



IAFSM

*Illinois Association for
Floodplain and Stormwater Management*

PUBLIC EDUCATION WEBSITE

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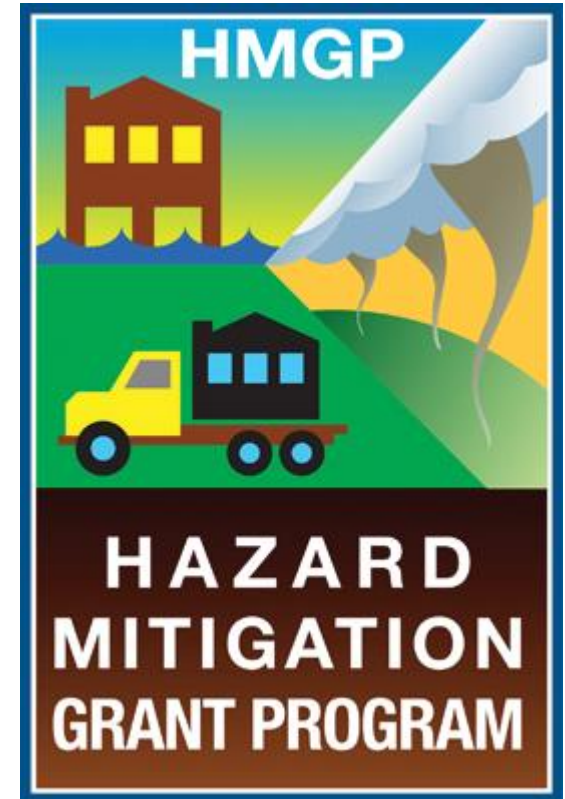
PROJECT HISTORY

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.

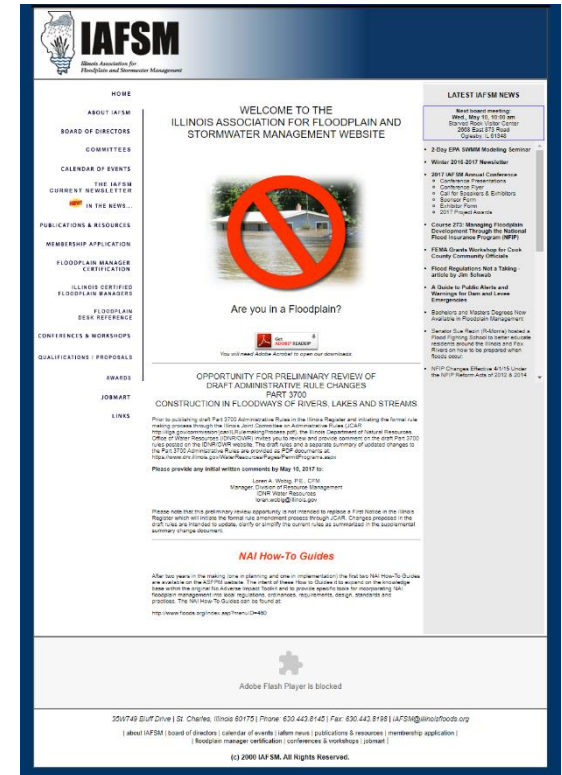
Although our proposal was well received, it was ultimately not funded because IAFSM did not have a physical office location (a FEMA HMGP requirement).



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.



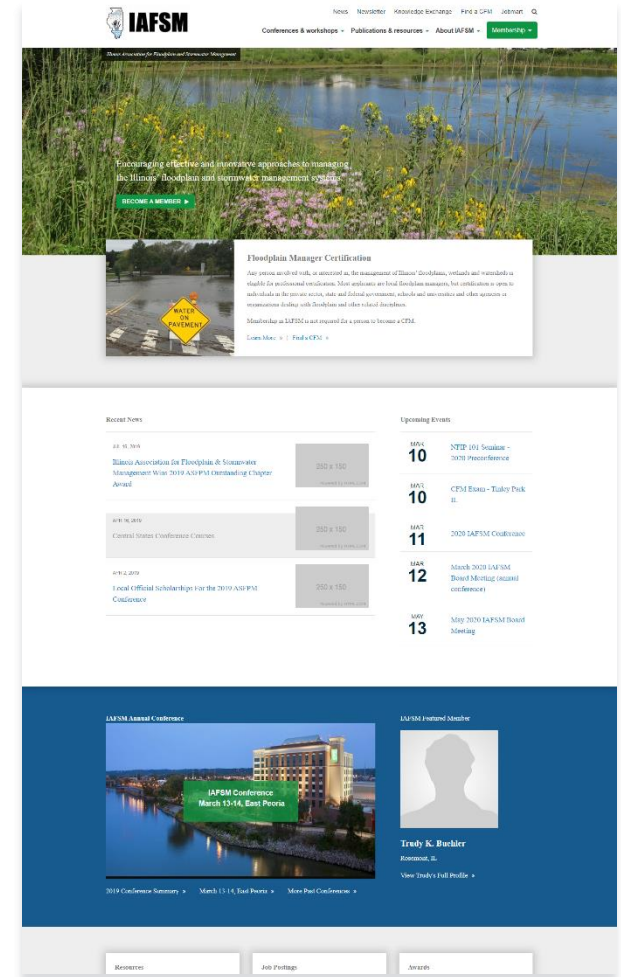
PROJECT HISTORY

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.



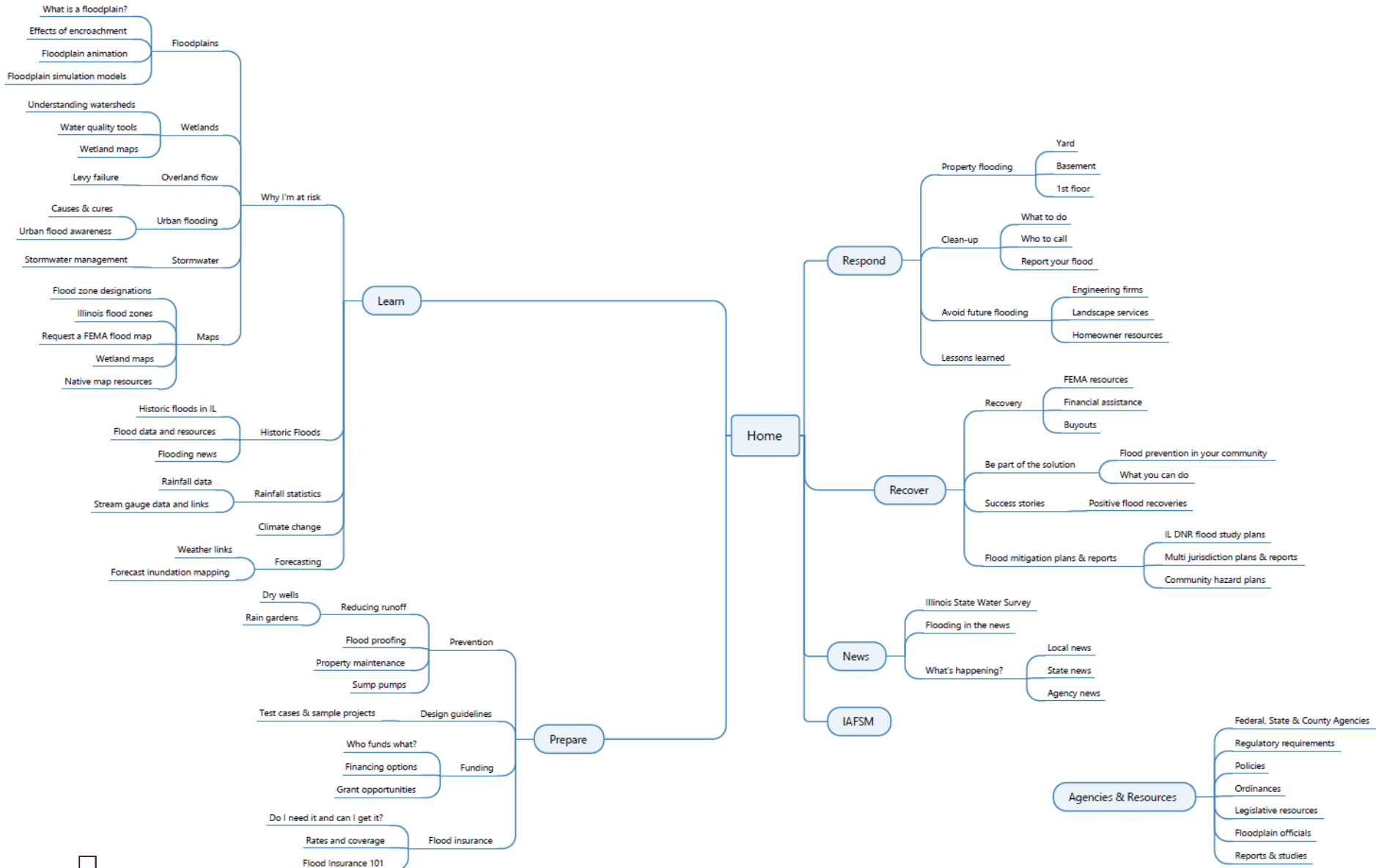
PROJECT GOALS

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

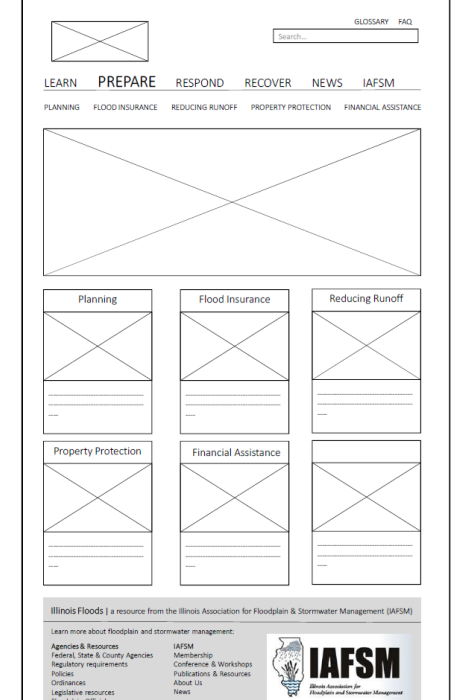
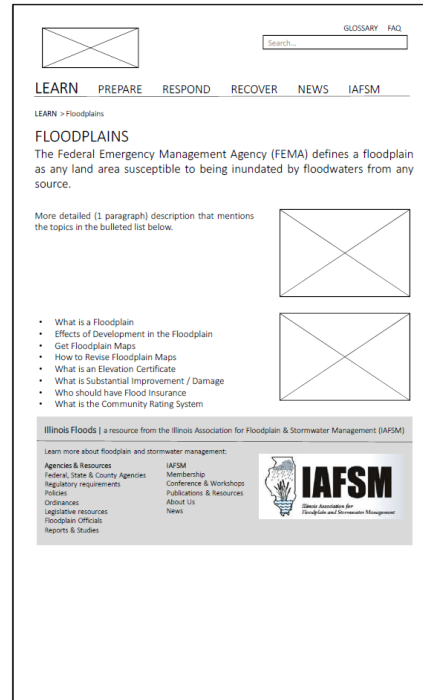
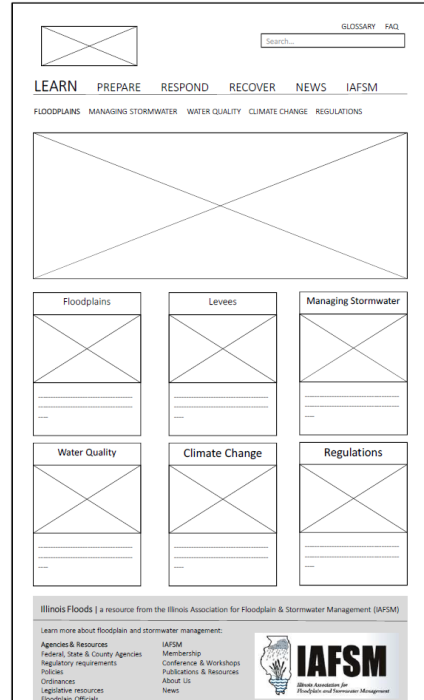
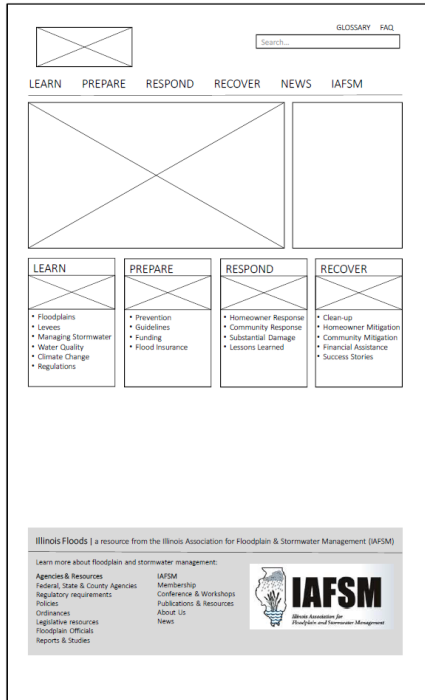
- The website should present curated content. It should be a single source of information that is otherwise scattered across the web or too dense for most users to consume.
- The website should speak to professionals, homeowners, and community members with flood-related concerns.
- Information should 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.

#GOALS

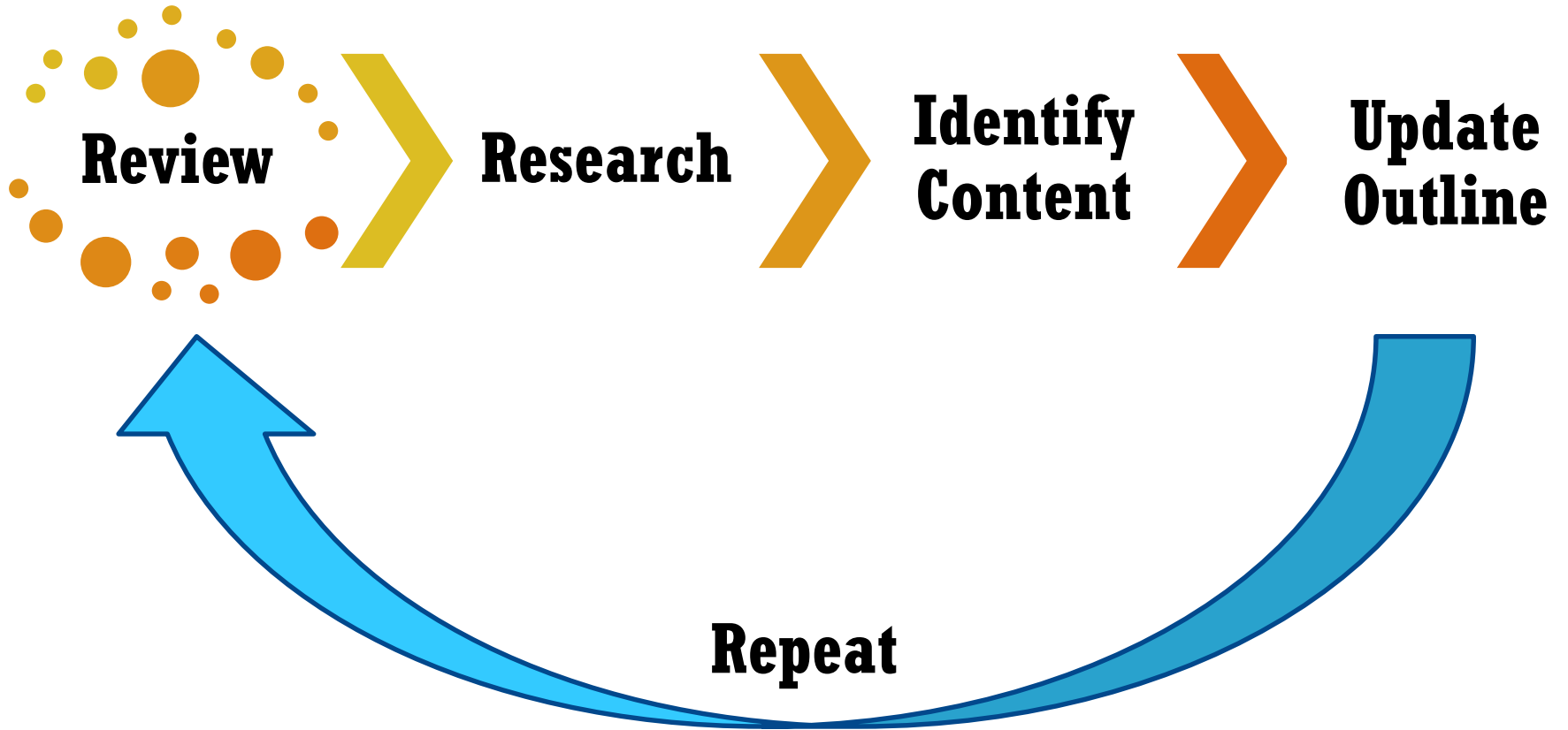
INFORMATION ARCHITECTURE



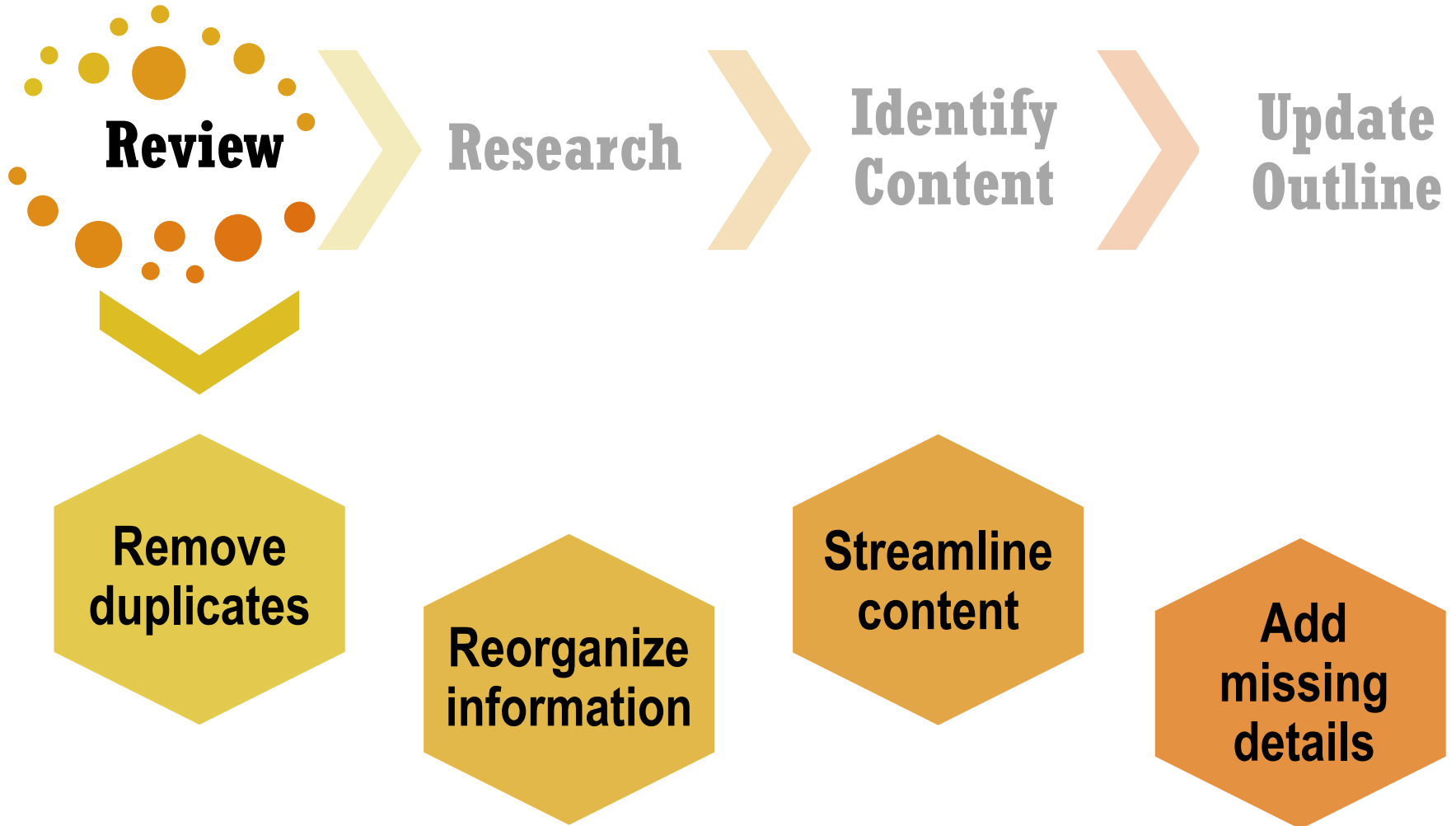
WIREFRAMES



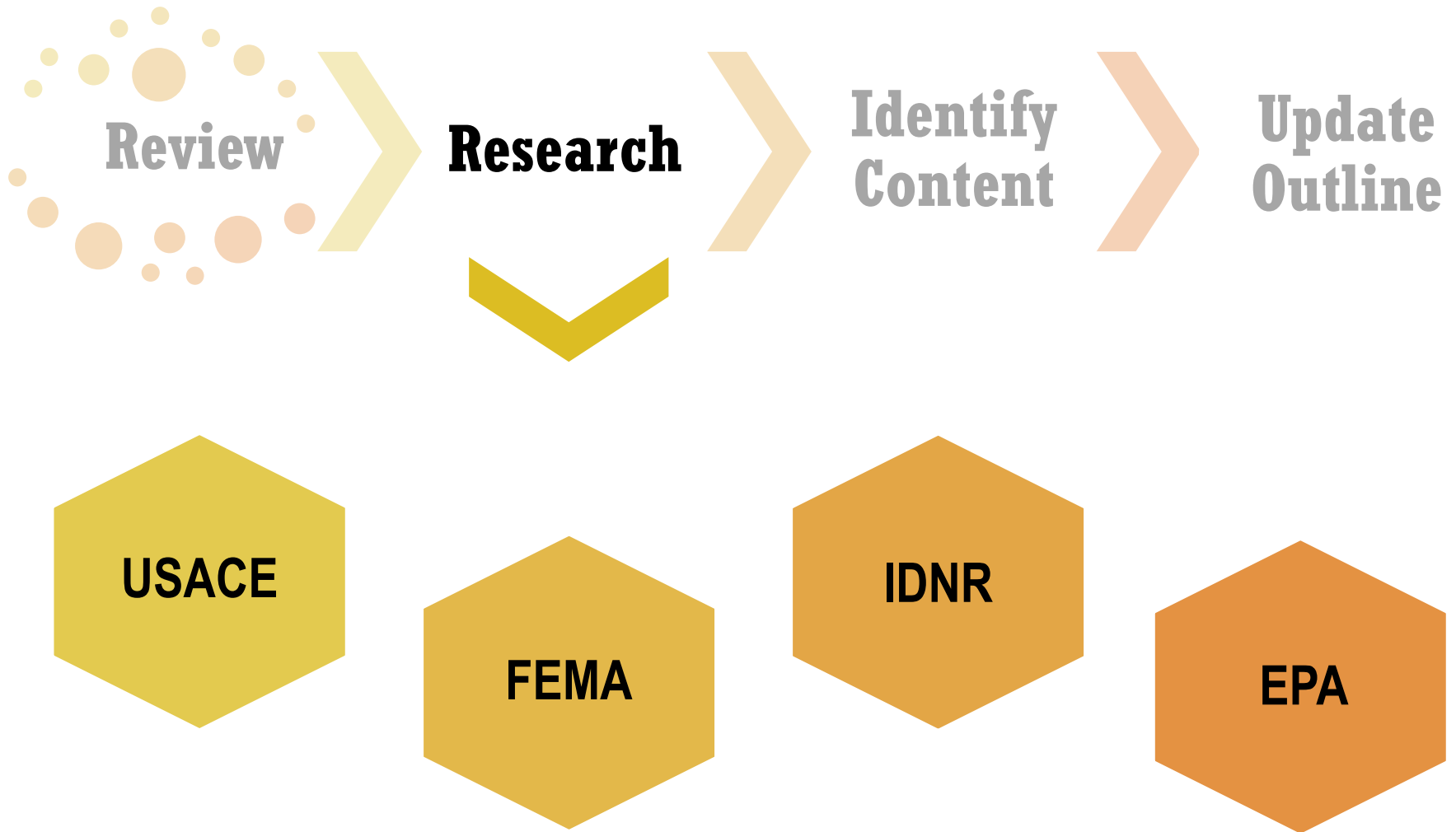
CONTENT



CONTENT

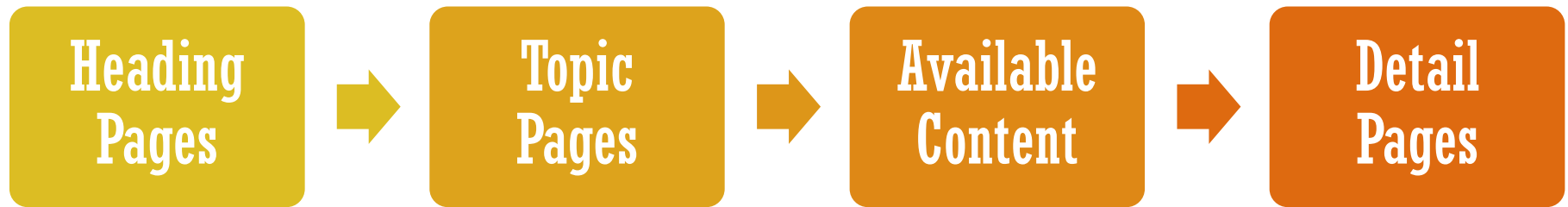


CONTENT



Content identified from federal and state agencies

CONTENT



CONTENT



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

CONTENT

IAFSM

Learn ▾

Prepare ▾

Respond ▾

Recover ▾

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Learn

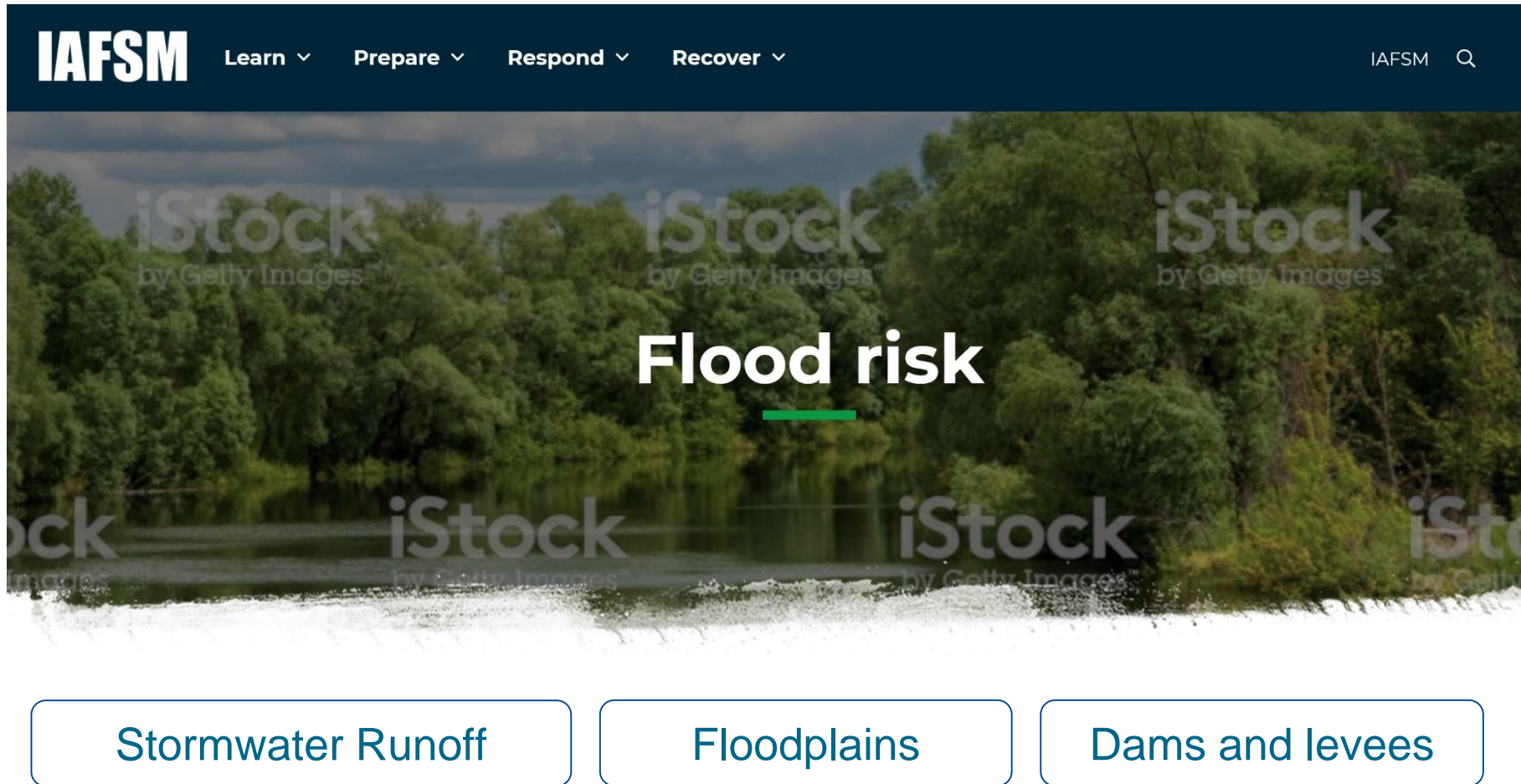
Flood risk

Climate & rainfall

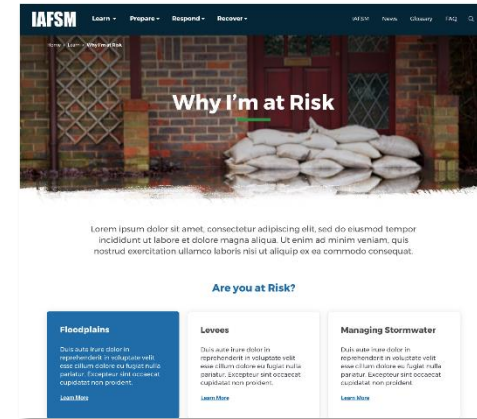
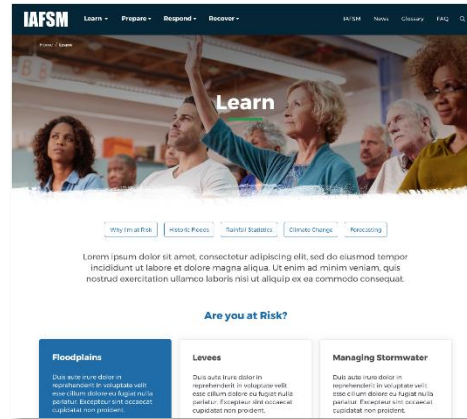
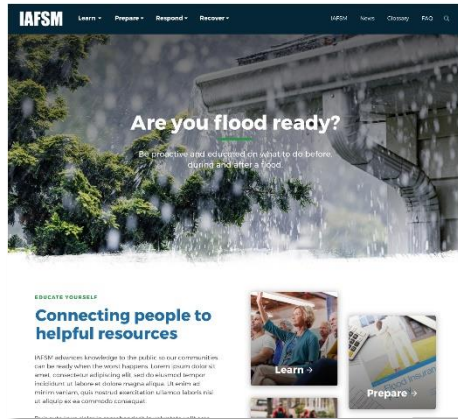
Water quality

Agencies & resources

CONTENT



VISUAL DESIGN



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



UrbanHydro



Website Status

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

Content Needed

IAFSM

Learn ▾

Prepare ▾

Respond ▾

Recover ▾

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Success stories

City of Des Plaines

QUESTIONS?

