

Flood Zone

The Source of Information for Floodplain Managers of Arkansas



www.Arkansasfloods.org

- **From the Chair**
- **Mark Your Calendars**
- **“I take security extremely seriously” (webmaster)**
- **Summary from Grand Rapids and the 2016 ASFPM Conference**
- **September is National Preparedness Month (Region VI)**
- **Private Flood Insurance Bill – ASFPM has concerns**
- **2017 Spring Workshop – Mark Your Calendar**
- **ASFPM Call for Abstracts for 2017**
- **Flood Map Availability**



From the Chair

“What goes around comes around”, a saying you may have heard applied more as a warning than a celebration. It’s almost time for me to say “Goodbye” again to the office of Chair, so maybe that old saying carries both a little cheerfulness (as in the good feeling of finishing a task), and also a little caution for me (in that I might actually miss doing this job). Naw, that couldn’t be it! Seriously, it has been my honor and privilege to serve you as Chair, for the second time as much or more than for the first. I suppose one is inclined to look for achievements or success stories when facing the end of a time of service. If it were really “the end” of my time on the Board, then I might be justified in listing accomplishments made by your AFMA Board of Directors these past two years. Truth is, I’ll simply be moving over one notch to Past Chair. So, rather than draft a list of “Things Done”, I intend to look ahead at “Things to Be Done”.

Join me in welcoming the talented and capable Mr. Lee Beshoner, your new incoming Chair for 2016-18! I’m very happy to have Lee here to take the reins. He has already proven to be a great help to me, to the Board, and to you the members.

Back to those things to be done: I’ll hit the high points. We, AFMA, must continue to provide the highest level of service to those in the State of Arkansas who are tasked with carrying out their local duties as floodplain administrators. In order to provide this service, we must have good, dependable people filling our Board positions. This year, 2016, is an election year for Vice Chair, Secretary, Treasurer, and all five of the Regional Representative positions. Many of those currently serving on the Board are willing to continue in their current roles, but some will be very happy to know if you are interested in carrying their responsibility for awhile

to give them a much-needed break. If you have the necessary desire, drive, ability, and support of your employer to be able to contribute the time required to insure the continued success of AFMA, Inc., then we want you to speak up! Let us know that you are interested, that you are willing to help. Most importantly, we need to know that you are committed to advancing AFMA and the goals of “...good floodplain management in the State of Arkansas”. Please let me know, or contact someone else on our Board, before we arrive in Eureka Springs for the 2016 Fall Conference so that we will have time to visit with you and answer any questions that you might have concerning participation on the Board.

With a well-staffed Board, we can continue to pursue our goals. A goal that was set before the Board a few years ago was to have a contingency fund to cover the cancellation penalties of two consecutive conferences. This is necessary because the contracts we sign with hotel conference centers require a certain commitment on our part to guarantee a minimum income to the hotel in the event we are prevented from holding a conference. This cancellation scenario is possible, for instance, anytime floods require many personnel to be on site on an emergency basis. At some point, as folks’ plans are changed for them, there becomes too few attending a conference to meet the contractual commitment with the hotel, at which point AFMA pays to make up the difference. Thus, the need for a contingency fund. The goal, initially, was \$20,000.00 in this “rainy day fund”, pun intended. We have not reached that goal. We are currently in the \$14,000.00 range. A full accounting of funds will be presented in our annual business meeting at the Fall Conference this year.

Another goal has been to keep the cost of registration for conferences and workshops as low as possible to make them affordable to a greater majority of floodplain

management entities in the state, whether they be a county, a city, or a private concern. The dilemma: raise enough money to keep conference quality high while charging the lowest amount possible. Our best way of building a surplus of funds is to have better attendance at each conference and workshop. Once costs are covered, each additional paid registration improves our ability to provide quality experiences at conferences. Please commit your organization to participate with AFMA, and invite others to do the same.

The Board held a very productive Annual Planning Meeting in July of this year at the Inn of the Ozarks, discussing AFMA, Inc. business, long range planning, and details of the upcoming Fall Conference. This meeting, including travel to and from Eureka Springs, requires a three-day commitment from the Board members. Again, may I stress there is a high level of commitment offered to AFMA by the Board members, and by their employers. The Board members serve voluntarily and without compensation.

One of the ongoing great benefits of AFMA, Inc. is having chapter-level control of the CFM® program. By maintaining our CFM® charter at the chapter level, we are able to keep the overall cost of CFM® renewal to a minimum. The only alternative to chapter-level CFM® renewal is to be a member of our national organization, ASFPM, where costs of membership and renewals are higher. Help us to keep AFMA, Inc. strong so that we may continue to enjoy its benefits. The AFMA, Inc. Board strives to maintain a balance between cost and benefit at our conferences. As we push forward to stay ahead of significant changes in floodplain management and bring quality training to our members, we are seeing the inevitable increases in costs. Please support our decision to slightly increase conference registration fees again this year. It is the second increase in several years, and is necessary to keep AFMA, Inc. strong and effective. The main goals of AFMA, Inc. are: 1) providing and promoting training in floodplain management, 2) advancing the exchange of ideas, and 3) encouraging coordination of many disciplines to reduce flood damage. Our Spring training and Fall conferences are filled with top notch speakers and discussions in the classroom and after hours. We all share common interests in flood damage abatement and mitigation, and educating the public about floodplain management. Many of our jobs and careers are very different from one another. At AFMA gatherings, we get acquainted with one another and enjoy opportunities to discuss issues involved in floodplain management. I am personally looking forward to a successful year for AFMA, Inc.

Lastly, I want to remind you of the highest award we occasionally bestow (*the following is the last item from our Awards Luncheon last year, September 2015*):

“Congratulations to all these recipients of awards and recognition. We thank Conrad Battreal for being the true leader of our organization. Occasionally, you may find a man or woman of strong character who has dedicated their life to a cause or an ideal. Conrad is a man who is devoted to his wife, Mary. He has raised a family, and he and Mary now enjoy grandchildren. He is a man of faith. Conrad was recognized earlier this year for his athletic achievements when he was inducted into the Arkansas Softball Hall of Fame for his pitching skills and unusual antics on the pitcher’s mound. Conrad is a registered Professional Engineer. He is retired from the United States Army Corps of Engineers, and over the past few years we have become acquainted with his vast experience in floodplain management and floodproofing. Conrad has a passion for good floodplain management, and for education of those involved in floodplain management, and for the Arkansas Floodplain Management Association.

A few years ago, AFMA presented a lifetime achievement award to Marie Wilson. This award is accompanied by full compensation from AFMA for the cost of registration and hotel accommodations to any future AFMA workshop or conference, for life. Marie is the first and only recipient of this award. Today, the AFMA Board of Directors are very happy to announce this award is now named The Battreal Award for Lifetime Achievement.”

The
BATTREAL AWARD FOR LIFETIME ACHIEVEMENT
Presented to
Conrad Battreal, PE, CFM®
this 29th day of September, 2015
in recognition of your Excellent Leadership of the
Arkansas Floodplain Management Association, Inc.
and for your Exemplary Dedication to
Superior Floodplain Management
in the Great State of Arkansas
by proclamation of the Board of Directors of AFMA, Inc.



I hope you all will join me at our Fall Conference this year, Sept. 25-28, 2016 in Eureka Springs, AR.

Sincerely,
Richard T. Penn, PE, CFM®, CPSWQ
Chair, AFMA, Inc.

MARK YOUR CALENDARS!!!

Fall AFMA Conference
September 25-28, 2016
Best Western Inn of the Ozarks
Eureka Springs, AR



Spring AFMA Workshop
April 27-28, 2017
Jacksonville Community Center
Jacksonville, AR



Summary from Grand Rapids and the 2016 ASFPM Conference

by
Lee Beshoner, PE, CFM®
Vice-Chair, AFMA, Inc.

First, before I get too far into this, let me say that if you ever have an opportunity to go to the ASFPM National Conference, I encourage you to do so. It is really quite impressive. The amount of knowledge with respect to floodplain related topics is amazing and overwhelming. Secondly, a person cannot participate in everything available; there is simply too much available to do, and too little time at the conference.

With that said, the ASFPM Conference location for 2016 was in Grand Rapids, MI, which for me was a unique travel experience. Having never been there, I was not sure what to expect. Overall, it was a great place to visit.

As for the conference, there were a lot of important items taking shape this year. I cannot begin to cover them all, so I will provide you with a link to the plenary and concurrent session presentations:

<http://www.floods.org/index.asp?menuid=826>

This will allow everyone to focus on the items that are most interesting to them.

In addition to attending the conference, Mike Borengasser and I represented AFMA, Inc. at all of the official State Chapter functions. These included the Certified Board of Regents (CBOR) meeting and the Annual Chapters meeting. On the certification front, AFMA, Inc. has maintained its status with ASFPM with regards to our membership and CFM program, which is a very big deal.

A few of the big things that were taken away from the conference were the 2017 reauthorization of the NFIP (which is starting to gain a lot of attention on the Hill), flood insurance (to privatize or not), the Community Rating System, Increased Cost of Compliance, and doing more with less. With the latest disaster in Louisiana, I am sure the flood insurance issue and the recertification of the NFIP will become bigger topics for our legislators.

FEMA has its continued focus on the NFIP and its outreach to the public through various channels. FEMA has been requesting budget increases for many years, without a lot of success; however, recently FEMA is being heard in their cries for more funding. Congress has been showing new support for mapping and mitigation. Hopefully, this will continue through the new election year. Throughout the week, we heard a lot about the "Customer Experience". It was tied to a lot of things and

"I take security extremely seriously"

mostly quotations by

Webmaster (*a.k.a. The Great and Powerful OZ*)

Our webmaster (*I'll refer to him here as Oz; after all, he is the wizard for AFMA!*) shall remain anonymous, adding to the mystery of the depth of caution we exercise with our AFMA, Inc. website. He has allowed me to quote one of our recent email exchanges that occurred after I passed along many of the complaints and comments from you, our members, about our new, more rigorous website sign-in routine:

"In (*software package name here*), the framework on which the new website is built, there are no password hints and the passwords are encrypted so no one can tell what they are. This is for the sake of security. To reset a password, a user just has to click the Forgot Password link to have a reset link emailed to them. The reset can only be done by the user. Again, this is for security. The new site is much, much more secure than the old site. I take security extremely seriously. It doesn't seem like it should matter with a non-profit organization's site but over 30,000 websites are hacked every day. Most are hacked simply because they are there and they are not secured. Recently the Little Rock Library Association website was hacked by ISIS. A quote from the story: "They are clearly looking for low-hanging fruit, and, evidently, security features of this library's website are not up to par," says Michael Smith, an adviser to the U.S. congress and co-founder of national security firm Kronos Advisory."

Thanks, Oz, for looking out for our best interests!!

R. Penn

included everyone (public sector, private sector, government agencies, etc). FEMA is also continuing on with Risk MAP, its current risk mapping and mitigation program.

While this is by no means a detailed summary of everything that went on at the conference, I encourage everyone to visit the website mentioned above. The 2017 ASFPM National Conference is going to be held on April 30 – May 5, 2017 in Kansas City, MO.

(The following article is taken from the FEMA Region 6 Mitigation Outreach publication "Keeping Current" issued September 7, 2016)

September is National Preparedness Month

As people increasingly seek information through their mobile devices, FEMA and the Ready Campaign are tapping into social media and other new ways to gain attention and help everyone to be prepared before emergencies occur.

The Ready Campaign and the Ad Council are releasing social media resources to reach individuals where they are and encourage families to take time to talk about their emergency preparedness -- what to do, where to go and who to contact in the event of a disaster or emergency.

“Disasters don’t always occur when we are together with our family and friends, and so it is important to take a few minutes now to plan what you will do in the event you are separated,” said FEMA Administrator Craig Fugate. “It only takes a few minutes to talk through the greatest risks that can affect where you live, work or go to school. But by having that conversation or making a plan, families will have more confidence and be better prepared when the next event happens.”

Building on the success of the recent public service announcement (PSA) campaign, “Don’t Wait. Communicate.” The new videos and social media content encourage families to have a conversation and develop an emergency communication plan before a disaster occurs. The new campaign materials include English and Spanish radio, outdoor, and digital public service announcements, including cinemagraphs and display banners. In addition, this year’s digital advertisements allow for geographic, hazardspecific PSAs to relevant markets, including Washington, D.C., New York City, Illinois, Los Angeles, and American Samoa.

Created pro bono by Chicago-based advertising agency Schafer Condon Carter (SCC), the PSAs illustrate the

importance of having a family plan in the event of an emergency by showing real emergency moments and asking the question, “When is the right time to prepare?”

David Selby, President and Managing Partner of SCC said, "Don't Wait. Communicate.' has already proven to be a powerful call to action, and we look forward to expanding its impact in helping even more Americans take the necessary steps to prepare themselves and their families for disasters."

Other social media products have been developed by working with Facebook and Tastemade, including six online videos designed to leverage the popularity of the online recipe video trend.

Lisa Sherman, Ad Council president and CEO shares, “Communicating early to prepare for a disaster is vital—and it’s also easy to do. Our partners have done a great job creating new PSAs and videos that will help extend this important message to new channels and platforms. By partnering with Facebook, we’ve created compelling, shareable videos that leverage online video trends to reach our target in a unique way.”

As part of an ongoing collaboration with state, local, and territorial emergency management partners, localized radio PSAs will be available for 36 states, cities, and territories. The PSAs drive audiences to their local emergency management or organization’s website for resources and information pertinent to their area.

Managed and sponsored by the Ready Campaign, National Preparedness Month is designed to raise awareness and encourage Americans to take steps to prepare for emergencies in their homes, schools, workplace, organizations, businesses, and places of worship. National Preparedness Month is an opportunity to share emergency preparedness information and host activities across the country to help Americans understand what it truly means to be ready.

Throughout National Preparedness Month, FEMA encourages everyone to install and become more familiar with the FEMA App. The App allows users to receive weather alerts for up to 5 different areas, offers an emergency preparedness checklist, and provides safety tips for numerous emergency situations. The App also lists open shelters and gives users the ability to upload disaster photos from roads, parks and other public areas to help emergency managers. Since its launch in 2003, the Ready Campaign has received nearly \$1.2 billion in donated media. The campaign has helped generate more than 97 million unique visitors to Ready.gov to learn how to be better prepared.

For more information visit Ready.gov/September or follow the campaign on Facebook and Twitter.

Private Flood Insurance bill – ASFPM has concerns

ASFPM, as well as some of you as individuals, have inquired of AFMA's opinion or stance on current Federal legislation that would encourage Private Flood Insurance through the open market, competing with the NFIP. Your AFMA Chair and Vice Chair cosigned a letter (drafted by Lee; thank you, Lee!) outlining our support of privatizing flood insurance while at the same time drawing much attention to grave concerns we have with the currently worded bill. Our stated position on this straddles the issue, recognizing the possible benefits of a competitive market, while pointing out the tremendous mapping, mitigation, and other programs which are possible with the NFIP. Our greatest concern is that, with the passage of the current version of the bill, there will be many unintended consequences that will mire the perceived benefits of privatization. Letters were addressed to Senators Boozman and Cotton. Senator Cotton responded as of the writing of this article. (R.Penn)

ASFPM Call for Abstracts for 2017

(The following is from an email received from ASFPM)

The 41st annual Association of State Floodplain Managers Conference will take place in Kansas City April 30 - May 5, 2017. At ASFPM we strive to make each year's conference better than the last.

This year we are looking at expanding our technical program to think beyond the floodplain. A couple areas we are looking to expand upon are applied and academic research, stormwater management and items related to urban flooding.

Our call for abstracts will go out the third week in September. I look forward to hearing back from you.

Jenny Seffrood

Event Planner + Training Coordinator
| ASFPM
575 D'Onofrio Drive, Suite 200 | Madison,
WI
jenny@floods.org | [608-828-6329](tel:608-828-6329)



AFMA 2017 Spring Workshop:

April 27 – 28

**Jacksonville Community Center
Jacksonville AR**

***Pre-Registration opens in
February, 2017!***

You don't want to miss it, so mark your calendar! The spring workshop is a mid-year technical supplement for the seasoned floodplain manager and serves as a great introduction to floodplain management for those new to the business. The workshops cover a variety of topics. This year's agenda is loaded with interesting and informative subject matter.

Go to the AFMA website in February 2017 to register and preview the Agenda.

www.Arkansasfloods.org

**Don't miss your mid-year opportunity for
continuing education credits (CECs)!**

Flood Map Availability: A Follow-up to the 2015 Spring Workshop

Shawn L. Jackson, CFM®, GISP
Arkansas Natural Resources Commission

The last presentation on the agenda for the AFMA 2015 Spring Technical Workshop was the topic of Flood Map Availability. A Flood map is a valuable tool in the floodplain manager's toolbox along with the community ordinance and floodplain development permit. As such, knowing how to utilize the tool is a must. This is a brief follow-up on various points covered in the presentation such as where to find tutorials on how to use GIS, where to find GIS software, and where to find digital flood insurance rate maps or DFIRMs. It might be a good time to point out Flood Map equals DFIRM and the means to viewing the DFIRM is through a geographic information system. Without getting mired in the details of what GIS is, this is intended to provide you access to web locations. From there, you can learn about GIS, use technology to view flood map products, and download data to make

performing the tasks of the floodplain manager a little easier.

FEMA has developed several tutorials to lend guidance on GIS and flood map products. This link provides written and video tutorial guidance.

<https://usasearch.fema.gov/search?query=GIS+Tutorial&op=Search&affiliate=fema>

•The following listings on the page are printable products:

•Introduction to GIS Tutorial

- GIS Tutorial Series–I, Introduction to GIS
- GIS Tutorial Series – II, Using GIS to Create DFIRMs
- GIS Tutorial Series – III, FEMA.gov

•The following listing on the page are videos:

- Using GIS to Create DFIRM Tutorial
- FEMA: Flood Hazard Mapping – Using GIS to Create DFIRMs
- Using GIS, DFIRMs, and other Data for Sample Community

National Flood Hazard Layer

The National Flood Hazard Layer (NFHL) is free and contains mapping data from FEMA. The link below takes you to the information page for the NFHL.

<http://www.fema.gov/national-flood-hazard-layer-nfhl>

The GeoPlatform is a viewer for digital products. To go directly to the GeoPlatform Portal, click on the link below.

<http://fema.maps.arcgis.com/home/webmap/viewer.html?webmap=cbe088e7c8704464aa0fc34eb99e7f30>

Google Earth with the NFHL

Google Earth is free and maybe downloaded on your computer if your organization will allow you to install programs. Follow the link below to download Google Earth.

<http://www.google.com/earth/>

Once the program is installed, download the FEMA NFHL kmz file from the link below:

<https://hazards.fema.gov/femaportal/wps/portal/NFHLWMSkmzdownload>

ESRI ArcMAP

ESRI ArcMAP is software which must be purchased. If your community utilizes ESRI ArcMAP and you would like to learn more about the capabilities of the software, ESRI has a training site:

<http://www.esri.com/training/main>

You will need to sign-up for a user account if you don't already have one. ESRI provides training at the site which is either free or at a cost. The following link takes you to the free courses offered:

<http://training.esri.com/gateway/index.cfm?fa=search.results&cannedsearch=2>

Downloading Digital Products

Finally, the last piece of the puzzle, if you want to download Digital Flood Insurance Rate Maps, is knowing where to find the data. If you are an experienced GIS user and need to download digital data, you might begin with the Arkansas GIS Office web portal.

<http://gis.arkansas.gov/>

On the homepage, search for Flood Insurance Rate Maps, FIRM, or DFIRM to return the products housed on the server. As new products are produced by FEMA, the Arkansas GIS Office will upload them to the server.

The other place to download data is FEMA's Map Service Center. The big difference between the data available from Arkansas GIS Office and the Map Service Center is the quantity of products available. The Map Service Center, or MSC, houses digital products, as-well-as FIRMs and historical data. This is also where a Firmette, a legal copy of a FIRM, can be created. Click the link below to visit the website.

<https://msc.fema.gov/portal>

This seems lacking in instruction to me, but the intention of this follow-up is to get the web addresses out to those who need them. Hopefully the hyperlinks worked, but if you are having any problems, feel free to drop me an e-mail at shawn.jackson@arkansas.gov.