



FEMA



# Summary: Communicating Flood Risk with Risk MAP Datasets and Products

## Audience

The primary audience for this document is local officials, with secondary audiences to include the media; insurance, lending and real estate professionals; and the general public.

## Purpose

This document helps local officials communicate the value of Risk MAP Flood Risk Products and Datasets to stakeholders and summarizes the value that these new datasets and products bring to the community for:

- Communicating flood risk;
- Increasing the level of awareness; and
- Encouraging mitigation strategies that reduce risk.

This document provides suggested uses and audiences for each of the datasets and products to help local officials leverage the value of each one to accomplish the three objectives identified above. An important outcome through the use of this document is enhancing the ability of local officials to speak accurately about the Risk MAP Program when interfacing with local citizens, business leaders, and the media.

This document is to be provided to local officials to give Risk MAP the greatest chance for success by highlighting the value of each product and dataset to individual stakeholder groups, thereby promoting flood risk awareness and mitigation action.

## Risk MAP Guidance

This document is a component of Risk MAP Guidance. The Risk MAP program is managed by FEMA to develop flood risk information and work with communities to help them understand and act on the data to manage the risks. Risk MAP Guidance defines the product and process standards and best practices for the program:

- Standards are contained in the document “Guidelines and Standards for Flood Risk Analysis and Mapping (G&S document)” which primarily contain standards, but currently substantial best practice information are also included.
- Procedure Memos supersede portions of the G&S document or address new issues not currently covered. In most cases they will be integrated into the G&S document over time.
- Operating Guidance describes best practices that support the Risk MAP standards.

**RiskMAP**  
Increasing Resilience Together

September 2011

[www.fema.gov/plan/prevent/fhm/rm\\_main.shtm](http://www.fema.gov/plan/prevent/fhm/rm_main.shtm) · 1-877-FEMA MAP

All policy and standards in this document have been superseded by the FEMA Policy for Flood Risk Analysis and Mapping. However, the document contains useful guidance to support implementation of the new standards.