings and workshops.

- **Newsletters, Listservs, or Other Means of Maintaining General, Ongoing Engagement**: If the Project Team has already used newsletters, listservs, or other means of monthly or bimonthly engagement with Federal and State partners, regional entities, and local communities, this type of engagement could be continued during the FIS and FIRM Delivery Phase.

- **Templates**: To assist Project Teams with engaging Federal and State partners, professional associations, and other NGOs, FEMA, FEMA partner, and Risk MAP provider staff develop templates for letters, email messages, newsletter articles, and communication tracking purposes. These template materials have been, and can continue to be, modified to fit Project Team needs. Project Team members should consult with the FEMA Project Officer about the availability of previously developed templates that may be appropriate for the project, including template materials developed to address the requirements of Section 216 of BW-12, as amended by HFIAA. This was discussed in Subsection 3.1 of this document.

- **Websites/Web Content**: If a CTP is a member of the Project Team, a project-dedicated website may have already been established or project-related information may have been posted to webpages controlled by the CTP. Where resources are available, chat rooms or other two-way communication vehicles hosted on websites may be effective.

Where Regional Offices already have established websites, these sites also could be used to announce webinars, meetings, conferences, and workshops or for posting project-related fact sheets, flyers, and brochures. Before establishing new websites, however, Regional Office staff should confer with the FEMA Headquarters Office of External Affairs.

- **Risk Management Directorate SharePoint Portal**: The Risk Management Directorate (RMD) SharePoint Portal is a collaborative environment for information sharing and delivery. Users of the site include all RMD stakeholders such as FEMA Headquarters and Regional staff, contractors, grantees, and partners. Users manage content based on the organizational structure of the Directorate, with each Division and Branch responsible for its own site. FEMA’s Regions also have their own sites. Some overlapping content, such
as Risk Map University and the CTP Collaboration Center, are managed by separate user
groups and require specific permissions to access and manipulate content.

Stakeholders may engage with the RMD PM SharePoint Portal based on permissions and
site setup. Not all RMD SharePoint sites have identical purposes, so individual sites base
content on the needs of the user base. Most sites have a calendar, announcements, and
document libraries. Sites may also include discussion boards, lists (such as contacts), and
links to relevant internal and external tools and resources. Should a stakeholder have a
need for a specific SharePoint tool that does not exist, the user may work with the site
owner to develop that tool or resource.

- **Social Media and Shareable Content:** Social media is an increasingly important channel
for receiving and sharing information. If social media has been an integral part of
communication for the project, the Project Team may want to expand the use of channels
such as Facebook and Twitter for sharing messaging on resilience and mitigation action,
as well as on map revision processes and procedures. Project Team members should
coordinate with FEMA Regional External Affairs staff regarding coordination, approval,
and execution of social media outreach on FEMA-owned platforms.

Social media platforms owned by communities, partners, and other stakeholders also can
be used for information sharing. Facebook posts, Tweets, newsletter articles, and web
content can be prepared by the Project Team and shared with stakeholder groups for their
use.

The Project Team will need to consult with Regional Office of External Affairs staff for
approval, counsel on content, and possible coordination with public information officers
from stakeholder organizations.

### 4.0 File Maintenance

To be compliant with Section 66.3 of the NFIP regulations (44 CFR 66.3), the Project Team should
continue to maintain community files for the communities affected by the project. The required
community files for all affected communities should have been set up during an earlier project
phase following protocols established by the Regional Office. The Project Team should place
records of engagement activities (e.g., letters, email messages, memorandums, and meeting
notes) that take place during the FIS and FIRM Delivery Phase in the community files.

### 5.0 Resilience Meetings and Mitigation Action Follow-up Meetings

Team members should consult Section 4 of Guidance Document No. 87, Guidance for
Stakeholder Engagement: Planning for Mitigation Action, for more information about engagement
activities related to mitigation planning and action during the FIS and FIRM Delivery Phase.
Guidance Document No. 87 is accessible through the FEMA Guidelines and Standards for Flood
Risk Analysis and Mapping webpage.

The FEMA Project Officer may determine, as a matter of standard practice or in consultation with
the communities during or after the Resilience Meeting(s), that one or more follow-up meetings
will be beneficial to promote mitigation actions identified during the Resilience Meeting(s) or at
other times in the Risk MAP lifecycle. The Project Team should consider working with community
officials (primarily CEOs, and FPAs) to schedule and hold these “mitigation action follow-up meetings” after the CDS provider staff has posted the digital version of the final FIS report(s) and FIRM(s) to the MSC website and provided paper copies to the communities.

As with earlier meetings, the meeting format should be determined by discussing details with community officials. The format should be based on the number of people to be invited and the relative success of the format used for the Resilience Meeting(s). The FEMA Project Officer may determine, in cooperation with community officials and other stakeholders, that a webinar would be a suitable format for effectively conveying information to the affected communities. In addition, communities actively involved in the mitigation planning process can use the regulatory and non-regulatory products to update or validate their risk assessment, and possibly meet public participation requirements inherent to the plan development, maintenance, and update processes.

The Project Team should review all tools and templates that have been developed to support implementation of CCO Meetings, Flood Risk Open Houses, and Resilience Meetings, such as meeting invitations, agendas, etc., to determine whether they can be amended for the follow-up meeting(s). Because each Region is different, the Project Team will need to consult with the FEMA Project Officer regarding Regional needs and preferences.

Additional information about community meetings and open houses, tools, and examples also are available in the CERC Playbook, which will be updated regularly. The Project Team can access the CERC Playbook through the password-protected Risk Management Directorate SharePoint Portal, or by contacting the FEMA Project Officer.

5.1 Meeting Timing

The follow-up meeting(s) should be scheduled, with community concurrence, approximately 2 to 3 months before the effective date of the FIS report and FIRM.

5.2 Meeting Attendees

In addition to the FEMA Project Officer and other Project Team members who will be leading or facilitating portions of the meeting(s), the FEMA Planner(s), State NFIP Coordinator(s), SHMO(s), CTP(s), Risk MAP provider(s), key influencer(s), and all individuals who were invited to the Resilience Meeting(s), would be appropriate attendees at the follow-up meeting(s).

5.3 Meeting Objectives

The objectives of the mitigation actions follow-up meeting(s) are listed below.

- Assist the attendees in having a clear understanding of the following:
  - FIS report and FIRM maintenance after the effective date through LOMCs and the FEMA CNMS;
  - Resources available to explain the procedures and processes for PMRs, LOMRs, LOMR-Fs, and LOMAs to community officials to enhance compliance with Section 216 of BW-12, as amended by HFIAA;
Resources available to help community officials explain how the public can submit PMR, LOMR, LOMR-F, and LOMA requests to enhance compliance with Section 216 of BW-12, as amended by HFIAA;

Resources available to explain the impact of the FIRM on, and the benefit of, insurance purchase requirements, including rating options to enhance compliance with Section 216 of BW-12, as amended by HFIAA; and

A timeline for adopting the FIRMs in the community floodplain management ordinances (if required).

- Getting attendees on the same page regarding what was discussed and decided during the Resilience Meeting(s).

- Continuing the process of building local capacity for, and commitment to, implementing priority mitigation activities within a watershed or other geographic area.

- Ascertaining the community’s progress on priority mitigation activities and assist the community in moving the activities forward.

- Documenting any new mitigation-related actions that have been taken in the community.

5.4 Meeting Messages

The messages that the Project Team are to share with attendees of the mitigation action follow-up meeting(s) are the same as the messages for the Resilience Meeting(s) presented in Guidance Document No. 63, Guidance for Stakeholder Engagement: Risk Awareness Phase, and Guidance Document No. 87, Guidance for Stakeholder Engagement: Planning for Mitigation Action Phase.

- The Flood Risk Datasets and Flood Risk Products provide a more accurate, comprehensive picture of the flood risk in your community and your watershed.

- Although the Risk MAP program focuses primarily on floods, the tools and information provided are a framework for planning for and addressing other natural hazards.

- Many strategies to reduce your flood risk can and should be used.

- A wide variety of resources are available from regional, State, and Federal agencies and private-sector organizations to help stakeholders take action to reduce the flood risk.

- Communicating flood risk to those who live and work in the community, watershed, or other geographic area in more relatable, real-world terms will help them make informed decisions to reduce their risks.

- Resources are available from FEMA, other Federal agencies, State agencies, regional entities, and private-sector organizations to help local officials and other stakeholders communicate flood risk.

- By taking action to reduce flood risk, the individuals, property, and businesses within the community, watershed, or other geographic area will be more resilient to flooding.
The key messages for this meeting are the last two listed above because the focus of the meeting is to ascertain the community officials’ progress on prioritized activities and to assist them in moving forward in a timely manner.

As with earlier meetings in the project lifecycle, the mitigation action follow-up meeting(s) should be considered working meetings where all meeting participants – particularly community representatives – are prepared and actively involved in the meeting(s). Depending on the experience of the Project Team during the Resilience Meeting(s), this may require coordinating with meeting participants in advance.

### 5.5 Meeting Activities

Activities that will likely take place during the follow-up meeting(s) include:

- Briefly reviewing the following items:
  - FIS report and FIRM maintenance after the effective date through LOMCs and the FEMA CNMS;
  - Resources available to explain the procedures and processes for PMRs, LOMRs, LOMR-Fs, and LOMAs to community officials;
  - Resources available to help community officials explain how the public can submit PMR, LOMR, LOMR-F, and LOMA requests; and
  - Resources available to explain the impact of the FIRM on, and the benefit of, insurance purchase requirements, including rating options for those with increased risk (e.g., Newly Mapped procedure, Grandfathering) and those no longer in a high-risk area (e.g., Conversion).

- Revisit the timeline for adopting the FIRMs in the communities’ floodplain management ordinances. (This may be a separate breakout session at the end of a meeting.)

- Facilitate a review of key items discussed at the Resilience Meeting(s) including decisions made regarding priorities for local mitigation activities. Depending on the size of the group participating in the meeting, it may be appropriate to provide participants with a summary to review before the meeting, particularly if a substantial amount of time has elapsed since the Resilience Meeting(s).

- Facilitate detailed report-outs from community officials on each community’s progress on completing priority mitigation actions, including any barriers that have negatively influenced planned completion. (The purpose of this activity is to assist each community in moving their activities forward. Therefore, it may be appropriate for the Project Team to request a written update in advance, so that an action support plan can be developed. For in-person meetings, it also may be appropriate to have individual breakout sessions to discuss individual community or project issues.)

- Facilitate a discussion of, and document any new mitigation-related actions that have been taken or are planned for each community.

- Review all decisions made during the meeting(s) and follow-up actions required.
5.6 Post-Meeting Activities

A key post-meeting activity resulting from the mitigation action follow-up meeting is documenting what was accomplished during the meeting and any follow-up actions to be taken. The Project Officer or other Project Team member also may post a summary along with other meeting documents to a FEMA, CTP, or project-specific website, as appropriate. Project Team members or other FEMA Regional Office and State staff also will contact community officials, as appropriate, to ensure communities are making progress toward completing their prioritized mitigation actions.

6.0 Outcomes

Successful stakeholder engagement during the FIS and FIRM Delivery Phase should result in the following outcomes:

- Increased community recognition of flood risk and commitment to implement appropriate mitigation actions
- Improved stakeholder understanding of, confidence in, and ownership of the Flood Risk Datasets and Flood Risk Products provided by FEMA and how they may be used
- Enhanced relationships with community officials and other key influencers
- Continued transparency into the Risk MAP process
- A better understanding of how to leverage community activities, assets, and concerns in support of mitigation actions and to remove barriers or create incentives for mitigation action
- Improved compliance with the requirements of BW-12, as amended by HFIAA, with regard to educating property owners regarding:
  - Map revision and amendment processes and procedures
  - Flood risk and reduction of this risk in their community, including the flood risk that remains in areas that are no longer subject to the flood insurance mandatory purchase requirement
  - Benefits and costs of maintaining or acquiring flood insurance both inside and outside mapped SFHAs

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