

Improving Risk Communication

Planning Associates Program

Class of 2006

Quadriga

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Today we will present...

- Definition of Risk
- Communication Challenges
- Risks across Business Lines
- Need for Improving Communication
- Ideas to Improve Risk Communication



What is Risk?

- Risk is the probability of suffering harm or loss.
- Water resources related risks are from flooding, hurricanes, recreational hazards and aging infrastructure.
- When there is not enough data to assign probability, there is uncertainty of attaining outputs.



The Communication Challenge

- Wide variation of public views of risk
 - Lack of Interest
 - Preconceived Ideas
 - Misunderstanding of Probability
 - Lack Frame of Reference
 - Crave Certainty



The Communication Challenge

- Balance critical message with layperson's terminology
 - Misunderstanding of Audience's Knowledge
 - Complex Terminology



The Communication Challenge

- Projects reduce but never eliminate risk.
- Risk analysis is performed, but risk is not always communicated.
- Characterizations are entrenched, outdated and misleading.
- There are conflicting messages at the local level.
- The public is unaware of some types of risk to the economy.



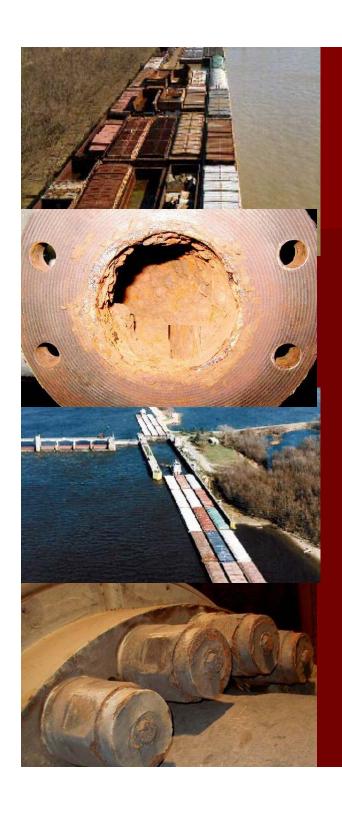
Risk Across Business Lines

- Risk to Life and Property
- Risk to the Economy
- Risk Associated with Quality of Life



Risk to Life & Property

- Flood and Storm Protection
 - Residual Risk
 - Risk of Project Failure
 - Aging Infrastructure
- Recreation
 - Safety Programs



Risk to the Economy

- Aging Navigation Projects
- Aging Hydropower Plants
- Water Supply Storage
- Flood Damage Reduction



Risk Associated with Quality of Life

- Ecosystem Restoration
- Recreation
- Flood Damage Reduction
- Hydropower
- Water Supply



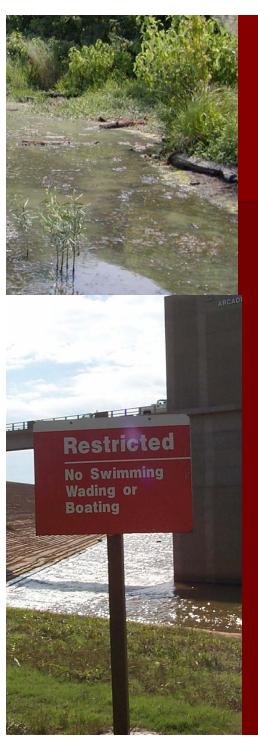
Risk Across Business Lines

Business Line	Life	Property	Economy	Quality Life
Flood Damage Reduction	X	X	X	X
Navigation			Х	X
Hydropower			X	Χ
Ecosystem Restoration				X
Water Supply			X	X
Recreation	X			X



Why Improve Risk Communication?

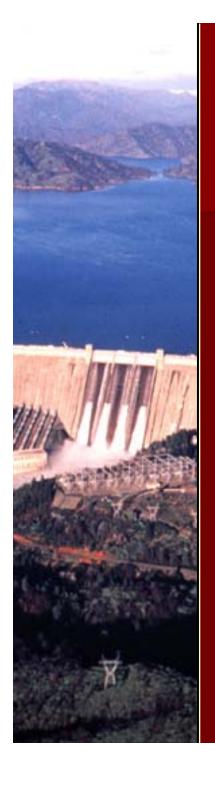
- The public and local decisionmakers continue to make uninformed decisions.
- In an era of competition for resources, public opinion can assist in obtaining funds to address aging infrastructure.
- There is a need for an internal standardization of terminology.



- Develop Corps RiskCommunication Plan
- Develop New Ways to Characterize Risk
- Strengthen National Partnerships



- Develop Corps Risk Communication Plan
 - Task Force
 - Education Strategies
 - Focus Groups
 - Emulate Success
 - Budget Guidance
 - Applied Learning
 - Improved Planning



- Develop New Ways to Characterize Risk
 - Partner with Media
 - Focus Groups
 - Partner with Project Proponents
 - Visual Aides
 - Interactive Website



- Strengthen National Partnerships
 - National Risk Communication
 Policy
 - National Flood Risk Management Initiative Focus Groups
 - Silver Jackets
 - Memorandums of Agreement/Understanding
 - Building Codes



Summary

- Definition of Risk
- Communication Challenges
- Risks across Business Lines
- Need for Improving Communication
- Ideas to Improve Risk Communication

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