

# Florida Floodplain Managers Association 2019 Annual Conferences Abstracts

---

<b>Title:</b>	Discovery Dashboards and Outreach Infographics
<b>Length:</b>	30 minutes
<b>Subject:</b>	General Floodplain Management
<b>Target Audience:</b>	Outreach leads, CTPs, RiskMAP consultants
<b>Presenter Name:</b>	Leroy Marshall, PE, CFM Chief Professional Engineer Suwannee River Water Management District
<b>Biography:</b>	Chief Professional Engineer at Suwannee River Water Management District and Program Manager for the District's FEMA RiskMAP program.
<b>Co-Presenter:</b>	Jack Hampson, CFM, IAM Project Director Atkins, a member of SNC-Lavalin Group
<b>Biography:</b>	Jack is a Project Director at Atkins, seated in the Tampa office. He has been the consulting FEMA RiskMAP program manager for Suwannee River Management District since 2010.
<b>Abstract:</b>	Dashboards and Infographics are a valuable way to communicate technical information in an easy-to-digest format. The application of this approach to communicating the facts and figures generated throughout the RiskMAP cycle has been pioneered and sponsored by FEMA Region IV's CERC team in collaboration with their Cooperating Technical Partners. One such collaboration with Suwannee River Water Management District (SRWMD) was awarded in perfect time to be distributed at Discovery Meetings for the Upper and Lower Suwannee River Watersheds. The dashboard development process began with an example provided to SRWMD by FEMA Region IV, which was used as a brainstorming seed to develop a list of statistics that would be meaningful to the communities in the watershed. Taking advantage of long experience with the mostly rural communities and counties in this District, SRWMD came up with statistics that were both definable and tell a story. Some Examples are: Stream miles in the watershed and stream miles in your community; Flood Insurance in your Community, Total Losses Paid, and Mitigation Grant \$ Awarded; Repetitive Loss Properties and Repetitive Loss Properties Mitigated. The resulting handout - an Infographic or Dashboard - displays the information in large colorful blocks, with the RiskMAP timeline at the bottom and a "You Are Here" indicator on the timeline. The handouts were well-received by the communities, who took multiple copies for their own outreach. The intent is to continue using the infographic at future outreach meetings in the watershed, updating the "You are Here" indicator on the RiskMAP timeline as we move through Discovery, Flood Risk Review, Preliminary Map Review, Preliminary Map Release, and Resilience meetings. Future opportunities include converting the Infographic to a data-driven online dashboard that is incorporated into the SRWMD RiskMAP webpages.