

Flood Risk Communication Outreach Toolkit

You will find an assortment of outreach materials on this CD that are beneficial risk communication tools. You are not obligated to use any of the outreach materials, but we stress that you should try to communicate to the public the flood map changes and their implications. The following list describes each of the tools and how you might use them within your community.

Preliminary Map Review Materials

Clark Co DFIRM Comparison.zip: ODNR has used a Geographic Information System (GIS) to examine the changes in the flood hazard areas by comparing the effective flood hazard data (*i.e.* from your current flood maps) with the preliminary flood hazard data shown on your new maps. You will find shapefiles of the differences between these two data sets on the CD. The *100YR_Contraction* shapefile represents areas where the flood hazard has decreased in area, and the *100YR_Expansion* shapefile corresponds to areas where the flood hazard has increased in area. If your community has a local GIS or software to view these files, the shapefiles can be supplemented with aerial photographs, local topography, *etc.* to give your community a better idea of the proposed flood hazard changes.

Clark Co Review Maps.zip: The GIS shapefiles mentioned above were used to create comparison maps in Portable Document Format (*.pdf). These maps show that the “expansion” and “contraction” areas, and their paneling scheme is identical to the preliminary DFIRMs. If your community does not have access to GIS software, you can use these maps to examine the potential changes to the flood hazard data as they pertain to each preliminary DFIRM panel. Some communities in Ohio have published similar maps in their local newspaper, or they have made them available to the public for review.

Local Preliminary Review Map Checklist.pdf: ODNR created a checklist that local officials can use as a guide during their review of the preliminary DFIRMs. The checklist examines aspects of the maps that have raised issues in previous mapping projects. Please remember that you will be using the new maps for all floodplain development reviews. Therefore, it is imperative that each community review their preliminary flood maps (with or without this checklist) so as to make sure the maps are as accurate as possible.

Public Outreach Letters

Impacted Clark Co Parcels.mdb: These data are dependent on your county or community having digital parcel information. When a community has attributed parcel data that can be used in a GIS, ODNR will generate this Microsoft Access® database of parcels potentially impacted by the flood map changes. The database will contain a table of parcels impacted for each community. It can be used with the Mail Merge function in Microsoft Word® to generate notification letters for all impacted property owners.

Public Letter TEMPLATE.doc: ODNR created a template of a letter that communities can use to notify property owners of changing flood maps. This letter can be combined with the *Impacted_Clark_Co_Parcels.mdb* (where available) mentioned above using a Mail Merge function for such a notification. ODNR completed this Mail Merge for each



community in the county, and you will find the letters and mailing labels in your community's folder, which is in the *Public_Outreach_Letters* folder.

Additional Public Outreach Resources

FloodInsurance Grandfather Rules.pdf: The Federal Insurance and Mitigation Administration recognizes loyal customers who have maintained continuous flood insurance coverage or have built in compliance with the flood maps with *grandfather rules* that lower flood insurance rates. FEMA created this document to better explain these rules, and a flowchart is provided to help people better understand which *grandfather rule* applies to them. You will get many questions about flood insurance as a result of changing maps, and this document should help you answer many of them. It can be used to supplement outreach letters sent to property owners as well.

Open House FAQs.pdf: ODNR generated a list of commonly asked questions that we answer at Flood Risk Information Open Houses held throughout the state. These questions range from flood zone questions to hypothetical situations involving flood insurance. This list can be used to supplement outreach letters sent to property owners, or you can use it as a quick reference at your desk.

Understanding Your Flood Risk.pdf: This ODNR Fact Sheet discusses flood risk as it pertains to the chances of flooding over the course of a 30-year mortgage. Flood risk communication usually is hampered by the public's misunderstanding of the term *flood risk*. This fact sheet can be used as a supplement to outreach letters sent to property owners, or it can be used as a quick reference at your desk.

