



## IN THIS ISSUE

Our last issue focused on preparing a Program for Public Information (PPI). PPI credit comes in the form of bonus points added to Outreach Projects and other CRS public information activities, such as the website, that are included in the PPI and implemented by the community and/or other organizations or agencies.

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This month we focus on Stakeholder Delivery. Research has shown that the more often a message is received from different sources, the more likely it is that a desired action or behavior will take place. For this reason, the CRS program encourages engagement of groups and people outside the local government in planning and conducting CRS outreach projects. Under Activity 330, the Stakeholder Delivery (STK) element provides bonus points for outreach projects that are carried out in whole or in part by stakeholders.

Also in this issue is a discussion of CRS User groups. CRS User groups facilitate smoother implementation of CRS activities, providing an opportunity for communities to share ideas and work together. The groups are a proactive approach to CRS, helping communities sustain and strengthen their floodplain management strategies rather than waiting for the ISO/CRS Specialist to knock on the door.

As always, upcoming training opportunities are listed to provide you with knowledge and skills that will help you in your floodplain administrator role.

*Whit Montague*

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## REVIEW OF OUTREACH PROJECTS

The CRS 300 Series focuses on public information activities directed towards residents, business owners, and others who live, work, play, and invest in the floodplain.

Activity 330 provides credit to communities that engage in thorough, critical thinking about their public information needs and about what they want people in their communities to know and do with regard to floodplain resources and flood hazards.

Research has shown that awareness of a flood hazard is not enough to motivate people to take action to protect themselves and their property. Real behavioral change occurs after messages are delivered repeatedly, through a variety of means. Activity 330 is an acknowledgement of this reality, providing extra credit for communities that develop locally customized strategies to increase awareness and motivate residents to take action.

## STAKEHOLDER DELIVERY

Most floodplain management messages come from the local government. Activity 330 includes a Stakeholder Delivery element that provides extra credit for messages that are clearly from stakeholders—someone or some group concerned with the community, but not a part of the local government.

Stakeholder engagement encourages a multi-disciplinary, collaborative approach, helping communities design and execute more effective floodplain management programs. A stakeholder can be any agency, organization, or person (other than the community itself) that supports the floodplain management message:

- ◆ Other government agencies, outside the community, e.g., school district, levee or flood control district, regional planning agency, state coastal management office, National Weather Service.
- ◆ Chamber of commerce or other business organizations;
- ◆ Builders, developers, and contractors trade association;
- ◆ Environmental organizations, “Friends of the River,” etc.;
- ◆ Real estate agents, insurance agencies, lenders;
- ◆ Major employer(s);
- ◆ An insurance company that publishes a brochure on flood insurance;
- ◆ A local newspaper that publishes a flood or hurricane season supplement each year;
- ◆ Emergency/disaster responders, e.g., Red Cross, Salvation Army;
- ◆ A neighborhood or civic association that sponsors and hosts a presentation by a community employee; or
- ◆ A utility company that includes pertinent articles in its monthly bills.

The Stakeholder Delivery element provides a 30% multiplier that increases points for Outreach Projects that are delivered or endorsed by one or more stakeholder organizations. The maximum extra credit available for Stakeholder Delivery is 50 points. Stakeholder Delivery points do not apply to Flood Response Preparations (FRP) projects.

### Credit Criteria for Stakeholder Delivery

Stakeholder Delivery credit is only available for Outreach Projects delivered as part of a Program for Public Information (PPI). The stakeholder must be named in the PPI document and the associated

projects, but the stakeholder does not need to be on the PPI Committee.

It needs to be clear that the message is coming from someone other than the community or is sponsored by or supported by the stakeholder. For example, when stencils are displayed on city storm drains, they send a message that appears to come from the city, even if the stencils were applied by a volunteer group. If the volunteer organization’s name were in the message, however, then it would qualify for stakeholder delivery credit.

Membership of the PPI Committees of Two Communities	
City of Pasadena, Texas	Louisville–Jefferson County Metropolitan Sewer District (MSD)
– School district Director of Community Relations	– Berkshire Hathaway Home Services
– Roberts Family Insurance	– Logan Lavelle Hunt Insurance
– President of the North Pasadena Business Association	– Fifth Third Bank, Mortgage Loan Officer
– Director of Education, Armand Bayou Nature Center	– Building Industry Association of Greater Louisville, VP of Public Affairs and Communication
– Pasadena Citizens’ Advisory Council facilitator	– Floyds Fork Environmental Association, President
– President, ARG Real Estate, LLC (representing Realtors® and the Hispanic community)	– Jefferson County Conservation District, Chair
– Communication Specialist, City of Pasadena	– Attorney
– Emergency Operations Center, Coordinator for Public Works	– Louisville Metro Emergency Management, Resource/Mitigation Coordinator
– Environmental Services Coordinator and CRS Coordinator, also an English/Spanish translator	– Community Relations Administrator, MSD
	– Development Team Leader, MSD
	– Floodplain Manager and CRS Coordinator, MSD
<i>9 members, first 6 are stakeholders</i>	<i>11 members, first 7 are stakeholders</i>

### Documentation

All documentation needed for this element is supplied with the Outreach Project (OP) and PPI documentation. It should be made clear which projects are delivered by stakeholders and therefore warrant Stakeholder Delivery credit.

### CRS USERS GROUP

CRS Users Groups are informal organizations of interested people - usually CRS Coordinators - that meet periodically to talk and share ideas about the CRS Program. Locally-based, the group creates opportunities to network and develop a strong relationship with your peers.

Arkansas currently does not have a CRS User Group. There are, however, 32 groups across the country, including several in the neighboring states of Oklahoma, Missouri, and Texas. FAST (Floodplain Awareness Success in Texas) is a very active CRS User Group in the Houston area. As indicated on their website ([www.h-gac.com/go/fast](http://www.h-gac.com/go/fast)), they meet quarterly and past

meeting topics have included *Preparing for a CRS Verification Visit* and *Changes in the 2017 CRS Coordinator's Manual*.

## CRS Users Group Benefits

Being a part of a CRS Users Group helps ensure you are “in the loop”. Participants will have the opportunity to gain insights to efficiencies and administrative practices for CRS Program implementation that can help save time and resources. Smaller communities can potentially access some resources from larger communities. Communities can work towards joint outreach efforts, earning more points and bigger discounts.

There is also an opportunity to network with other states’ Users’ Groups to gain insights from more CRS communities.

## Do We Need a CRS Users Group in Arkansas?

CRS is not a “one size fits all” program; implementation can be complicated and require significant resources. With the new 2017 Coordinator’s Manual scheduled to come out soon, additional effort may be required to implement required changes and/or additional activities.

Additionally, CRS Coordinators often inherit the position and thus face a steep learning curve. CRS Coordinators often wear multiple hats and thus do not have the luxury of focusing fulltime on the CRS program. An Arkansas-based CRS Users Group could provide significant support, allowing communities to share resources, ideas, and knowledge to achieve better results.

Ideally, the CRS Users Group would include the CRS coordinators from all the current CRS communities as well as floodplain managers from communities applying to or interested in the CRS program. Additional members would include:

- ◆ Arkansas CRS Coordinator: Whit Montague
- ◆ ISO Specialist for Arkansas: Melissa Mitchell
- ◆ CRS Users’ Group National Adviser: Debbie Vascik

- ◆ Regional planning organizations
- ◆ Emergency Management Coordinators in CRS communities
- ◆ Planning and Zoning Officials who serve the CRS communities

## Next Steps: Creating a CRS Users Group

This summer, all current, pending, and former Arkansas CRS communities will receive an invitation to an interest meeting. The Arkansas CRS Coordinator will facilitate meetings until community-based Point of Contact is determined.

At this meeting, we will begin identify support needs and challenges to success. We will talk about meeting logistics (where, when, and how often) and identify some short-term goals and objectives.

Most of all, we will take the time to meet each other, begin to identify opportunities for collaboration, and share stories of success.



If you have specific ideas or questions about the User Group, please give me a call or send me an email. I will also be presenting on the CRS program at the Arkansas Floodplain Management Association 2017 Spring Workshop in Jacksonville. If you are attending, please be sure to say hello and give me an update on your community.

At times it seems as if the CRS program is all about documentation and recordkeeping. While that is still true to some extent, many Arkansas programs have evolved into more. Coordinators are not settling for the bare minimum. They are developing interactive websites, digitizing drainage systems, developing and implementing mitigation plans, and meeting with judges, mayors, businesses, and citizens to protect more people, reduce more flood damage, and get more of a discount for their citizens.

## TRAINING OPPORTUNITIES

### ANRC Floodplain Management Training

There is still time to sign up for an ANRC one-day floodplain management workshop. The workshops are offered in various locations throughout Arkansas and cover a variety of topics. A registration form is attached to this newsletter for your use. To register for one of the ANRC workshops, email or mail the attached form and mail in the appropriate fee.

### EMI Courses

CRS and floodplain management courses are offered throughout the year at the FEMA's Emergency Management Institute (EMI). The courses are free, and travel expenses are covered for those accepted to the EMI. [Click here](#) for course information and schedules (download the schedule and search for by course ID). Upcoming sessions include:

- ◆ Advanced Floodplain Management Concepts II (E0282) (April 24–27, 2017)
- ◆ Advanced Floodplain Management Concepts III (E0284) July 24–27, 2017
- ◆ Advanced Floodplain Management Concepts III (E0284) July 24–27, 2017

### STARR Webinar Series

The STARR Webinar Series helps communities understand and meet their CRS requirements. Registration is free, but required. Some courses provide continuing education credits for Certified Floodplain Managers (CFMs). All webinars begin at 12:00 noon CST. May and June 2017 webinars include:

- ◆ *Introduction to the CRS* — May 16, 2017
- ◆ *Preparing for a Verification Visit (1 hour and 15 minutes)* — June 20, 2017
- ◆ *Developing Outreach Projects for Activity 330* — June 21, 2017

[Click here](#) and type “CRS” in the search field to view webinars that are now open for registration.

If you have questions about the CRS Webinar Series, please contact [Becca.Croft@atkinsglobal.com](mailto:Becca.Croft@atkinsglobal.com).

**NEXT MONTH:** Verification Visits

## 2017 FLOODPLAIN ADMINISTRATOR TRAINING APPLICATION FORM ANRC WORKSHOPS

### WHY SHOULD YOU ATTEND THIS TRAINING?

In line with Arkansas Act 745 of 2003 (A.C.A. § 15-24-109) - "Accreditation of floodplain administrators" - the Arkansas Natural Resources Commission (ANRC) established a floodplain administrator accreditation program. This program assures that persons responsible for important economic decisions affecting health, safety, and welfare of the State receive annual training to assist them in managing development in floodplains. The specific rules regarding the program can be viewed and downloaded from the ANRC website at [www.anrc.arkansas.gov](http://www.anrc.arkansas.gov).

Under the floodplain administrator accreditation program:

1. Each community which has adopted floodplain management regulations must designate a person to serve as floodplain administrator. The floodplain administrator may serve one or more communities and be either full-time or part-time, or contracted.
2. The floodplain administrator is required to undergo 8 hours of annual continuing education.
3. The community is required to provide an annual administrative fee of \$20 per year (\$35 for the first year).

Once the floodplain administrator has provided evidence of continuing education and the community has provided the annual renewal fee, the floodplain administrator is accredited. Accreditation is valid from July 1st to June 30th. Continuing education and renewal fees are due before July 1st of each year.

All communities participating in the National Flood Insurance Program MUST have one accredited Floodplain Administrator.

Each year, to assist floodplain administrators with accreditation, ANRC provides several day-long workshops around the State. The schedule and registration form for the 2017 workshops is attached. **It is strongly suggested that the floodplain administrator and a second person – familiar with the requirements and administration of the floodplain management ordinance for your local community – attend one or more of our training sessions.**

Please use a separate form for each registrant. Additional forms may be downloaded from the website [www.floodplain.ar.gov](http://www.floodplain.ar.gov) **Floodplain Administrator Accreditation Program.**

Other training may be substituted in the form of pre-approved workshops and conferences.

Please note that there is a difference between an **ACCREDITED** Floodplain Administrator and a **CERTIFIED** Floodplain Manager. Unsure of your accreditation or certification status? Please contact Mike Borengasser (ANRC) at 501-682-3969 or [michael.borengasser@arkansas.gov](mailto:michael.borengasser@arkansas.gov).

### PAYMENT

Annual floodplain administrator accreditation renewal fee	<b>\$20</b>	NOTE: <b>There is no charge for a CFM</b>
First time enrollee fee	<b>\$35</b>	

*A late fee of \$15 may be added for funds paid after class attendance.*

Please make checks payable to **ARKANSAS NATURAL RESOURCES COMMISSION.**

Please complete the attached registration form, keeping a copy for your records. Mail the completed form and a check to:

**Floodplain Training**  
**ANRC**  
**101 East Capitol, Suite 350**  
**Little Rock, AR 72201**

Questions regarding the training should be directed to Donna Ryles (ANRC) at (501) 682-3907 or [donna.ryles@arkansas.gov](mailto:donna.ryles@arkansas.gov).

# 2017 FLOODPLAIN ADMINISTRATOR TRAINING REGISTRATION FORM

**PLEASE COMPLETE FULLY**

## REGISTRANT INFORMATION

Are you the primary floodplain administrator for your community?    YES    NO

Are you a CFM?    YES    NO    CFM # \_\_\_\_\_  
*CFMs are certified by the Arkansas Floodplain Management Association (AFMA)*

Name: \_\_\_\_\_

Position/Title: \_\_\_\_\_

Community: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City and Zip: \_\_\_\_\_

Business Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

## ONE DAY WORKSHOPS

**I will attend the training indicated below:**

<p><b>28 March 2017</b>                  Fayetteville, Whitaker                  Animal Science Center  <b>CRS</b></p>	<p><b>11 April 2017</b>                  Stuttgart, Phillips CC at Stuttgart  <b>SOLVING FLOODPLAIN                  MANAGEMENT CHALLENGES</b></p>	<p><b>16 May 2017</b>                  Van Buren,                  Crawford County OEM  <b>BASIC</b></p>
<p><b>29 March 2017</b>                  Fayetteville, UAF Pauline Whitaker                  Animal Science Center  <b>BASIC</b></p>	<p><b>12 April 2017</b>                  Hope, UA Community College Hope-                  Hempstead Hall  <b>BASIC</b></p>	<p><b>18 May 2017</b>                  Mountain View,                  Ozark Folk Center  <b>BASIC</b></p>
<p><b>04 April 2017</b>                  Little Rock, ANRC  <b>BASIC</b></p>	<p><b>18 April 2017</b>                  Monticello,                  UAM Forest Resources Center  <b>BASIC</b></p>	<p><b>31 May 2017</b>                  Jonesboro,                  Crowley's Ridge Nature Center  <b>BASIC</b></p>
<p><b>05 April 2017</b>                  Little Rock, ANRC  <b>SOLVING FLOODPLAIN                  MANAGEMENT CHALLENGES</b></p>	<p><b>19 April 2017</b>                  Smackover,                  AR Museum of Natural Resources  <b>BASIC</b></p>	<p><b>01 June 2017</b>                  Jonesboro,                  Crowley's Ridge Nature Center  <b>BASIC</b></p>

## OTHER APPROVED TRAINING (registration and other fees may apply)

*Please include any training workshops or events attended since July 1, 2016.*

<b>26-28 September 2016</b>	AFMA 2016 FALL CONFERENCE, Eureka Springs
<b>13-16 March 2017</b>	MANAGING FLOODPLAIN DEVELOPMENT THROUGH THE NFIP, Conway
<b>27-28 April 2017</b>	AFMA SPRING WORKSHOP, Jacksonville, Jacksonville Community Center
<b>01-05 May 2017</b>	ASFPM ANNUAL CONFERENCE, Kansas City, KS

OTHER STATE FLOODPLAIN MANAGEMENT ASSOCIATION CONFERENCE(S)

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<i>State</i>	<i>Location</i>	<i>Date</i>
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OTHER APPROVED FLOODPLAIN MANAGEMENT TRAINING OPPORTUNITIES (8 hours minimum)

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<i>Date</i>	<i>Description and hours</i>
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<i>Date</i>	<i>Description and hours</i>
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