

Florida Floodplain Managers Association
2019 Annual Conferences
Abstracts

Title: Flooding Outreach with Relationships—tips and truths for involvement in the community

Length: 45 minutes

Subject: Outreach

Target Audience: Floodplain managers, community officials, Private contractors who do CRS outreach or consult concerning outreach

Presenter Name: Andy Renshaw, CFM
Floodplain Manager
City of Gainesville

Biography: Andy Renshaw has been working for the City of Gainesville Public Works department for over 15 years. His background includes land surveying, engineering support, and Geographic Information Systems. With the City, Andy specializes in storm water and floodplain issues, and is a Certified Floodplain Manager through the FEMA National Flood Insurance Program, currently acting as City Floodplain Administrator and CRS Coordinator. Through those 15 years he has fostered lasting relationships within both the private and public sectors including builders, developers, realtors, insurance brokers, adjacent municipalities, and citizens. He and his wife, Lisa, are also small business owners within Alachua County, so Andy not only enjoys working for the Public sector, but also cooperating with the private sector and can bring a unique perspective and understanding by combining both worlds.

Co-Presenter: None

Biography:

Abstract: When working through any CRS outreach project, while checking off the requirements and tallying up points, much of our focus is on the facts and figures of what is required. However there is a fundamental element of every interaction and that are people involved. Flooding is not just about facts and regulation, models and emergency, but flooding and its result always affect people. Those affects are both the immediate “post flood” recovery, but also fold into regulatory action, restrictions on development, permitting, insurance, and sharing the ever expanding knowledge with those citizens who struggle to understand the why, how, and why now.

Through several map changes, post storm events, and just the daily grind of permitting and citizen inquiries, there are some fundamental truths that we operate off of that have helped us build a very positive reputation with our land owners, developers, and real estate brokers, regardless of the situation and perception. Every interaction is “outreach”, and by constantly building relationships through practicing fundamental truths, the floodplain management office is seen as an asset by the community and the citizens become allies and partners in our quest for better floodplain management.