



FEMA

Coastal Outreach Advisory Team (COAT)

An introduction and invitation to participate

November 10, 2011

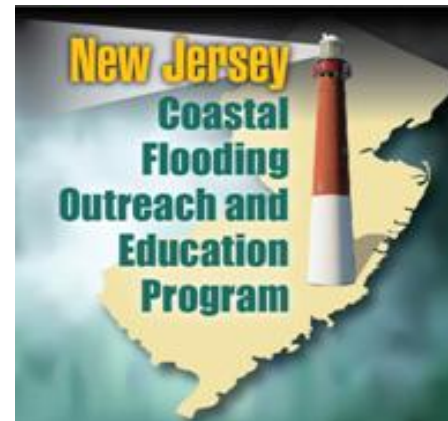
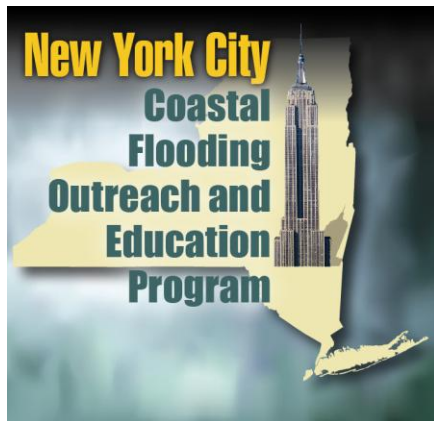
RiskMAP

Increasing Resilience Together



What is COAT?

- The Coastal Outreach Advisory Team is being established to support the New Jersey and New York City Coastal Flooding Outreach and Education Program
- Technical Advisory Panel (TAP) is focused on technical aspects of the flood risk program
- COAT will focus on the outreach elements the program



Who can join the COAT?

- YOU!
- Your colleagues who have an interest in and knowledge about outreach and community engagement
- Active community members
- Chamber of Commerce representatives
- Academic institution representatives
- Non-profit representatives



What do COAT members do?

- Actively participate every other month in one-hour meetings (via webinar or in-person) to discuss outreach and communication opportunities and challenges
- Provide input on strategy and tactics for communicating coastal flood risk
- Share ideas for the development and implementation of outreach programs and materials
- Identify potential issues
- Serve as word-of-mouth marketers among fellow stakeholders
- Evaluate progress

Who Leads COAT?

- NJDEP in partnership with Jacques Cousteau, area academic institutions, and NYC
- RAMPP (Risk Assessment, Mapping and Planning Partners) assists with administrative tasks and logistics
- FEMA provides direction



STATE OF NEW JERSEY
DEPARTMENT OF ENVIRONMENTAL PROTECTION



Questions?

- For more information, contact:

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