

The ASFPM Foundation

Mission and Goals

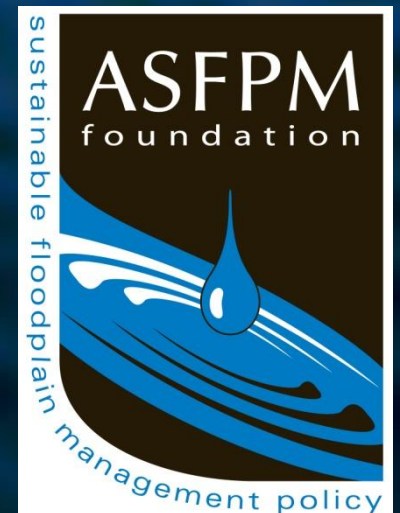
Activities

Gilbert White Policy Forum

Presented by

Sally A. McConkey, P.E., CFM

ASFPM Vice Chair

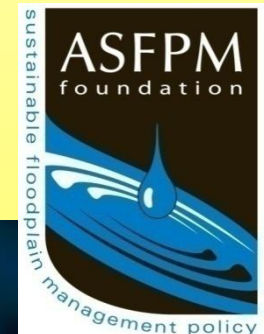


ASFPM Foundation

- Recognized leader in focusing attention on and promoting the resolution of issues critical to successful current and future floodplain management
- Advocate for the professional practitioner, supplier, and service provider
- <http://www.asfpmfoundation.org/>

Foundation Facts

- ❑ **Established 1996**
- ❑ **Not-for-profit, tax-free foundation**
- ❑ **Seeks and directs funds to help ASFPM meet its goals**
- ❑ **Own Board of Trustees and Bylaws**



ASFPM Foundation Mission



- To promote public policy through select strategic initiatives
- Serve as an incubator for long-term policy development that promotes sustainable floodplain and watershed management



The Foundation....



- Helped establish the Certified Floodplain Manager (CFM) Program



- Helped initiate the "No Adverse Impact" (NAI) concept to promote common sense strategies for floodplain management and mitigation



- Conceived and developed the FloodManager interactive game, simulating the decisions and impacts of floodplain management



- Established the Gilbert F. White Flood Policy Forums to explore pressing issues in floodplain management and policy

“FloodManager” Interactive Professional Game

- Serious computer game and simulator
 - Developed by PlayGen, Ltd. under direction from ASFPM Foundation
 - PlayGen, Ltd developed “FloodSim” game for public awareness in the UK
- Purpose:
 - Simulation & learning environment for decision-makers
 - Teach disaster-resilient & NAI principles for community development
 - Show community health and smart floodplain management link
- Points of Contact:
 - Curtis Beitel: curtis.beitel@jacobs.com
 - Wally Wilson: WallaceAWilson@earthlink.net
- Sponsorship opportunities available



Gilbert F. White



- 1911-2006
- 1942 dissertation
Human Adjustments to Floods
 - Generally, flood losses are the result of human actions that put people and property at risk
- For 70+ years, essential leadership in developing the framework of “wise use” floodplain management approaches

Gilbert F. White Flood Policy Forums



- Periodically convene experts in floodplain management
- Explore pressing issues in the field
- Develop framework for resolution
 - What it is that we still need to know?
 - How can we apply what we already know?
 - What paths are yet to be explored?
- Lead to research, policy recommendations, and other actions

2004 Forum

“Is the 1% flood standard sufficient ?”

- September 21-22, 2004
- National Academies Keck Center, Washington D.C.
- Outcomes
 - Review and comment on positive aspects of the 1% standard
 - Recommendations for improvement of the standard
 - Six alternatives for improvement suggested

Reducing Flood Losses Is the 1% Chance Flood Standard Sufficient?

*Report of the 2004 Assembly of the
Gilbert F. White National Flood Policy Forum*

National Academies Keck Center
Washington D.C.
September 21-22, 2004

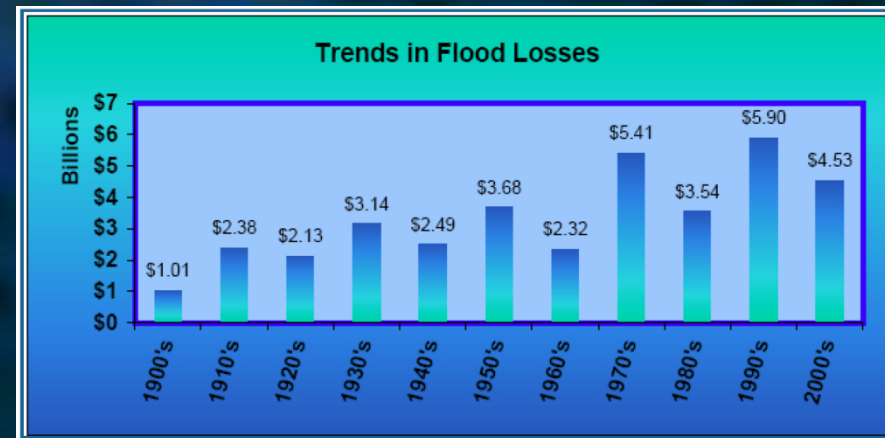


Hosted by the
ASFP Foundation
in collaboration with the
National Academies Disasters Roundtable

2004 Forum

“Is the 1% flood standard sufficient ?”

- Alternatives for improvement
 - Validate the 1% Standard is Being Effectively Applied
 - Enhance the 1% Standard Approach
 - Adopt a Two-Tiered Standard
 - Use A Vertical Standard
 - Apply a Benefit/Cost Model
 - Take an Incentive-based Approach



2007 Forum “Floodplain Management 2050”

- November 6-7, 2007
- George Washington University,
Washington, D.C.



An Optimal 2050—Part 1

- Land and water viewed as precious resources
- Floodplains, wetlands, and coastal areas being preserved and in some cases restored
- Integrated water management an accepted practice
- New development designed and built for no adverse impact
- Market favors sustainable development



An Optimal 2050—Part 2

- Private and public losses indemnified through private system of universal insurance that is actuarial based (which may need some government backstop)
- Floodplain management programs funded through secure sources such as development fees or some type of highway trust fund
- Risk communication advanced enough to inform local decision-making based on sound science

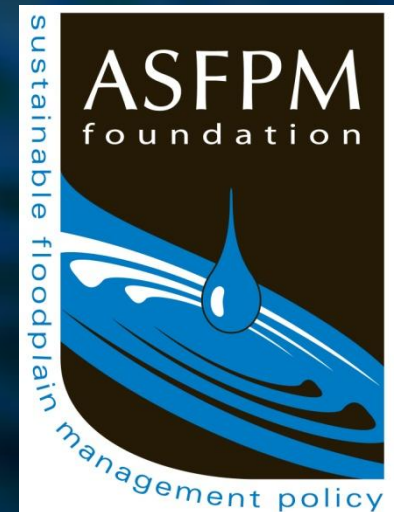
How do we get to the optimal 2050?

Action Guidelines

1. Make room for rivers, oceans, and adjacent lands.
2. Reverse perverse incentives in government programs.
3. Restore and enhance the natural, beneficial functions of riverine and coastal areas.
4. Generate a renaissance in water resources governance.
5. Identify risks and resources and communicate at public and individual levels.
6. Assume personal and public responsibility.

2010 Forum and Symposia

- Symposia #1
 - “Defining and Measuring Flood Risk and Floodplain Resources”
 - September 16, 2009
 - Gaithersburg, Maryland
- Symposia #2
 - “Flood Risk Perception, Communication, and Behavior”
 - November 4, 2009
 - Washington, DC
- Forum
 - “Flood Risk Management”
 - March 9-10, 2010
 - Washington, DC



Symposia #1: Results

- Do we share a common understanding of “flood risk management?”
 - No common understanding of what “flood risk” means, and that is an issue that we need to resolve.
 - Agreement likely could be reached on a list components of “overall flood risk,” and that would be a positive step.



Credit: NOAA News Photo

Symposia #1: Results

- Is a common understanding and consistency required or desirable?
 - Tighten up what we mean by flood risks and floodplain resources
 - Recognize that “flood risk management” is a many-headed entity and that that is both inevitable and acceptable.
 - There may not be a single word or phrase that truly captures what we need to convey.

Symposia #1: Results



Credit: FEMA News Photo, Marvin Nauman

- At what level do we need to quantify and/or monitor flood risks and floodplain resources?
 - We need to quantify and monitor flood risks and floodplain resources on several levels
 - Nationwide benchmarks
 - Local-level indicators.
 - Quantified baselines are needed for every aspect of flood risks and floodplain resources.

Symposia #1: Results

- What spatial and temporal aspects should frame our quantification of risks and resources?
- Recommendation:
 - Spatially: Watershed scale is preferred
 - Brings some challenges in reflecting social, political, and other realities.
 - Temporally: Regular basis (perhaps a 10-year interval)
 - Also provide for event-driven interim benchmarks



Credit: National Park Service

Symposia #1: Results

- Which management outcomes do we consider the most significant?
 - The principal desirable outcomes should cover these categories: (1) economic damage, (2) life safety, (3) societal impacts, (4) resilience/recovery, (5) ecological health, and (6) human awareness, behavior, and responsibility.
- Is flood risk a number or a suite of indicators?
 - Need a suite of indicators for the above outcomes
 - Some of those indicators may be numerical.

Symposia #2: Results

- What are the priority behaviors with regard to flood risk and floodplain resources that we should try to foster with our messages, incentives, standards, mandates, or other techniques?
 - A list of desired behaviors and actions was developed, ranging from “taking individual and community responsibility for risks and resources” to “ending post-disaster bailouts.”
- Should we strive for consistent terminology when attempting to foster appropriate behaviors on the part of individual, households, organizations, and decisionmakers?
 - Participants acknowledged that terminology must be consistent in order to foster appropriate action by the public, but that experts need to use a more complex range of language (including numbers) among themselves to express details and scientific underpinnings.

Symposia #2: Results

- Does “flood risk management” adequately brand the combination of flooding risk, risks to floodplain resources, and social risk in order to convey the urgency of the issues and fostering appropriate actions ?
 - In response to this question, the group had a creative exchange of ideas about more expressive, colorful, and motivational language that could capture the holistic nature of managing our flood risks and floodplains. It was urged that any proposed new terminology be subjected to professional testing to determine its effect on people’s perceptions and actions.

Symposia #2: Results

- Which of the messages we are sending (via the varied programs, mandates, incentives, and other activities) are effective in fostering appropriate behavior ?
 - Incentives were widely regarded by the Symposium experts as one of the most effective means of getting people to take action, especially communities. However, there was agreement that, in general, the techniques and messages in use today need to be scientifically evaluated to determine their effectiveness in bringing about behavioral change.

Symposia #2: Results

- Might there be merit in creating a high-level national messaging mechanism about floods and floodplains—perhaps a campaign (Click it or Ticket) or symbol (Smokey Bear)—that encompasses all of flood risk management ?
 - The experts at Symposium 2 were enthusiastic about the potential usefulness of a widespread, positive message about floods and floodplains, and voiced many suggestions—light-hearted and otherwise. They recognized, however, that professionals first must establish a consistent framework of goals, behaviors, and messages before a large-scale awareness effort can succeed.

A vision for tomorrow A challenge for today

For more information....

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