

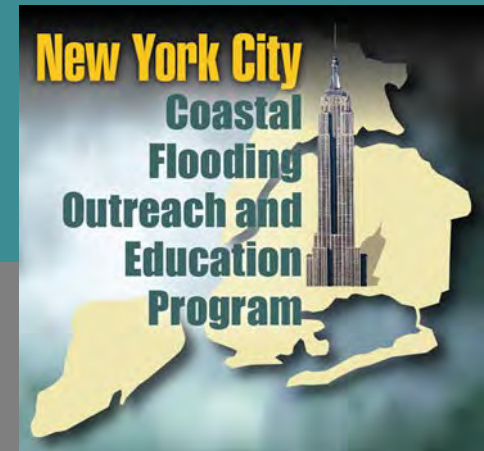
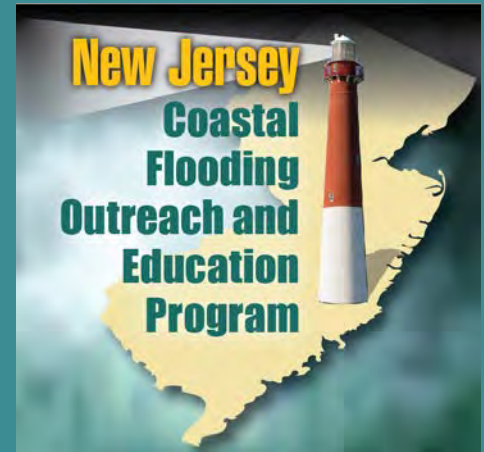


FEMA

# Coastal Outreach Advisory Team

## FEMA Region 2 Coastal Mapping Project

*COAT Meeting #3*  
*April 25, 2012*



# Agenda

- **Welcome – Cape May County OEM, NJDEP**
- **Participant Introductions**
- **Overview (Purpose, Messages, Update)**
- **Region 2 Coastal Website Tour**
- **Coastal Outreach Video Development Update**
- **Science Center/Museum Exhibit Ideas**
- **COAT Member Opportunities**
- **COAT Path Forward**
- **Wrap-up – FEMA**

# COAT Purpose Statement

The Coastal Outreach Advisory Team (COAT) supports the New Jersey and New York Coastal Flooding Outreach and Education Programs. It advocates risk awareness and engagement in the coastal flood mapping process among public officials, citizens, and other key stakeholders. COAT members actively participate through identifying, prioritizing, and *discussing outreach and education opportunities*, recognizing potential issues, and *providing meaningful input on strategies and tactics for communicating coastal flood risk*. Members serve as word-of-mouth ambassadors among fellow stakeholders to convey the importance of reducing flood risk through increased community resilience.

# Key Messages

**Living in coastal areas is a shared responsibility –  
Know your risk, know your role, and take action to reduce risk**

- ***Know Your Risk*** – Living in coastal areas comes with risk.

*It is important for stakeholders to have a clear understanding of their personal and community risk.*

- ***Know Your Role*** – Everyone in coastal areas has a role when it comes to flood risk.

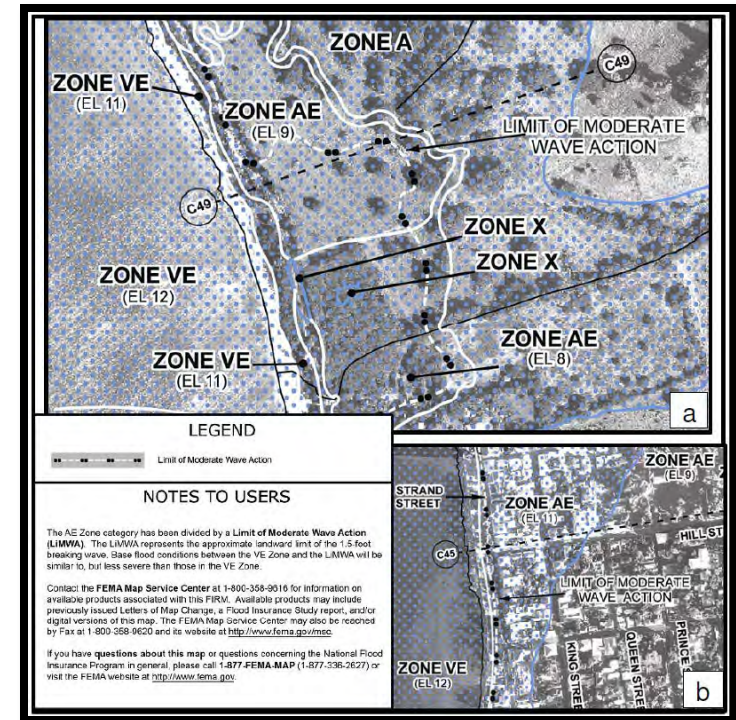
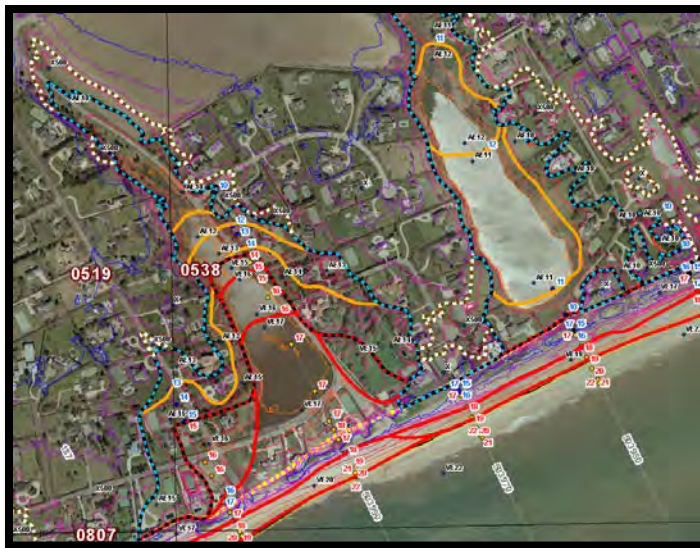
*Stakeholders need to understand what their role is so they can take action.*

- ***Take Action*** – The only way to mitigate flood risk is to take action.

*Community officials and citizens alike have many opportunities to take action.*

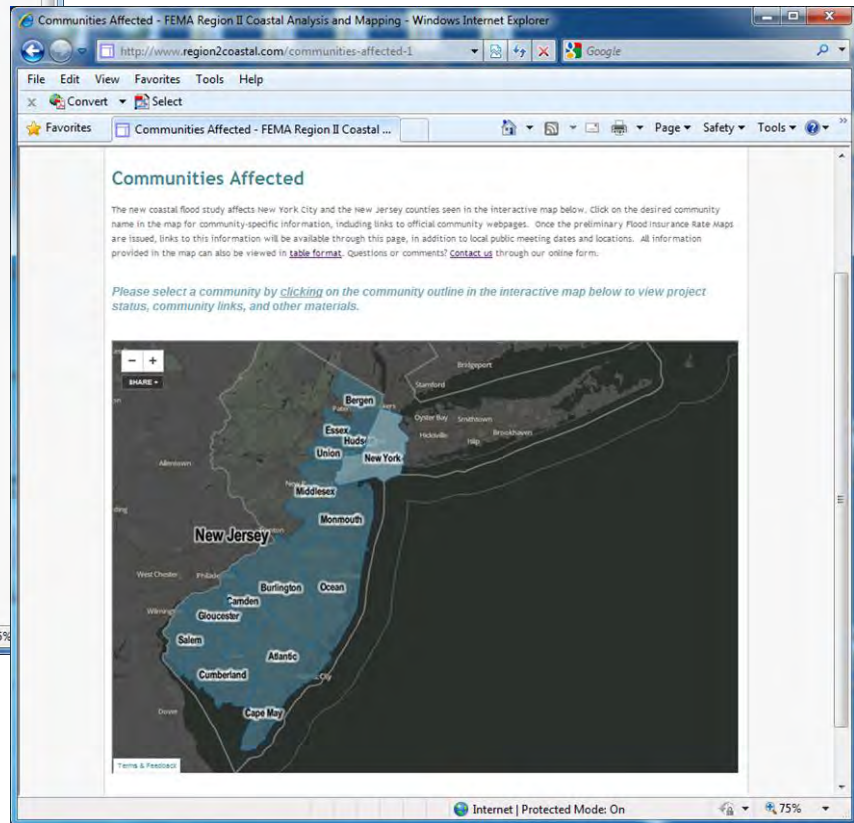
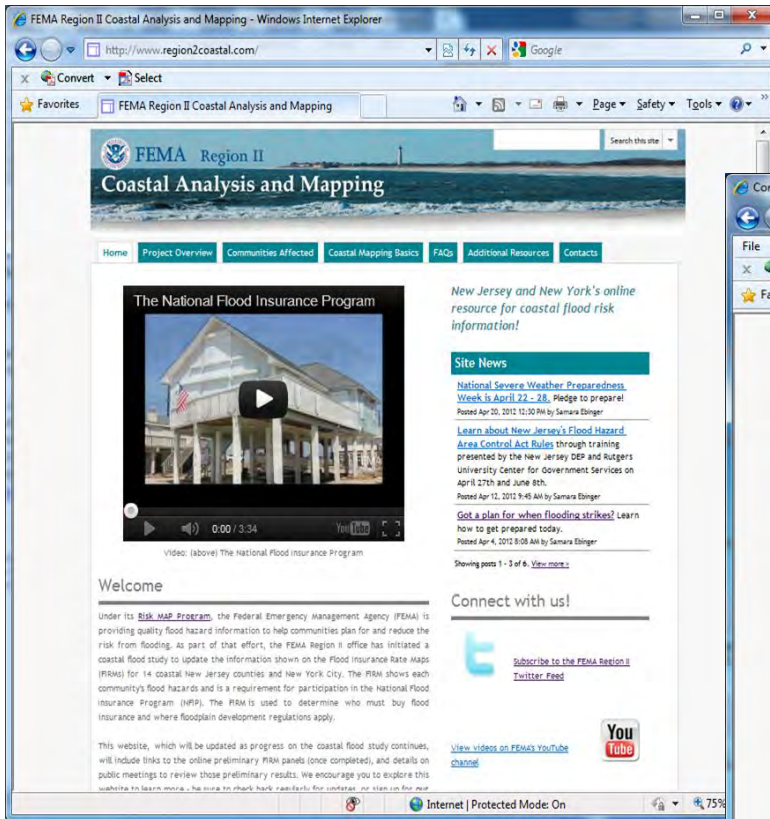
# Coastal Mapping Status Update

- Coastal analysis and mapping tasks completion beginning this Spring
- Preliminary FIRM issuance starting Fall 2012





# Region 2 Coastal Website



# Region 2 Coastal Website Tour

[www.Region2Coastal.com](http://www.Region2Coastal.com)

# Coastal Outreach Video Status

- First in series – Know your risk, know your role, take action
- Filming complete – NJ and NY
- Rough cut underway
- Final editing next
- To be published online





# Coastal Outreach Video



# Coastal Outreach Video





# Coastal Outreach Video




# Science Center/Museum Exhibit

- Liberty Science Center pilot program
- Educational opportunity for children and adults
- Concept may be duplicated in other science center/museum locations
- Ideas for exhibits and promotional opportunities—what do you feel would be most valuable/educational/enjoyable?
  - Stationary exhibit
  - Portable model
  - Video kiosk
  - Messaging signage
  - Special event participation



# Opportunities for COAT members

- **Community/county champions**
- **Community Partnership (ex. Pilot program in Manasquan)**
  - Social media training
  - Geospatial data sharing
  - Tax bill inserts



FEMA, in partnership with the New Jersey Department of Environmental Protection and other partners, is working to improve flood risk communication and awareness. The on-going New Jersey coastal flood risk study and corresponding maps will be used to identify the flood risk to your community. The new Monmouth County study is scheduled for preliminary delivery in the fall of 2012. To learn more about this, please visit [www.region2coastal.com](http://www.region2coastal.com).

**Why are New Jersey's coastal flood hazards being remapped?**

There is an inherent risk of flooding associated with living near the coast. New Jersey's coastal flood hazards have not been comprehensively studied since the 1980's; the new study will use the latest data and technology. The mapping of these flood risks will help property owners understand their current flood risk and enable them to make more informed decisions about protecting their families and property.



# COAT Path Forward

- Transfer of ownership from FEMA and RAMPP to Cooperating Technical Partners
- Continued involvement and support from FEMA and RAMPP
- Jacques Cousteau National Estuarine Research Reserve to lead
- Meeting #4 and beyond
  - June 2012
  - Northern New Jersey or New York City
  - Continue bimonthly
  - Continue to be geographically diverse



# Wrap-up

- **We want to hear from you!**
- **Evaluation forms**
  - Meeting length and topic input
  - Future location volunteers
  - Format suggestions
- **Materials on Region2Coastal.com**
- **Interact between meetings on LinkedIn**



# COAT Contacts

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