



# ASFPM FOUNDATION

## ASSOCIATION OF STATE FLOODPLAIN MANAGERS

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### Mission Statement

The mission of the ASFPM Foundation is to promote public policy through select strategic initiatives and serve as an incubator for long-term policy development that promotes wise floodplain management.

## Gilbert F. White National Flood Policy Forum

Flood losses continue to increase in the United States despite a substantial government investment in programs aimed at reducing these losses. In 2010 the 3<sup>rd</sup> Gilbert F. White National Flood Policy Forum entitled Managing Flood Risks and Floodplain Resources convened an assembly of key experts and decision makers aimed at developing collaborative solutions to the challenge. Forum participants identified four distinct challenges:

1. A national strategy for flood risk management
2. Agreement on a definition for “flood risk”
3. Metrics for flood risk management
4. Changing the paradigm of outreach from information provision to risk communication

The ASFPM Foundation Forum’s goals are holistic and aligned with the foundation’s mission. First and foremost, the forums allow in-depth focus on a single topic with a primary goal of advancing thinking on a particular deliberately selected topic. Secondary goals include developing information that is useful when ASFPM is asked to testify before Congress and other congressional outreach activities. Another output of the forum is creating a record in time of what participants thought about a particular issue. A corollary goal of the forum is to stimulate federal, state, local, academic, and

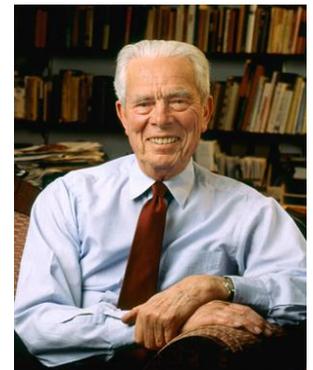
private sector interest in advancing state-of-the-industry dialogue, research, and activities. By engaging all stakeholders, the future course of floodplain management will be shaped by common goals to create a unified strategy.

### **A national strategy for flood risk management**

A national strategy for the management of flood risks and floodplain resources MUST not be created in a vacuum. The many existing federal, state, and local laws, policies, and programs would need to be refined to encompass more targeted approaches and methods proven to be more effective than those in use.

### **Agreement on a definition for “flood risk”**

The most basic building block to creating a national strategy is creating a unified definition of “flood risk”; however we have not yet come to a consensus definition. No matter how risk management is defined, it must embrace the value of the natural resources and functions of floodplains—riverine, lacustrine, and coastal.



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## Metrics for flood risk management

A national strategy for managing flood risks and floodplain resources must incorporate specific goals and specify ways of measuring progress toward those goals. This has been lacking in floodplain management, with the exception of the 1994 version of *A Unified National Program for Floodplain Management*, which, unfortunately, was not widely implemented. Quantification of flood losses, damage avoided, resources degraded, social disruption, and many of the intangibles of floodplain management has been uneven to date.

## Changing the paradigm of outreach from information provision to risk communication

Just as floodplain management has evolved over the years, so too has dissemination of information. At its most basic level flood risk is communicated through maps showing areas of flood risk. While this forms the most basic message that must be heard: “what areas are at risk of flooding”, flood risk communication must advance along with the field. The importance of risk communication cannot be

## Featuring a Strong Foundation Supporter: A Closer Look at the Arizona Floodplain Management Association (AFMA)

The Arizona Floodplain Management Association (AFMA) has been tackling floodplain management issues in Arizona for nearly 30 years. A state chapter of the Association of State Floodplain Managers (ASFPM), AFMA can boast that they are the oldest State Floodplain Management Association, and nearly the largest. Formed in 1982, the non-profit organization has a variety of members, from local and state officials to corporate and student members. The association is open to anyone interested in flood-related issues and concerns. They strive to promote common interests in flood hazard mitigation and encourage new and innovative approaches to floodplain management and education.

AFMA hosts two conferences each year, one in the spring and another in the fall, but it’s what happens in between that caught our eye. Over the years, AFMA has come up with several unique programs that we can’t help but share. Here are a few more recent programs implemented by AFMA:

understated; its significance declared through the Risk MAP program. Risk communication history and research, however, has shown that best results are derived not from high level programs, but from consistent, powerful messages coming through a variety of channels, and from a wide range of sources.

## Conclusion

We have seen different agencies and organizations take multiple approaches to floodplain management in the past, with mixed results. To face coming challenges, complicated by climate variability and sea level rise in a constrained fiscal environment, it is essential that organizations and communities cooperate to form unified goals and solutions to decrease risk and reduce flood losses. While this is a daunting task which will play out over the coming years, as floodplain managers we must remember to take steps in everyday work, and incorporating these into your daily work.



Pictures are from AFMA website [www.azfma.org](http://www.azfma.org)

**“Office Hours” with FEMA and Arizona Department of Water Resources (ADWR):** Prior to each of their floodplain management conferences, AFMA has implemented their “Office Hours” program during the training day that occurs one day prior to the conference plenary and breakout sessions. Any community interested in participating can schedule a 1-hour timeslot in advance of the conference. When the program first started back in 2007, “Office Hours” was held with a FEMA Regional Engineer representative who would sit down one-on-one with various scheduled communities and discuss flood mapping questions and concerns. This program has since blossomed to include FEMA Regional Planner representatives, plus ADWR representatives, and discussions now encompass the National Flood Insurance Program (NFIP) and Community Assistance Program (CAP) issues and questions. “Office Hours” program was another success at this year’s November 2011

AFMA conference. For their upcoming spring conference, scheduled to be held May 2-4, 2012 in Lake Havasu City, Arizona, AFMA is hoping to have "Office Hours" that include Community Rating System (CRS) representatives.



Pictures are from AFMA website [www.azfma.org](http://www.azfma.org)

**"The AFMA Traveling Road Show":** This is AFMA's unique twist on accomplishing public outreach effectively and on a budget. The AFMA Road Show generally makes its trek around the state twice a year, and targets those more rural areas or areas where there are new community Floodplain Administrators (FPAs). These areas generally cannot get to the annual AFMA conferences due to time or budget constraints. The Road Show works to incorporate as many communities as possible at once so that the greatest audience is reached on each trip. With lunch provided, and at no cost to the communities, how could you not take AFMA up on this opportunity! Since its initiation, the Road Show has made eight visits around the state and visited with local floodplain officials from 70 communities. The Road Show provides an introduction to the NFIP and CAP programs, and discusses how Community Assisted Visits (CAVs) work. In addition, community officials are brought up to speed on the latest flood mapping status for the area. The Road Show also tries to have a local representative present on floodplain issues in the area, and an AFMA Regional representative comes in to talk

## ASFPM Scholarship 10 years later...

Many years ago the ASFPM Foundation Scholarship was awarded to a hydrology student at Southern Illinois University named Reuben Heine. Dr. Heine was doing research on the long-term flood impacts of man-made changes to the Mississippi River. His research used core samples and geologic records to document flood events

about the opportunities within AFMA state chapter and how they can get involved. AFMA offers free membership to every designated community FPA.

**Workshops utilizing ArcGIS Extensions for Hydraulic and Hydrologic Modeling:** One of the AFMA-sponsored workshops that have gained popularity in the area is the Hydraulic & Hydrologic Modeling workshop, held a few times a year. Most recently held in January, this 2-day GIS for Hydraulic & Hydrologic Modeling workshop at Gateway Community College in Phoenix, Arizona was taught by West Consultants, a water resources engineering consulting firm that have extensive experience in providing training on how to use programs produced by the Hydrologic Engineering Center (HEC) of the U.S. Army Corps of Engineers (USACE). The hands-on computer workshop utilized ArcGIS extensions ArcHydro, HEC-GeoHMS, and HEC-GeoRAS. Attendees learned about the functionality of HEC-GeoHMS, how the processing and Hydraulic and Hydrologic modeling tools in ArcHydro work, and developed the ability to create input geometry to HEC-RAS models and post-process HEC-RAS model results in the GIS environment.

For additional information about these programs and their implementation efforts, please contact the AFMA Programs & Policies Committee Chair, Maureen C. Towne, Arizona Risk MAP Coordinator, ADWR, at [mctowne@azwater.gov](mailto:mctowne@azwater.gov). Workshop questions should be directed to the Technical Committee Chair, Jack Moody, at [Jack.Moody@cardno.com](mailto:Jack.Moody@cardno.com).

ASFPM and the ASFPM Foundation appreciate the initiatives taken by AFMA and their continued support over the years. For more information on what AFMA has to offer, please visit [www.azfma.org](http://www.azfma.org) or contact AFMA Chair, Craig L. Sellers, at [craig.sellers@yumacountyaz.gov](mailto:craig.sellers@yumacountyaz.gov).

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back in geologic history. He gave an excellent presentation at an ASFPM conference on the topic. The ASFPM Foundation is very proud to know that Dr. Heine is now a Geography/Hydrology professor at Augustana College in Rock Island, IL (right on the Mississippi River). His classes focus on both hydrology/flooding issues as well as river ecology. The college has a boat (named the "Scholarship")

and Dr. Heine spends many hours on the river with his students doing hands-on teaching. Dr. Heine is a favorite professor of students.

An ASFPM Foundation Scholarship recipient is now doing an outstanding job getting the next generation excited about rivers and flooding. Dr. Heine was just given tenure and the school has a short video about him, the link is below:

<http://www.augustana.edu/x37755.xml>

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## FloodManager Simulation Presented to FEMA

On November 17th, 2011, Curtis Beitel and Grant Smith, on behalf of the Foundation, presented FloodManager at a periodic professional development seminar at FEMA HQs, coordinated through FEMA's Risk Analysis Division. The presentation was well received. Several suggestions for improvements were collected and possibilities for further coordination and cooperation in the future were discussed.

The Foundation received validation that the FloodManager simulation is consistent with the Risk MAP program. Challenges for the future will continue to be finding more volunteers inside the Foundation to communicate the availability of this great tool to expose floodplain managers, community officials – the decision makers at the community level – to the simulation as an enjoyable yet educational tool to prompt mitigation action as communities co-located with floodplains make development decisions. If you are interested in learning more, please contact Curtis or Grant, and go the site for access to the completely free FloodManager simulation (all you have to do to use it is input your email address so you can be notified when updates occur).

**Curtis Beitel:** [Curtis.Beitel@hdrinc.com](mailto:Curtis.Beitel@hdrinc.com)  
817-333-2817

**Grant Smith:** [gsmith@dewberry.com](mailto:gsmith@dewberry.com)  
703-849-0100

**FloodManager Simulation:**  
<http://www.floodmanager.org/game/>

## FOUNDATION DONATIONS UPDATE

With a goal of \$170,600 this year, we still need your help! ASFPM members now have the opportunity to make a donation to the Foundation on their 2012 Membership Renewal Form – it could not get much

easier! Only through your generous support can we reach our final goal. Together we can help guide the future of wise floodplain management!

To donate online, please visit

[www.asfpmfoundation.org](http://www.asfpmfoundation.org)

## RESULTS OF LIVE & SILENT AUCTIONS

The 2011 ASFPM Annual Conference proved to be a great success for the ASFPM Foundation. The Foundation hosted both a Live and Silent Auction at the Conference. A total of \$7,190 was raised at the Live Auction, \$7,922 was raised at the Silent Auction. The grand total raised by the ASFPM Foundation at the 2011 Annual Conference was \$15,112. Thank you to all of those who participated!



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## Nick Winter Memorial Scholarship Fund Award Competition for Undergraduate and Graduate Students: Application Deadline: April 20, 2012

The ASFPM Foundation will grant a \$2,000 scholarship for the 2012-2013 academic year to a full-time college junior or senior currently enrolled in an undergraduate program related to floodplain / stormwater management, or a student enrolled in a graduate program in a field related to floodplain / stormwater management.

Eligible applicants include current undergraduates in a four-year college program, applicants to a graduate program, or current graduate students. Applicants must be enrolled in an accredited university or college in the United States and be a citizen of the United States. Eligible fields of discipline include civil or environmental engineering, planning, emergency management, environmental sciences, or other disciplines with a demonstrable link to floodplain / stormwater management. Applicants must complete a 2012-2013 Scholarship Application Form which can be downloaded from ASFPM's website at: [www.asfpmfoundation.org/winters.htm](http://www.asfpmfoundation.org/winters.htm).

Selection preference will be given to those applicants who demonstrate a history of civic or volunteer service, as well as a financial need (i.e.

full-time students responsible for their own tuition), in addition to meeting the basic qualifications. In order to be considered, an electronic signed copy of the 2012-2013 Scholarship Application Form and a separate reference letter must be sent to [diane@floods.org](mailto:diane@floods.org) prior to the deadline of April 20, 2012. Selection will be made by May 15, 2012. Scholarship funds will be paid directly to the recipient's college or university.

Applications and reference letter must be mailed to: Nick Winter Memorial Scholarship Review Comm.  
Attn: Diane A. Brown, ASFPM Outreach & Events Manager  
2809 Fish Hatchery Road, Suite 204  
Madison, WI 53713

For questions regarding the scholarship, please contact Diane Brown at [diane@floods.org](mailto:diane@floods.org) or 608-441-3003.

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### **ASFPM Offers 2<sup>nd</sup> Annual Collegiate Student Paper Competition in San Antonio! Abstract Submittal Deadline is March 10, 2012**

Every spring the Association of State Floodplain Managers (ASFPM) conducts an annual technical conference that attracts over 1,000 people for a week-long event that showcases the state-of-the-art in techniques, programs, resources, materials, equipment, accessories, and services to accomplish flood mitigation and other community goals. The 2<sup>nd</sup> annual collegiate student paper competition will be a part of the program at the 2012 ASFPM Conference May 20-25 in San Antonio, Texas. Teams consisting of one or more students are encouraged to submit abstracts on subjects relating to floodplain or stormwater management at the 2012 conference. The goals of this program are to encourage student engagement in floodplain management topics and to identify talented individuals with the potential to make lasting contributions to the Body of Knowledge of floodplain management.

Abstracts should be submitted by March 10, 2012 electronically as a PDF file to ASFPM Outreach & Events Manager Diane Brown at [diane@floods.org](mailto:diane@floods.org). Abstracts will be reviewed by an ASFPM panel and three semifinalists will be invited to submit a full paper which will be due by May 1, 2012. These three semifinalists will receive up to \$1,000 for travel assistance to make their presentations at a special student session during the conference, and

they will be judged by an eminent panel of floodplain managers. From these, 1st, 2nd, and 3rd place winners will be selected and they will receive scholarships of \$1,000, \$500, and \$250 respectively. Please go the link below for eligibility, abstract, and paper criteria.

[http://www.asfpmfoundation.org/student\\_paper.htm](http://www.asfpmfoundation.org/student_paper.htm)

For questions regarding the competition criteria, contact ASFPM Outreach & Events Manager Diane Brown at [diane@floods.org](mailto:diane@floods.org) or [608-441-3003](tel:608-441-3003).

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### **ASFPM Foundation Presents at State Conferences**

Members of the ASFPM Foundation will be presenting at several upcoming state conferences.

Michigan	2/29
Virginia	3/4
Montana	3/6
New Mexico	3/13
Illinois	3/14
Florida	3/28
Texas	4/1
Missouri	4/20
West Virginia	5/14

### **Donors from July 1, 2011 to December 31, 2011 Chapter**

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The ASFPM Foundation would also like to thank all of the individual donors as well. Thank you for your support.