

POI: Floodplain Management for Local Elected Officials and Executives



FEMA

Plan of Instruction (POI)

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Rationale

According to the U.S. General Services Administration, every year flooding causes an average of 100 deaths and more than \$1 billion in property damage. FEMA's Floodplain Management Division (FD) provides tools and resources to help all States and communities. FEMA's FD facilitates managing flood risks for these agencies and focuses on building more resilient communities nationwide as they navigate National Flood Insurance Program (NFIP) minimum requirements. For example, structures built to NFIP standards experience 80 percent less flood damage than structures not built to these standards. In addition, FEMA estimates that implementing local floodplain ordinances prevents approximately \$1.1 billion in flood damages annually.

To be effective, local elected officials from communities with floodplain management programs must possess introductory NFIP knowledge and strong interpersonal and communication skills. They must be able to explain NFIP participation and the importance of their community proactively addressing local floodplain risks. Local elected officials of NFIP communities must also engage multiple stakeholders to execute NFIP compliance best practices collaboratively. Additionally, they must communicate effectively with the entire populace about the Community Rating System (CRS) benefits.

Under 42 U.S.C. 4102(c) and 4022(a)(1), FEMA is required to provide technical assistance to ensure that communities are implementing and enforcing the minimum floodplain management criteria. Encouraging NFIP communities to improve their floodplain management programs is a major component of this technical assistance. As the Floodplain Management Division strives to create a superior Training, Education, and Development (TE&D) Program, producing the Floodplain Management for Local Elected Officials and Executives presentation inspires NFIP communities to improve their programs. The presentation encourages NFIP communities to increase program investment, adopt higher standards, join the CRS program, and gain public awareness and support for proactive floodplain management practices.

Presentation Goal and Length

The purpose of this presentation is to help local officials understand the value of floodplain management in their communities and encourage them to improve their NFIP participation. The Floodplain Management for Local Elected Officials and Executives is a flexible and customizable 90-minute presentation with removable content for delivery by topic and optional activities for shorter presentations. The times to complete each topic are listed below.

Topic # and Name	Time
Topic 1: Introduction	8 minutes
Topic 2: NFIP Overview	18 minutes
Topic 3: Resources	18 minutes
Topic 4: Enforcement	18 minutes
Topic 5: Community Rating System	18 minutes
Topic 6: Summary	10 minutes
Total Time:	90 minutes

Presentation Objectives

Upon completion of this presentation, participants will be able to:

- Describe how elected local officials and floodplain managers can support local communities through the NFIP
- Explain the impacts that a community's budget choices have on response and recovery to future disasters
- Explain the importance of enforcing floodplain management ordinances
- Describe the direct and indirect financial and safety benefits of the Community Rating System (CRS)

Target Audience

The target audience for this presentation is local elected officials whose communities have floodplain management programs that are under-resourced, under-enforced, or could benefit from adopting higher standards.

Recommended Resources

The presentation will include recommended resources only. Participants are highly encouraged to explore the following site regarding key information needed to fulfill their floodplain management responsibilities as local elected officials:

- [Elected Officials' Flood Guide – ASFPM Flood Science Center](https://floodsciencecenter.org/products/elected-officials-flood-risk-guide/)
(<https://floodsciencecenter.org/products/elected-officials-flood-risk-guide/>)

Presentation Design

It is important to educate local elected officials about the benefits of NFIP participation and improving their floodplain management programs. However, finding the time to do so is difficult because local elected officials are busy and floodplain management may not be a top priority. So, FEMA designed this presentation to be flexible and customizable.

Presenters can remove topics based on their audience's floodplain management training needs. The presentation includes the following:

- **Introduction:** Sets a personal tone and describes key goals
- **Selected topic(s):** Contains presentation content and visual slides
- **Optional activity:** Engages the audience in the real-world scenarios
- **Summary:** Restates the reason for the presentation and provides an overview of the content

Present with A Team

While this presentation can certainly be delivered alone, it may be more impactful with two presenters, especially if the second presenter is a guest who brings compelling insights and perspectives from the local community. Examples of co-presenters include the following:

- **Former or Current Local Elected Officials:** Individuals from the same State or community who support proactive floodplain management. Local elected officials may be more willing to listen with open minds to a peer. This type of presenter can also share real life examples that add impact.
- **State NFIP Coordinator:** Your State NFIP Coordinator is familiar with NFIP communities of all sizes and capacities. They understand what makes for a successful floodplain management program. They can also speak to the consequences of inadequate floodplain management programs.

- **County Emergency Manager:** Particularly in smaller communities, local elected officials may know the county emergency manager. They may be a trusted source who has experience with flooding. If this person agrees to present, keep in mind that “response” is very different from “mitigation.” Stories about flood response and recovery may seem related, but they are quite different. Because this presentation is very short, topics and examples should focus on mitigation.
- **Local Community Leader:** Your local leader should be someone who understands how NFIP flood insurance, disaster aid, mitigation, and/or higher regulations have impacted the community. Examples include a chamber of commerce leader who witnessed businesses with and without NFIP insurance coverage recover from a flood, a spiritual leader who supported the recovery of individuals with and without NFIP, or a resident who has experience using NFIP-related resources.

Delivery Options

- Option A: A Floodplain Administrator (FPA) or Subject Matter Expert (SME) presents alone and cites examples of the benefits, case studies, and templates that local elected officials have reported.
- Option B: A Floodplain Administrator (FPA) or Subject Matter Expert (SME) co-presents with a person who can provide local examples and experiences.
- Note: The Presenter Guide gives instructions specific to both Option A and B.
- Example:

Option B:

The guest presenter should focus on the information in the boxes marked with Option B: Explain/Present icon, as shown here. These boxes will note when the guest presenter should provide personal examples and experiences.



Explain/
Present

The Option B presentation also lets presenters customize the following slides:

- Topic 3, Visual 10
- Topic 5, Visual 11

You will see both Option A and Option B slide representations in the Presenter Guide. Instructions for modifying the Option B presentation are also included. There are blank slides available for any additional information the co-presenters would like to include.

Core Capabilities and Competencies

The Floodplain Management for Local Elected Officials and Executives presentation incorporates the National Preparedness Goal’s Core Capabilities and Emergency Management Competencies. Tables 1 and 2 describe how these Core Capabilities and Competencies apply to this presentation.

TABLE 1: National Preparedness Goal Core Capabilities

Primary or Secondary	Mission Area	Capabilities Supported
Primary	Mitigation	Long-term Vulnerability Reduction
Secondary	N/A	N/A

TABLE 2: Emergency Management Competencies

Topic	Competency Area	Competencies Supported
Topic 2	Applicable Laws, Authorities, and Programs (DF-3)	Identify and discuss current Federal, State, local, and Tribal legislative or legal provisions relevant to emergency management
Topic 3	Resource Management, including Mutual Aid (DF-9)	Identify and describe resource management concepts
Topic 4	Applicable Laws, Authorities, and Programs (DF-3)	Identify and discuss current Federal, State, local, and Tribal legislative or legal provisions relevant to emergency management
Topic 5	Applicable Laws, Authorities, and Programs (DF-3)	Describe Federal and the types of State and local mitigation programs and policies
Topic 5	Applicable Laws, Authorities, and Programs (DF-3)	Describe Federal and the types of State and local mitigation programs and policies

Customizing The Content

The full presentation is designed to last 90 minutes, with the option of giving shorter presentations by removing topics not relevant to your audience. Each topic will take approximately 13 minutes, plus a 5-minute activity if time allows. The table below shows the full presentation, which can be used with one or more local elected officials or in a conference setting. Time is added for an introduction and summary.

Full Presentation Timing

Introduction	NFIP Overview	NFIP Activity	Resources	Activity	Enforcement	Activity	CRS Overview	Activity	Summary	Activity
8	13	5	13	5	13	5	13	5	5	5

For more information and guidance on how to customize the content of this presentation, please refer to Presenter Job Aid: Customizing the Content.

Presenter Qualifications

No formal experience is needed to give this presentation. People in many different roles can present this content. For example:

- A local FPA presents to their local elected official(s)
- A Subject Matter Expert presents at a City/County Management Association conference
- A State NFIP Coordinator presents at a session of local government leaders in their State

Materials

Make sure you have the following materials to present:

- Presenter Guide
- Enough copies of the Student Manual for each person in your audience
- Slides (Option A or B)

Presentation Evaluation

A Presenter Evaluation Form is provided for (positive and negative) feedback on the presentation and future improvements. The presenter gives their thoughts on the participants' views, presentation content, length, and format. The evaluation form should be sent to fema-fpmtraining@fema.dhs.gov.

Topics Of Instruction

The following pages include the proposed topics of instruction for Floodplain Management for Local Elected Officials and Executives. Each topic includes the overall instruction time, objectives, content scope, and methodology.

Topic 1: Introduction

Time

8 minutes

Objectives

At the conclusion of this topic, participants should be able to:

- Describe the presentation goal.
- Describe the presentation objectives.

Scope

Presenter(s) will present the topic content in this order:

- Welcome and Introductions
- Video: Higher Standards: The Value of Floodplain Management
- Presentation Goal and Objectives

Methodology

The presenters will use direct lectures and multimedia to present the topics in the scope section. The presenter will begin the topic with a welcome and introduce themselves. Next, the presenter will present a FEMA video. They will explain how the video connects the importance of local decision-making and higher standards to a safer and more resilient community. Finally, the presenter will review the presentation goal and objective(s).

Materials

The following materials are required for this topic:

- Presenter Guide
- Student Manual
- Topic 1 visuals (Option A or B)
- Video: Higher Standards: The Value of Floodplain Management

Suggested Time Plan

The following time plan is suggested for this topic:

Topic	Time
Welcome and Introductions	1 minute
Video: Higher Standards: The Value of Floodplain Management	6 minutes
Presentation Goal and Objectives	1 minute
Total Time:	8 minutes

Remarks

- Due to the time constraints of the presentation, the introduction topic is intended to be clear, brief, purposeful, and focused.
- The video is the attention grabber of this topic. It sets the tone for the rest of the presentation and gives the participants an idea of what to expect.

Development Materials

- [Higher Standards: The Value of Floodplain Management](https://www.youtube.com/watch?v=S7mirk1dgSc)
(<https://www.youtube.com/watch?v=S7mirk1dgSc>)

Topic 2: NFIP Overview

Time

18 minutes

Objective

At the conclusion of this topic, participants should be able to:

- Describe how elected local officials and Floodplain Administrators can support local communities through the NFIP.

Scope

Presenters will present the topic content in this order:

- Topic Introduction and Objectives
- Introduction to Floodplain Management
- Purpose of the NFIP
- Benefits of NFIP Participation
- Three-legged Stool Concept
- Federal, State, and Local Responsibilities
- Consequences of NFIP Probation or Suspension
- Activity 2.1: What Is the Purpose of the NFIP?
- Summary

Methodology

The presenter will present the topics listed in the scope section above using direct lectures, scenarios or case studies, Socratic questioning, and infographics. The presenter will use direct lectures to explain the purpose of the NFIP and the three-legged stool concept. The presenter will use Socratic questioning and an infographic to distinguish the Federal, State, and local floodplain management responsibilities. Socratic questioning will support participant understanding of their responsibilities as local elected officials concerning flood insurance and how to strengthen their local floodplain management programs. Next, the presenter will lecture directly on the benefits of NFIP participation and the consequences of non-participation. Finally, the presenter will facilitate an activity discussing how the local officials' roles, responsibilities, and benefits of the NFIP can improve their communities by improving their programs.

References

- [Costs and Consequences of Flooding and the Impact of the National Flood Insurance Program](https://www.fema.gov/sites/default/files/2020-07/fema_nfip_eval-costs-and-consequences.pdf)
(https://www.fema.gov/sites/default/files/2020-07/fema_nfip_eval-costs-and-consequences.pdf)

Materials

The following materials are required for this topic:

- Presenter Guide
- Student Manual
- Topic 2 visuals (Option A or B)

Suggested Time Plan

The following time plan is suggested for this topic:

Topic	Time
Introduction and Objectives	1 minute
Introduction to Floodplain Management	1 minute
Purpose of the NFIP	1 minute
Benefits of NFIP Participation	2 minutes
Three-legged Stool Concept	1 minute
Federal, State, and Local Responsibilities	3 minutes
Consequences of NFIP Probation or Suspension	3 minutes
Activity 2.1: What Is the Purpose of the NFIP?	5 minutes
Summary	1 minute
Total Time:	18 minutes

Development Materials

- [Costs and Consequences of Flooding and the Impact of the National Flood Insurance Program](https://www.fema.gov/sites/default/files/2020-07/fema_nfip_eval-costs-and-consequences.pdf)
(https://www.fema.gov/sites/default/files/2020-07/fema_nfip_eval-costs-and-consequences.pdf)

Topic 3: Resources

Time

18 minutes

Objective

At the conclusion of this topic, participants should be able to:

- Identify the impacts a community's budget choices on response and recovery to future disasters.

Scope

Presenters will present the topic content in this order:

- Introduction and Objectives
- Responsibilities of the FPA
- Allocating Resources to FPAs
- Benefits of Allocating Resources
- Consequences of Not Allocating Resources
- Activity 3.1: Allocating Resources
- Summary

Methodology

The presenter will use lectures and discussions to present the topics in the scope section above. The presenter will present a direct lecture describing the duties of the FPA and the benefits of allocating resources for FPA activities, continuing education, and training. This presentation will focus on statistics illustrating the money saved by participating in the NFIP, how allocating appropriate resources is critical for staff retention and candidate recruitment, staffing levels, and workload. Next, the presenter will describe the consequences of not allocating resources. Afterward, they will facilitate a scenario or case study leveraging examples of why local communities want to allocate resources to their floodplain management programs.

References

- [Historical NFIP Claims Information and Trends](https://www.floodsmart.gov/historical-nfip-claims-information-and-trends)
(<https://www.floodsmart.gov/historical-nfip-claims-information-and-trends>)

Materials

The following materials are required for this topic:

- Presenter Guide
- Student Manual
- Topic 3 visuals (Option A or B)

Suggested Time Plan

The following time plan is suggested for this topic:

Topic	Time
Introduction and Objectives	1 minute
Responsibilities of the FPA	3 minutes
Allocating Resources to FPA	2 minutes
Benefits of Allocating Resources	3 minutes
Consequences of Not Allocating Resources	3 minutes
Activity 3.1: Allocating Resources	5 minutes
Summary	1 minute
Total Time:	18 minutes

Development Materials

- [Historical NFIP Claims Information and Trends](https://www.floodsmart.gov/historical-nfip-claims-information-and-trends)
(<https://www.floodsmart.gov/historical-nfip-claims-information-and-trends>)

Topic 4: Enforcement

Time

18 minutes

Objective

At the conclusion of this topic, participants should be able to:

- Describe the importance of enforcing floodplain management ordinances.

Scope

Presenters will present the topic content in this order:

- Introduction and Objectives
- NFIP and Floodplain Management
- Flood Damage Prevention Ordinances
- Role of FPA
- Role of Building Codes in Floodplain Management
- Compliance and Grant Funding Eligibility
- Activity 4.1: Enforcing NFIP Regulations and Building Codes
- Summary

Methodology

The presenters will use direct lectures, scenarios or case studies, and Socratic questioning to present the topics in the scope section above. The presenter will explain the Flood Damage Prevention Ordinances using a direct lecture. Then the presenter will provide a lecture describing the role of the FPA in emergency management, code enforcement, etc. Next, the presenter will describe the role of building codes in floodplain management, emphasizing that strong codes keep the community from lawsuits. The presenter will describe compliance and how it relates to grant funding eligibility. The presenter will conclude the topic with scenarios or case studies to present examples of how local communities can improve their building codes and floodplain management enforcement.

Materials

The following materials are required for this topic:

- Presenter Guide

- Student Manual
- Topic 4 visuals (Option A or B)

Suggested Time Plan

The following time plan is suggested for this topic:

Topic	Time
Introduction and Objectives	1 minute
NFIP and Floodplain Management	2 minutes
Flood Damage Prevention Ordinances	1 minute
Role of FPA	1 minutes
Role of Building Codes in Floodplain Management	2 minutes
Compliance	5 minutes
Activity 4.1: Enforcing NFIP Regulations and Building Codes	5 minutes
Summary	1 minute
Total Time:	18 minutes

Development Materials

- [Reducing Flood Losses through the International Codes](https://www.fema.gov/sites/default/files/2020-07/fema_reducing_flood_losses_rfl_5th-ed.pdf)
(https://www.fema.gov/sites/default/files/2020-07/fema_reducing_flood_losses_rfl_5th-ed.pdf)

Topic 5: Community Rating System (CRS) Overview

Time

18 minutes

Objectives

At the conclusion of this topic, the participants should be able to:

- Know the benefits of NFIP's higher standards and the Community Rating System.
- Identify how local elected officials could support and implement stronger regulations in their communities.

Scope

Presenters will present the topic content in this order:

- Introduction and Objectives
- What is CRS?
- CRS Classes
- Steps to Join the CRS
- Other Programs Similar to CRS
- Benefits of Higher Standards
- Supporting Resources
- Activity 5.1: Adopting Higher Standards
- Summary

Methodology

The presenter will use direct lectures, infographics, and Socratic questioning to present the topics in the scope section above. The presenter will use lecture to define the Community Rating System (CRS) and then use Socratic questioning to foster participants' understanding of the benefits of higher standards. The benefits will include increased community resilience, safer places to live, more affordable flood insurance, and reduced insurance costs due to earned CRS credits. Next, the presenter will use lectures to describe CRS classes and how they lead to flood insurance discounts. The presenter will then use lectures and an infographic to provide a high-level overview of the steps to join CRS, including a sample of typical adopted standards. They will also provide information on other analogous programs, including THIRA, Fire ISO, and more. At the end of the topic, the presenter provides participants with supporting

websites and resources to learn more. The topic will conclude with an activity representing how a community decides which higher standards to adopt.

References

- [Addendum to the CRS Coordinator's Manual](https://www.fema.gov/sites/default/files/documents/fema_community-rating-system_coordinator-manual_addendum-2021_FAQs.pdf)
(https://www.fema.gov/sites/default/files/documents/fema_community-rating-system_coordinator-manual_addendum-2021_FAQs.pdf)
- [Building back smarter/more resilient – Longmont, Colorado](https://floodsciencecenter.org/products/elected-officials-flood-risk-guide/success-stories/building-back-smarter-more-resilient-longmont-colorado/)
(<https://floodsciencecenter.org/products/elected-officials-flood-risk-guide/success-stories/building-back-smarter-more-resilient-longmont-colorado/>)
- [Brochure for the Community Rating System](https://www.fema.gov/sites/default/files/documents/fema_crs-brochure_032023.pdf)
(https://www.fema.gov/sites/default/files/documents/fema_crs-brochure_032023.pdf)
- [Building Community Resilience with Nature-Based Solutions](https://www.fema.gov/sites/default/files/documents/fema_riskmap-nature-based-solutions-guide_2021.pdf)
(https://www.fema.gov/sites/default/files/documents/fema_riskmap-nature-based-solutions-guide_2021.pdf)
- [CRS Case Studies, Fact Sheets and Blogs](https://www.fema.gov/floodplain-management/community-rating-system/case-studies-fact-sheets-blogs)
(<https://www.fema.gov/floodplain-management/community-rating-system/case-studies-fact-sheets-blogs>)
- [Higher Standards Mean Lower Flood Insurance Rates for Myrtle Beach Property Owners](https://www.fema.gov/case-study/higher-standards-mean-lower-flood-insurance-rates-myrtle-beach-property-owners)
(<https://www.fema.gov/case-study/higher-standards-mean-lower-flood-insurance-rates-myrtle-beach-property-owners>)
- [NFIP CRS Coordinator's Manual](https://fema.gov/community-rating-system)
(<https://fema.gov/community-rating-system>)

Materials

The following materials are required for this topic:

- Presenter Guide
- Student Manual
- Topic 5 visuals (Option A or B)

Suggested Time Plan

The following time plan is suggested for this topic:

Topic	Time
Introduction and Objectives	1 minute
What is CRS?	1 minute
CRS Classes	2 minutes
Steps to Join the CRS	2 minutes
Other Programs Similar to CRS	1 minute
Benefits of Higher Standards	4 minutes
Supporting Resources	1 minute
Activity 5.1: Adopting Higher Standards	5 minutes
Summary	1 minutes
Total Time:	18 minutes

Development Materials

- [Myths vs Facts: The True Cost of Flooding](https://community.fema.gov/PreparednessConnect/s/article/Myths-vs-Facts-The-True-Cost-of-Flooding)
 (https://community.fema.gov/PreparednessConnect/s/article/Myths-vs-Facts-The-True-Cost-of-Flooding)
- [Federal Hazard and Mitigation Administration Fact Sheet](https://www.fema.gov/sites/default/files/2020-07/fema_mitsaves-factsheet_2018.pdf)
 (https://www.fema.gov/sites/default/files/2020-07/fema_mitsaves-factsheet_2018.pdf)

Topic 6: Summary

Time

10 minutes

Objectives

- The summary does not include learning objectives.

Scope

Presenters will present the topic content in this order:

- Introduction
- Summary

Methodology

The presenter(s) will use direct lecture to present the topics in the scope section above. The lecture will summarize information from throughout the presentation, emphasizing topics that encourage local officials to improve their NFIP participation. The summary will conclude with an activity for participants to consider next steps in improving their community floodplain management programs.

Materials

The following materials are required for this topic:

- Presenter Guide
- Student Manual
- Topic 6 visuals

Equipment

- Standard presentation equipment

Suggested Time Plan

The following time plan is suggested for this topic:

Topic	Time
Introduction and Objectives	1 minute
Summary	9 minutes
Total Time:	10 minutes

Remarks

After the presentation, the presenter(s) should complete the Presenter Evaluation Form to provide positive and negative feedback on the presentation and future improvements. The presenters send the form to Michael Gumpert, National Floodplain Management Training Coordinator at Michael.Gumpert@fema.dhs.gov.