



FEMA

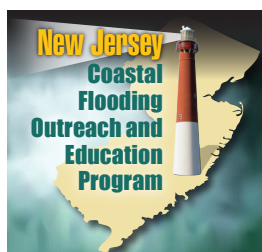


New Jersey and New York City Coastal Outreach Strategy and Implementation

The Federal Emergency Management Agency (FEMA) Region II is working with Risk Assessment, Mapping, and Planning Partners (RAMPP) to research, plan, execute, and evaluate a comprehensive Coastal Outreach Program for coastal New Jersey and New York City. FEMA is collaborating closely with the State of New Jersey and New York City Cooperating Technical Partners to target key stakeholders, including vulnerable communities, local planners, first responders, and more. To widen the reach of the Program, FEMA is also engaging non-profit organizations, academic institutions, and other Federal agencies in its efforts.

Overview

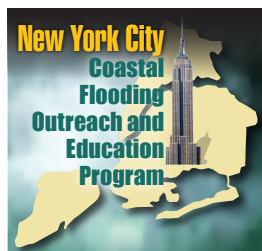
The primary goal of the Program is to increase public, community, county, State, and Congressional



understanding of the updated analysis and mapping of coastal flood risks from storm surge, and to facilitate the reduction and transfer of flood risk through increasing community resilience. Building community resilience against hazards is not only

FEMA's first priority, but also core to the Department of Homeland Security's mission of "ensuring resilience to disasters" and the President's national security strategy.

The strategy for the Program is based on FEMA's "Whole Community Approach" as was set forth in its 2011-2014



Strategic Plan, which calls for innovative approaches to increase collective capacity to withstand natural disasters. This approach requires working with partners who are active and trusted members of the community, and aligning community needs with

emergency management practices.

The following are overarching principles that guide the planning and implementation of the Program:

- Increase stakeholder awareness and understanding of flood risk within New Jersey coastal counties and New York City
- Increase awareness and understanding of the means to reduce and transfer coastal risks

- Facilitate implementation of actions within the community that reduce and transfer risk
- Provide for transparency in the scientific and methodological process used to generate the maps, to demonstrate that the associated risk information is credible
- Foster collaboration with Congressional, State, county, and community officials by sharing accurate and timely risk information with them, and facilitating their ability to share it with their constituents

Program Elements

A successful Program is to be achieved through a series of key initiatives that are tied to specific outreach goals and objectives:

- Strategy development, including research, key message development, stakeholder identification, and evaluation measures
- Web-based outreach through design of a publicly-accessible website and social media promotion
- Visual communications efforts, such as development of videos for online dissemination
- Congressional outreach to engage and inform Congress and the Executive Branch
- Media relations efforts to proactively connect with relevant media outlets
- Formation and coordination of a Coastal Outreach Advisory Team to guide the Program
- Partnership with firefighters to communicate risk and strategy with communities
- Coordination with local New Jersey museum to exhibit the science of strong storm surge
- Outreach efforts surrounding enhanced mitigation planning

Timing

The project kicked off in September 2011 and will be carried out through 2013.

For More Information, please contact Task Order Manager Bill McDonnell at William.McDonnell@fema.dhs.gov.