

Presentation Abstract

TITLE: Overview of Flood Risk Awareness Activities

AUDIENCE: Central Valley Flood Protection Board

DATE: Aug. 9, 2013

OBJECTIVE: Understanding of Value of State Flood Risk Awareness Efforts

PRESENTER: Michael Mierzwa, Chief FloodSAFE Program Management Office

METHOD: PowerPoint Presentation

ABSTRACT:

Traditionally flood risk awareness campaigns have been supported and led at the local level, either as grass roots initiatives or through local agency programs. Though these programs have used different types of methods, such as radio messaging and fliers, to communicate risk, the common theme in campaigns is to inform individuals at risk about their exposure to a particular hazard. Part of the 2007/2008 flood legislation, AB156, launched a new state-led flood risk notification program for the levee protected areas in the Central Valley. To date, this program is the only example of a U.S. state-led flood risk notification program. This presentation will highlight the objective of the State's flood risk notification program by linking this activity to other on-going flood risk awareness activities.