



# **PUBLIC EDUCATION WEBSITE**

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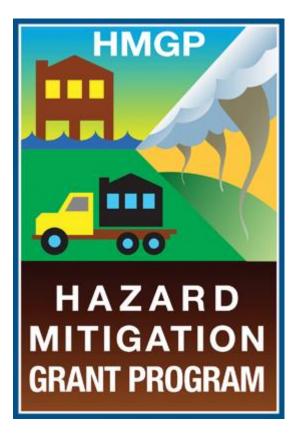
### **PROJECT HISTORY**

In 2011/2012 Ron Davis brought an idea to IAFSM board members:

Apply for grant money through FEMA's Hazard Mitigation Grant Program (HMGP) to create a public education website to IAFSM board members.

IAFSM board member, Jeff Wickenkamp, coordinated an RFP. Spinutech responded in collaboration with Molly O'Toole.

Although our proposal was well received, it was ultimately not funded because IAFSM did not have a physical office location (a FEMA HMGP requirement).







### **PROJECT HISTORY**

Our original proposal included the creation of an association website to serve IAFSM members AND a public education website to serve the public and industry professionals.

In 2016, IAFSM decided to proceed with the creation of a new association website. We defined separate projects for the association website and the public education website.







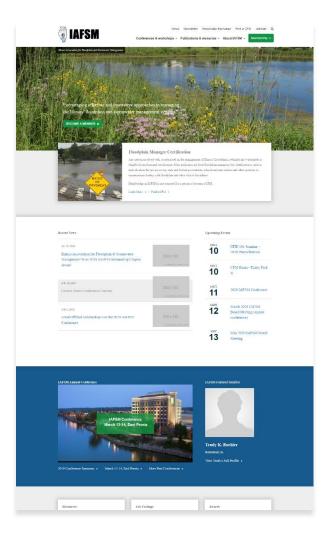
### **PROJECT HISTORY**

The association website was launched in the summer of 2018. It allows members to join and renew online, register for events, and streamlines back office management of membership data.

To begin the public education website project, we facilitated a brainstorming session at a board meeting in early 2017.

The project took shape based on the board's ideas and research of other websites and information sources.

In late 2018, Shauna Urlacher stepped in as the project's subject matter expert and, with Diane Bouckaert's help, we began working on the public education website design and implementation.







## **PROJECT GOALS**

During 2019, the public education site was designed and implemented with the following goals in mind...

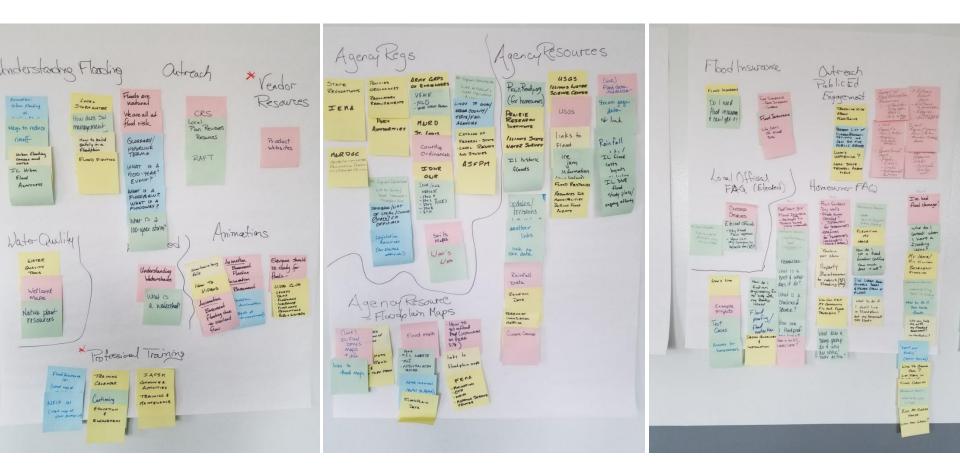
- The website should present curated content. It should be a single source of information that is otherwise scattered across the web or too dense for most users to consume.
- The website should speak to professionals, homeowners, and community members with flood-related concerns.
- Information should be presented in "digest format" brief summaries that link to sources for more detail.
- Where possible, the website should integrate rich and visual content like video, images, and charts.
- Content will be organized around a "Learn Prepare Respond Recover" theme.
- The website should be visually appealing, well organized, and easy to navigate.







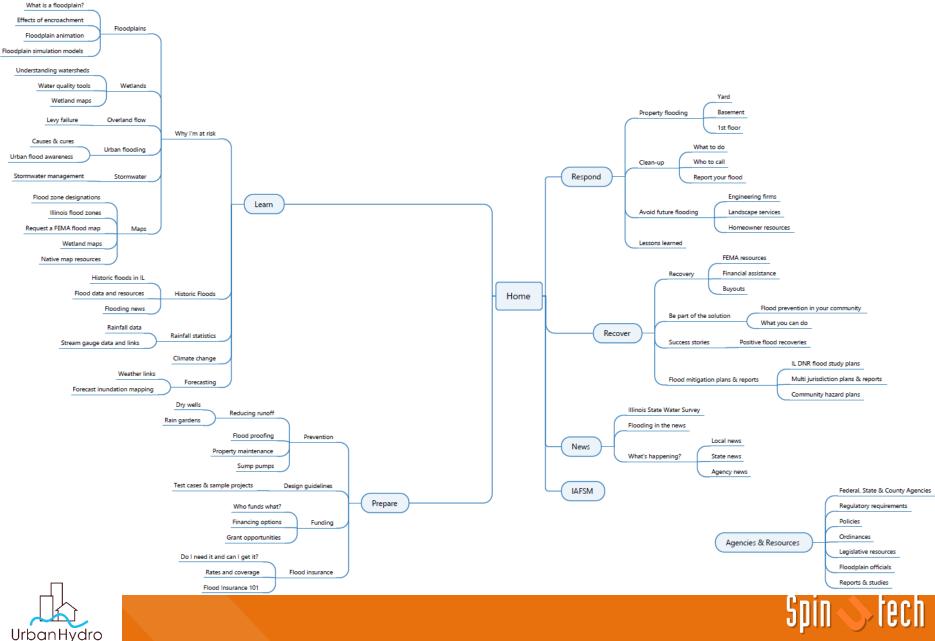
### **RESEARCH – BOARD IDEATION**



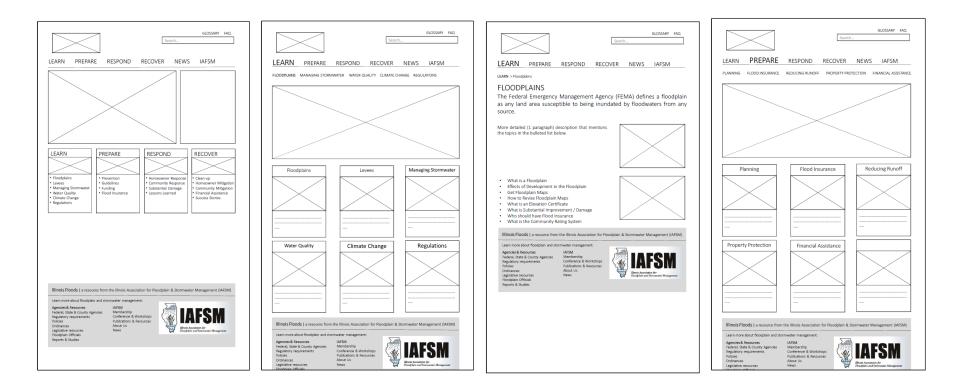




#### **INFORMATION ARCHITECTURE**

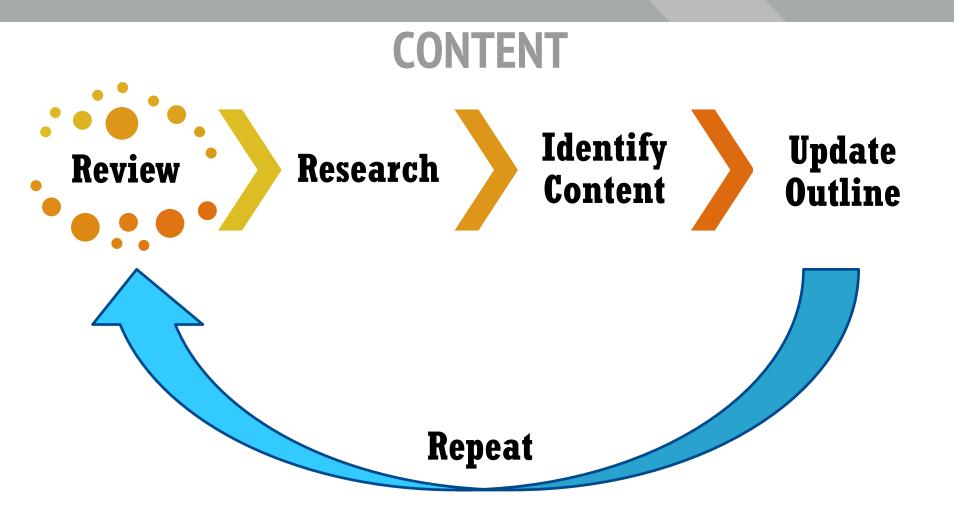


#### WIREFRAMES



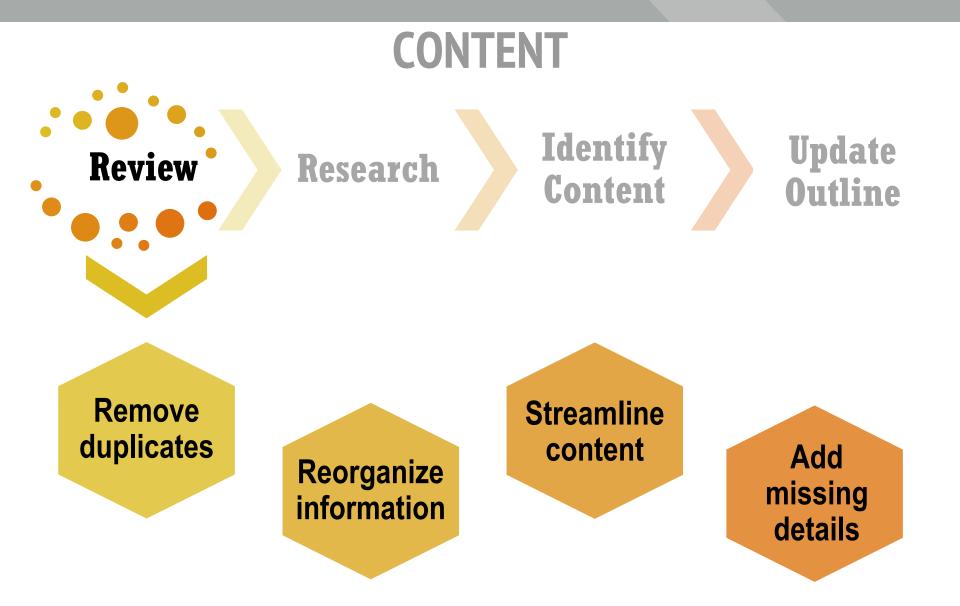






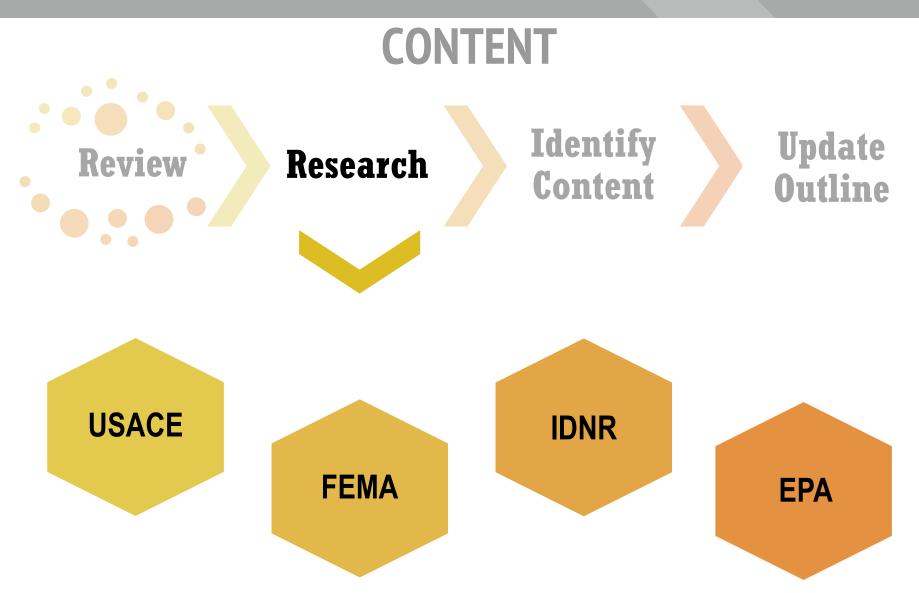








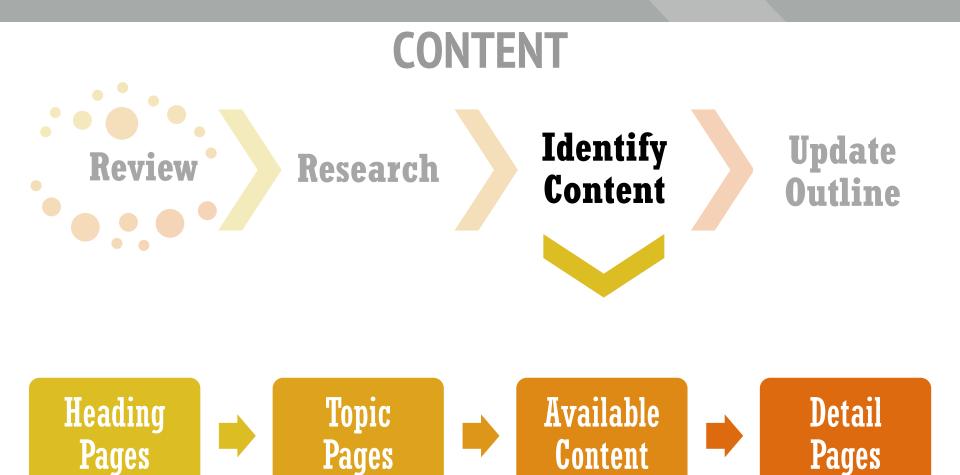




Content identified from federal and state agencies

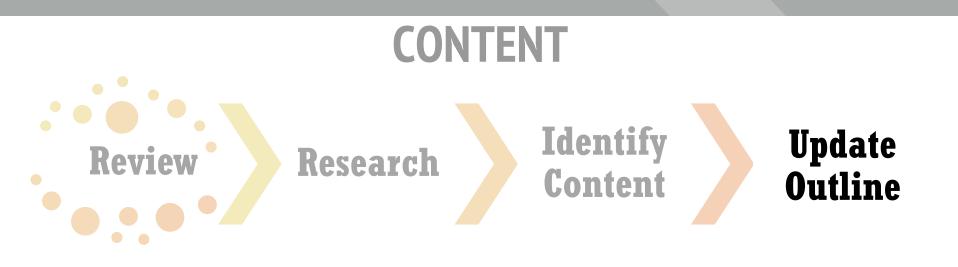












- Final outline represents available content
- Overlapping topics were refined
  - Respond vs. Recover
- Topics without available content are inactive





#### CONTENT



Flood risk

Climate & rainfall

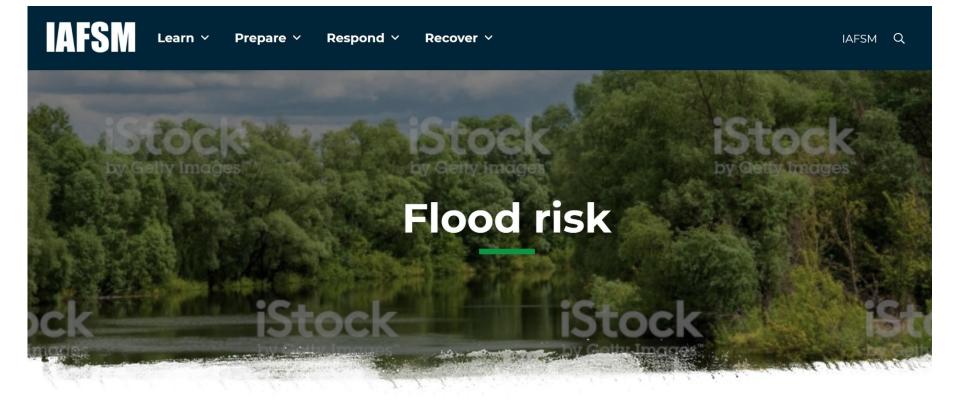
Water quality

Agencies & resources





#### CONTENT



Stormwater Runoff

Floodplains

Dams and levees





#### **VISUAL DESIGN**



#### Connecting people to helpful resources

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UrbanHydro





#### Why I'm at Risk Historic Roces Aantal Statistics Climate Change Rerectizing

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#### Are you at Risk?



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#### Are you at Risk?

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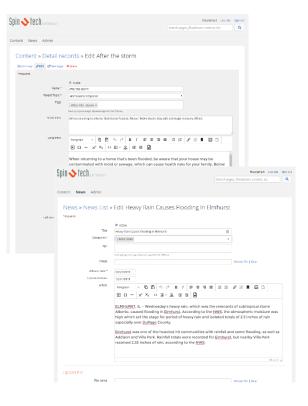
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### **NEW WEBSITE**



The website is supported by a content management system that will allow additional content to be added as it becomes available.

We hope that IAFSM members will continue to create and contribute content to this website.

Additional rich content, such as videos, photos, and illustrations may also be added.



#### Connecting people to helpful resources

A advances knowledge to the public so our manifes can be ready when the woork happent. onsibility for flood lose reduction is shared by one local. State and Fedoral approximations: the private st. and individual property awares. Reducing flood can only be accompliated by adducting owngroen and one share the tools needed reduce flooding, at one, JAPS have collected valuable resources and mation on this website for anyone interested in and their flood info.

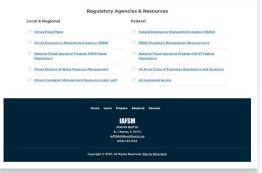


Inter has been organized into four main categories, and Understand your flood risk and how you can and the flood has and into the second papers flow can communitie and individuals speare flowmonies and their powerfs append find out what you about dis at each stage the storm affend, buring, and Affar, covers: Plun your flood recovery efforts before you gir claning and regularing flood damage.

lick on the link to the right to learn more about each











### Website Status

- Draft is complete
  - 8 Heading pages
  - 17 Topic pages
  - 56 Detail pages
- IAFSM Board reviewing draft
- Announcement when final





#### **Content Needed**



Learn 🗸 Prepare 🗸 Respond 🗸

Recover ~



