

**Florida Floodplain Managers Association
2019 Annual Conferences
Abstracts**

Title: Communications Planning for the Next Big Storm

Length: 90 minutes

Subject: Outreach

Target Audience: Floodplain managers creating outreach for flood safety and CRS PPI

Presenter Name: Mark Boone, CFM
Senior Consultant
Rostan Solutions

Biography: Mark Boone is communicator with expertise in floodplain management and outreach. His experience includes providing technical assistance and communications management for both pre- and post-disaster mitigation. Recently, Mark led recovery and resiliency efforts for the Florida Keys after Hurricane Irma, finding mitigation solutions for damaged or destroyed residences and assisting storm victim families. Prior to working in Florida, Mark created and implemented the Program for Public Information for Mecklenburg County, elevating the City of Charlotte to a CRS Class 4. His pre-disaster mitigation experience includes developing communications strategies, providing technical assistance for onsite mitigation, and managing floodproofing and retrofitting programs for elevation, acquisition and mitigation/reconstruction projects. Mr. Boone has knowledge and experience in hazard mitigation, floodplain management, disaster prevention, recovery consulting and communications strategy.

Co-Presenter: None

Biography:

Abstract: Communications Plans for the Next Big Storm

Is your community prepared for the next big storm? Or, like the last storm, do your communications just blow hot air? Developing a strategic plan for floodplain communications begins with identifying the outcomes you want for your community. Creating an effective Program for Public Information can actually help your residents save money on flood insurance.

Participants will learn steps to elevate in CRS Class and will be able to create a strategic framework for their communities' communications plans, including logic modeling, messaging, production and evaluation. Additionally, CRS Plan for Public Information implementation milestones will be reviewed.