PUBLIC EDUCATION WEBSITE

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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).
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.
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.
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
Wireframes

Wireframes: A visual representation of the components and layout of an application or website.

Floodplains
The Federal Emergency Management Agency (FEMA) defines a floodplain as any land area susceptible to being inundated by floodwaters from any source.

More detailed [paragraph] description that mentions the topics in the bulleted list below:

- **Floods**: Events that occur from the inclusion of floodplain, stormwater, and water quality management.
- **Urban Hydro**: Includes information on urban hydrology and stormwater management.
- **IAFSM**: Includes information on the International Association for Floodplain Management (IAFSM).
- **Property Protection**: Includes information on property protection techniques.
- **Financial Assistance**: Includes information on financial assistance available for floodplain management.

Learn more about floodplain and stormwater management:
- FEMA Website
- Urban Hydro Website
- IAFSM Website
- Property Protection
- Financial Assistance
CONTENT

Review

Research

Identify Content

Update Outline

Remove duplicates

Reorganize information

Streamline content

Add missing details
Content identified from federal and state agencies
CONTENT

Review → Research → Identify Content → Update Outline

Heading Pages → Topic Pages → Available Content → Detail Pages
• Final outline represents available content
• Overlapping topics were refined
  • Respond vs. Recover
• Topics without available content are inactive
Flood risk

- Stormwater Runoff
- Floodplains
- Dams and levees
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.
Website Status

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

Success stories

City of Des Plaines
QUESTIONS?