

# Plan Now or Pay Later

## Integrating Hazard Mitigation

American Planning Association Pennsylvania  
Conference

October 18, 2016



# Purpose

Increase the understanding of the importance of integrating community and emergency management planning to help communities develop a better, nuanced, understanding of their risk and vulnerabilities, influence decisions to reduce risk, and improve coordination to ultimately reduce communities' risks.

# Agenda and Speakers

- Hazard Mitigation Planning Overview  
Mari Radford, Lead Community Planner, Federal Emergency Management Agency (FEMA), Region III
- Plan Integration Case Study  
Rob Graff, Manager, Office of Energy and Climate Change Initiatives, Delaware Valley Regional Planning Commission (DVRPC)
- Community Rating System Overview  
Tony Subbio, Emergency Management Specialist, Tetra Tech, Inc.
- Panel Question & Answers  
Hope Winship, Hazard Mitigation and Emergency Management Project Manager, Michael Baker International

# Hazard Mitigation Plans and the Stafford Act

- While Hazard Mitigation Plans are required for Presidentially Declared Disaster assistance....
- They are really a roadmap for the community to pursue resilience on their own and with other partners

# Hazard Mitigation Plan Requirements

- Introduction
- Community Profile
- Planning Process
- Risk Assessment
- Capability Assessment
- Mitigation Strategy
- Plan Maintenance
- Adoption

# Hazard Mitigation Planning Cycle



# Moving Beyond the Requirements: Plan Integration

- A two-way exchange of information between hazard mitigation plan and other community plans
  - Incorporation of risk reduction concepts in community plans
  - Consistent information and goals between all plans
- An understanding between agencies and organizations with a stake in the built environment of their role in hazard mitigation

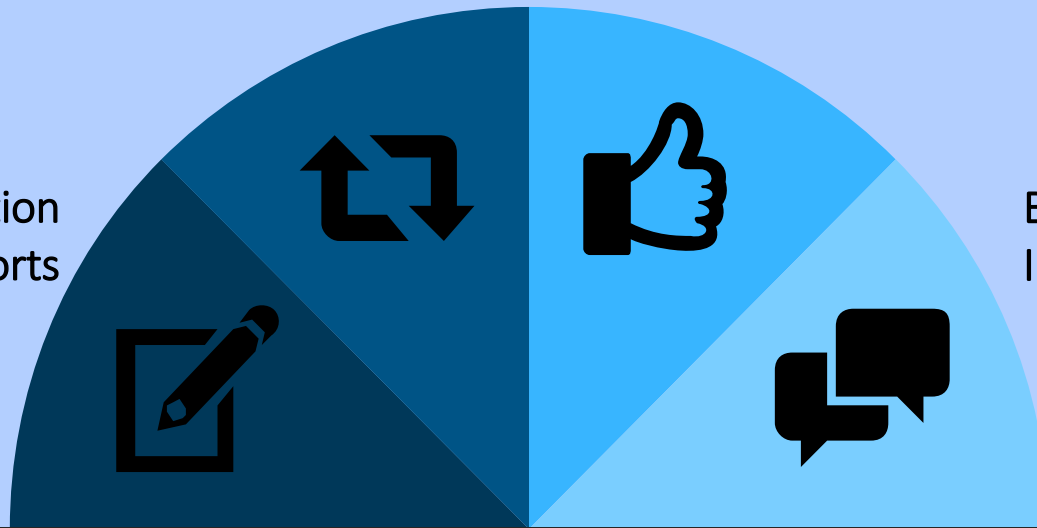
# Plan Integration Programmatic Benefits

Capitalizes on and  
Coordinates Existing Efforts

Avoids Conflicting  
Outcomes

Common Data Collection  
Efforts

Builds a Framework for  
Information Sharing



**TIME, COST, & LIFE SAVINGS**



# Integration Opportunities

- Comprehensive Plans
- Stormwater Management Plans
- Historic Preservation Plans
- Capital Improvement Plans
- Zoning Ordinances
- Subdivision and Land Development Ordinances
- Building Permit Ordinances
- Stormwater Management Ordinances

# Moving Beyond the Requirements: Community Rating System

- Flood insurance premium rates discounted to reward communities who:
  - Reduce flood losses
  - Facilitate accurate insurance ratings
  - Promote the awareness of flood insurance
- Recognizes good floodplain management above and beyond the minimum requirements of the National Flood Insurance Program
- Comprehensive approach to floodplain management

# Integrating Hazard Mitigation and Comprehensive Planning

DVRPC Integration Project Case Study

# About DVRPC

- Metropolitan Planning Organization (MPO) for the bi-state, 9-county Philadelphia region
- Home rule region
  - 351 municipalities
  - Land use power resides with local governments
- Issue areas
  - Transportation
  - Land Use
  - Economy
  - Environment



# About the Project

- FEMA asked DVRPC to organize a one-day conference on integrating hazard mitigation and comprehensive planning
- Initially envisioned bringing in national experts, best practices, etc.



## Plan Integration: Linking Local Planning Efforts

July 2015



# Gathering Information

- First wanted to understand what hazard mitigation planning (HMP) and comprehensive planning (CP) looked like in the DVRPC region
- Met with county planning and emergency management representatives from each of DVRPC's nine counties
- Majority held in person, at the counties' facilities
- Listened to perspectives from county representatives



# Listening to the Counties

- For some counties, meetings were the first time that the planners had met with their emergency management counterparts
- Others already integrating their HMP and CP
- Lots of local knowledge and experience on this topic
- Flooding is the #1 hazard for every county

# Facilitated Discussion

- Allow counties to learn from each other
- Allow FEMA, PEMA, NJ OEM the hear from counties
- Organized a one-day workshop with facilitated discussions:
  - What are barriers to and best practices for integrating HMP and CP at the county level in the DVRPC region?
  - How might the HMP process be improved?
  - What is needed to spur municipal activity beyond gates and buyouts?



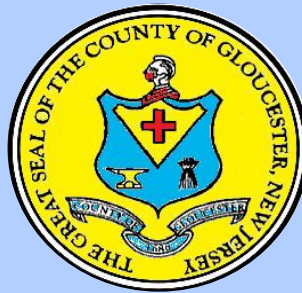
# Who Participated?



FEMA



pennsylvania  
EMERGENCY MANAGEMENT AGENCY



Pennsylvania  
Historical & Museum  
Commission

# What We Heard: Varies by County and State

- Level of HMP and CP integration
- The author of the HMP and CP
- County authority & responsibility over CP and land use differs between NJ and PA
  - Counties still have ability to influence & support municipalities, e.g. writing model zoning language, providing data and mapping resources, and natural space protection through land acquisition & preservation

# What We Heard: Municipal Capacity

- Most municipalities don't have planners on staff
- Limited local capacity and/or knowledge of planning documents
- Suggestion to encourage municipalities to form working groups with representatives from a range of departments when updating the HMP
- County engagement with municipal staff is key



# What We Heard:

## Challenges of HMP Format

- Standard Operating Guide (SOG)
  - Issued by Pennsylvania Emergency Management Agency to help counties with low capacity write an approvable plan
  - Structure can unintentionally restrict counties that want to “dig in”
  - One county pushed back against the SOG to be able to customize the HMP format and content so it worked better for their county
- The five-year planning cycle can feel like a treadmill
  - An extended planning cycle or a clear plan update protocol may allow for more community and stakeholder engagement

# What We Heard:

## Challenges of HMP Format

- Suggested that HMPs could be scalable, depending on a community's risk to a particular hazard
- Another suggestion to require HMPs to include municipal specific annexes
  - Chester, Gloucester, and Camden's HMPs already do this



Mitigation Plan for Four New Jersey Counties  
**Gloucester County Appendices**

**Appendix GC.11**  
**Mantua Township, New Jersey**

# What We Heard: Municipal Buy-In

- Given county's limited authority, municipal buy-in is very important
- One county found that meeting one-on-one with municipalities really helped to increase engagement in the HMP process
- “Baby steps and Small Wins”





# What We Learned

- Everyone agreed that integrating HMPs and CPs made sense – many were already doing it
- Aligning the intention of HMP process with the HMP requirements can be difficult
- Challenge around implementing actions at a municipal level that will mitigate hazards
  - Engaging and supporting municipalities is important!

# Community Rating System

Leveraging Planning to Reduce Insurance Rates in Southeastern  
Pennsylvania



# Regional Efforts

- Activity 330 – Outreach Projects
- Activity 350 – Flood Protection Information
- Activity 360 – Flood Protection Assistance
- Activity 510 – Floodplain Management Planning
- Activity 610 – Flood Warning and Response

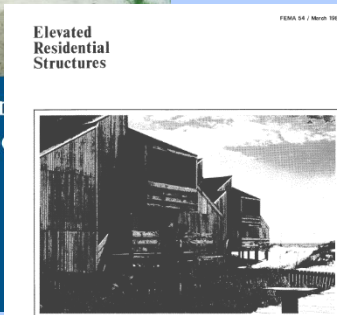
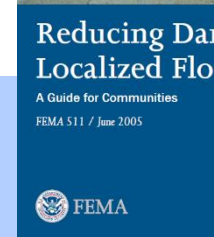
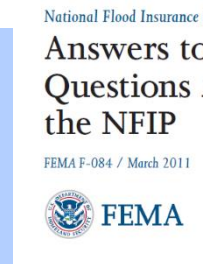
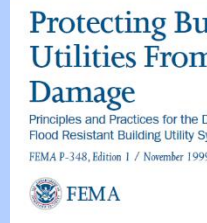
# Activity 330 – Outreach Projects

- Annual dissemination
- Develop standardized messages
- Disseminate the messages
  - Jurisdiction
  - Stakeholder Groups (Pts + 30%!)
- Program for Public Information (PPI)
  - Mitigation Planning Committee as Lead



# Activity 350 – Flood Protection Information

- Regional libraries
- 9 listed publications
- State publications
- Local publications
- Regional website
  - Link to municipalities' websites



Federal Emergency Management Agency

# Activity 360 – Flood Protection Assistance

- Regional flood expert
  - Flood hazard
  - Flood protection measures
  - Possible financial assistance
  - Be aware of differences in requirements from one municipality to another
- Include advertising this person's availability in the PPI

# Activity 510 – Floodplain Management Planning

- HMP update in accordance with Community Rating System requirements for Floodplain Management Plan
- Repetitive Loss Area Analysis
  - Identify repetitive loss areas
  - Identify and assess the properties and buildings in those areas
  - Analyze the flood problem
  - Develop solutions to address those problems
  - Outreach



# Questions

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