



OKLAHOMA FLOODPLAIN MANAGERS  
ASSOCIATION, INC.

2016-2017 STRATEGIC PLAN  
NOVEMBER 17, 2016

Developed at the  
2016 OFMA Strategic Planning Workshop  
October 12-14, 2016  
Hard Rock Hotel and Casino  
Catoosa, Oklahoma



Dear Board of Directors,

**O**n behalf of the participants of the 2016 Strategic Planning Workshop, please accept the enclosed *2016-2017 Strategic Plan* document for your adoption. The document presents a summary of the work by participants at the 2016 OFMA Strategic Planning Workshop held at the Hard Rock Hotel and Casino in Catoosa, Oklahoma on October 12-14, 2016, and is intended to serve as a resource to guide our organization throughout the upcoming year.

Twenty-one participants attended the 2-day Workshop –and many others provided input remotely throughout the process. Participants included members of the Board, Regional Representatives, Committee Chairs and special guests who came together to craft a plan to further OFMA’s mission.

The document contains discussions related to the organizations short- and long-term goals, as well as a review of past performance and opportunities for improvement. The document’s Introduction reiterates OFMA’s vision and mission, as these represent the principles guiding the brainstorming of future initiatives and strategies. Similarly, attention is given to past year performance to identify successes as well as needs and/or opportunities for improvement in the upcoming year. Lastly, the document also provides a detailed listing of activities – complete with time tables and anticipated budget needs – to be undertaken by committees and volunteers in an effort to further OFMA and its members.

I would like to thank all those that contributed in the crafting of this document. OFMA exists to serve its members, and because of your efforts, OFMA continues to meet this need. Please do not hesitate to contact me at [mcardin@cityofdelcity.org](mailto:mcardin@cityofdelcity.org) or via phone at 405-671-2815 should you have any questions regarding the enclosed plan.

Respectfully submitted,

A handwritten signature in blue ink that reads "Monica L. Cardin".

Monica L. Cardin, CFM, CCEA  
2015-2016 OFMA Chair

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**Board Authorization of Strategic Plan**

The Oklahoma Floodplain Managers Association, Inc. 2016-2017 Strategic Plan was adopted by the Oklahoma Floodplain Managers Association Board on November 17, 2016.

CERTIFIED BY:

\_\_\_\_\_  
Chair

\_\_\_\_\_  
Secretary

## Introduction

This plan outlines the strategies and initiatives defined during the 2016 OFMA Strategic Planning Workshop held in Catoosa, Oklahoma on October 12-14, 2016. This document presents a summary of the two-day discussion related to OFMA's short and long term goals and it is intended to serve as a resource, work plan, and guide of progress and enable measuring of success throughout the coming year.

A listing of those in attendance to the Workshop is included in Appendix A. Notes taken during the session have been incorporated into this document. Feedback on the monitoring of the plan's progress is always welcome.

As in years past, the plan contains areas of special focus – or strategies – which set the tone of the organization for 2016-17. These strategies were purposefully selected to enhance member services – or in the words of OFMA's Chair: “to do more for our members.” The OFMA's 2016-17 strategies have been defined as to (1) enhance outreach programs, (2) diversify training areas, and (3) increase member participation. These three strategies served as the foundation for the development of the committee work plans included in following sections.

This document is intended to support the OFMA's Board of Directors and Committee Chairs in their commitment to further OFMA's mission and to maintain pace with the increasing needs of our members.

### Our Organization...

Formed in November 1990, the Oklahoma Floodplain Managers Association (OFMA) brings together people with a common interest in floodplain management. We are a chapter of the Association of State Floodplain Managers, Inc., and our members include concerned citizens, public employees and elected officials, engineers, planners, contractors, lenders, insurance agents, real estate professionals, students, corporate partners and local, state and federal agencies. OFMA continues to have a strong education and disaster response relationship with the Oklahoma Water Resources Board (OWRB) to serve individuals and communities throughout the State of Oklahoma.

Our objectives embrace promoting interest in flood damage abatement, improving cooperation among government agencies, and encouraging innovative approaches to managing Oklahoma's floodplains. We believe that our membership is critical to presenting one unified voice to communicate on flood-related issues.

### Our Vision...

The Oklahoma Floodplain Managers Association advocates the protection of the natural functions of the floodplain through education, training and service to Oklahomans.

### Our Mission...

We encourage and support, with our partners, flood safe development and flood mitigation. We promote sound floodplain management practices and the natural and cultural benefits of the floodplain. We support the floodplain management profession through education and certification.

### Building on Our Past...

During 2015-16, OFMA continued to grow and develop, maintaining its status as a model for other state floodplain management organizations. Traditional yearly events such as the Annual Conference, Spring Technical Workshop, and the Legislative Reception were a continued success. The Turn Around Don't Drown© poster contest, calendar, and billboards, as well as training classes, the OFMA Institute and the Disaster Response Team continued. Initiatives, such as the Traveling Trunks Education Workshop and additional advanced training classes were rolled out to enhance outreach effectiveness. Lastly, the new corporate partners program and revised OFMA website were introduced.

OFMA's financial position is sound and the Board remains committed to good stewardship of the organization. Our membership continues to increase in numbers. The CFM Certification program, administered by the Professional Development and Certification Committee, continues to ensure that our members receive the opportunity to earn this nationally-recognized professional designation. In addition, OFMA leadership regularly participates in regional and national discussions regarding the future of floodplain management, whether through the FEMA Region VI CAP program meetings and mitigation conferences or through participation in initiatives sponsored by the Association of State Floodplain Managers and OWRB.

Copy of annual reports including detailed listings of OFMA's 2015-16 activities performed by each committee may be retrieved at <http://www.okflood.org>.

## Benchmarking and Opportunities

As in past years, the Workshop began with a review of the past year to benchmark OFMA's performance and identify opportunities. OFMA's 2015-16 Strategic Plan was reviewed and followed by an assessment of tasks completed during the year.

The following provides the listing of the "2015-16 Successes" identified during the Strategic Workshop:

1. Developed training schedule for Advanced Classes and support the L-273 week-long training class.
2. The Training CADRE developed the 2015-2016 training schedule. Updated training CADRE to widen subject diversity.
3. The Disaster Response Team (DRT) continued training and continued to solicit communities to "pre" sign-up for response help.
4. Successfully deployed the Traveling Trunks (Proof of Concept).
5. OFMA developed and approved the "Speaker Compensation Policy," "Photography Release," and the "FPA Scholarship Program."
6. OFMA revised and approved the Board member travel policy.
7. Provided one (1) FPA Scholarship to attend the Annual Conference, held a silent auction for future FPA Scholarship funds and provided one educational scholarship to ASFPM.
8. Purchased one (1) additional 3-D Floodplain Model and B. Robison built the case for it.
9. Provided training support, with OWRB, for the Tribal 101 training.
10. Established a Drone Support Team, as a part of the DRT.
11. Supported the EPA Region 6 Stormwater Conference.
12. Purchased 110 TADD signs.
13. Continued to have participation from ISO and FEMA Region 6 at Annual Conference.
14. Provided educational materials to support the new Barricade Law.
15. Continued to build relationships with all state agencies.
16. Continued to support the L273 class.
17. Held successful TADD calendar contest.
18. Provided legislative education on the Flood Insurance Privatization bill.
19. Developed new website support technician expectations and signed a one-year contract with new webmaster to begin January 1, 2017.

Additionally, a review of the status of work activities listed in the 2015-16 Strategic Plan was completed at the Workshop. The table below presents the items reviewed:

**Table 1: 2015-2016 Strategic Plan Tasks**

| <u>Task</u>  | <u>Completed?</u> |
|--|-------------------|
| <b>Standing Committees</b>   |                   |
| <u>Professional Development and Certification Committee (PDCC)</u>                           |                   |
| 1. Develop method to reduce the CFM drop-out rate  | On-going          |
| <u>Training Cadre (PDCC Subcommittee)</u>  |                   |
| 1. Develop training schedule for advanced courses  | Complete          |
| 2. Publish CEC opportunities for advanced courses  | Complete          |
| 3. Review all Institute courses for content and update                                       | On-going          |
| 4. Find additional rural locations for advanced courses                                      | Complete          |
| 5. Update CADRE to widen subject matter diversity:   | On-going          |
| • Higher Standards   | Complete          |
| • Develop a Course that uses the 3D model  | Incomplete        |
| • Real Estate  | Incomplete        |
| • Grants   | Incomplete        |
| • Stormwater   | Incomplete        |
| <u>DRT</u>   |                   |
| 1. Continue training program   | Complete          |
| 2. Establish funding for deployment expenses   | Complete          |
| 3. Continue training at Annual Conference, but at a different time, not at end               | In Progress       |
| <u>Outreach Committee</u>  |                   |
| 1. Deploy Traveling Trunks Program   | Complete          |
| 2. Rollout OFMA Essentials:  | Incomplete        |
| • Essentials 101 – Flood Insurance and FP Management   | In Progress       |
| • Essentials 201 – Flood Insurance and FP Management   | In Progress       |
| • Essentials 202 – Flood Insurance and FPM for Local Officials                               | In Progress       |
| • Essentials 206 – Flood Insurance and FPM for Tribes  | In Progress       |
| • Essentials 504 – Be Aware Be Prepared  | In Progress       |
| 3. Increase utilization of 3D flood models   | Complete          |
| 4. Purchase an additional 3D flood model   | Complete          |
| 5. Continue TADD sign program  | Complete          |
| 6. Fund TADD sign program in 2016  | Complete          |
| 7. Postcards to FPA introducing Region Reps  | Complete          |
| 8. Redesign and Purchase new OFMA Booth  | In Progress       |
| 9. Provide 1 Scholarship from each region for Annual Conference for non-member FPA to attend | Complete          |



|  |          |
|--|----------|
| TADD Calendar and Poster Contest (Outreach Subcommittee) |          |
| 1. Continue and update calendars and poster contest      | Complete |
| 2. Increase number of schools involved in poster contest | Complete |

|   |             |
|---|-------------|
| Tribal Liaison (Outreach Subcommittee)                        |             |
| 1. Postcard to Tribes with Tribal Liaison contact information | Complete    |
| 2. Deploy   |             |
| • TADD Signs  | Complete    |
| • OFMA Essentials   | Not Started |
| 3. Have a Tribe host an Advanced Course                       | Complete    |
| 4. Inform tribal contacts about Advanced Training Schedule    | Complete    |

Insurance & Regulatory Affairs Committee

|  |             |
|--|-------------|
| 1. Host Legislative Reception                            | Complete    |
| 2. Renew contact with relevant state regulators agencies | In Progress |
| • Real Estate Commission                                 | Incomplete  |
| • Abstractors  | Incomplete  |
| • Banking Department                                     | Incomplete  |
| • Insurance Commission                                   | Incomplete  |
| 3. Implement legislative policy priorities               | Complete    |

|  |             |
|--|-------------|
| Membership Committee (Outreach Subcommittee)   |             |
| 1. Increase FPA Membership through personal visit to FPAs  | Not Started |
| 2. All new OWRB 101 participants get follow-up from Region Rep   | Not Started |
| 3. Encourage members to recruit – write a news article with a prize (referred by)  | Not Started |
| 4. Develop plan to recruit stormwater, planners, and other land use professionals including establishing liaison with other professional organizations | Incomplete  |

|   |            |
|---|------------|
| Awards (Conference Subcommittee)  |            |
| 1. Announcement at Spring Technical Workshop – Encouraging Nominations  | Incomplete |
| 2. Develop a program to enlarge pool of people for nomination of awards | Incomplete |

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|--|----------|
| Nominating (Conference Subcommittee)                     |          |
| 1. Make nominating process more accessible to membership | Complete |

Community Support

|   |             |
|---|-------------|
| Mitigation Committee (Community Support Subcommittee) |             |
| 1. Develop/Conduct an OEM HMGP course for FPAs        | Not Started |

|  |             |
|--|-------------|
| CRS Work Group (Community Support Subcommittee)                            |             |
| 1. Respond to communities contacting CRS Working Group for support         | Complete    |
| 2. Work with Del City, OK County, Owasso, Sapulpa & Miami with application | In Progress |
| 3. Encourage participation from ISO and FEMA Region 6 Reps                 | Complete    |

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|--|------------|
| Stormwater Quality (Community Support Subcommittee)                          |            |
| 1. Promote Low Impact Development Design through Conference presentations    | Complete   |
| 2. Attend and present at Tribal ITEC (Inter-Tribal Environmental Conference) | Incomplete |

Publicity Committee (Outreach Subcommittee)

|  |             |
|--|-------------|
| 1. Complete press releases for new officers and award recipients | Complete    |
| 2. Develop web-based announcement archive                        | On-going    |
| 3. Repair domain name issue and all discrepancies                | Complete    |
| 4. Develop accountability system for website updates             | Incomplete  |
| 5. Update website contract language                              | Complete    |
| 6. Communicate to membership name of new CFM's (BFE article)     | In Progress |
| 7. Develop list of other conferences for the OFMA Booth          | Not Started |
| 8. Utilize social media to promote OFMA                          | Incomplete  |

Finance Committee

|  |             |
|--|-------------|
| 1. Submit items to OWRB for CAP funding by end of Strategic Planning Retreat | Complete    |
| • Purchase Two Flood models  | Not Started |
| • Augmented reality model  | Not Started |
| • TADD Calendars   | Complete    |
| • TADD Road Signs for 2017   | Complete    |
| • DRT Supplies – New Camera Batteries  | Not Needed  |
| 2. Sunset Executive Director Committee                                       | Complete    |



## 2016-2017 Strategic Initiatives and Work Plans

1. OFMA is going green! Continue to write the Annual Report, but provide the Executive Summary and Full Membership Meeting Agenda at the luncheon only. Provide the full Report on the website.
2. Host 2017 Flood Risk Symposium.
3. Discussed the difference between the Spring Technical Workshop and the Annual Conference. Clearly defined the differences between the two for budgeting and planning purposes.
4. Have a hands-on workshop at the Spring Technical Workshop to introduce the Traveling Trunks education program.
5. Continue to purchase TADD signs, but increase the number of purchased from 110 to 150 signs.
6. Continue to provide the Annual Report and Strategic Plan.
7. Continue to host the Annual Conference, Advanced Training Workshops, Spring Technical Workshop and the Legislative Reception.
8. Conference Committee will select the location and date of the Spring Technical Workshop for 2018 and all subsequent years with advanced planning schedule.
9. Continue to revise and update the OFMA website.
10. Increase participation of newer and younger members on the Board and Committees
11. Register Freddie Floodway with the State.
12. Update Freddie Floodway. Review, revise and print updated brochures.
13. Celebrity judges to judge poster contest at Special Event with a reception.
14. Utilize as much social media as possible.
15. Research the possibility of an OFMA Foundation.
16. Develop an outreach plan for non-member FPAs.
17. Further develop and initially deploy the FPA Mentoring Program.
18. Develop a HMGP Class and seek partnering with OEM.
19. Open a separate checking account for the DRT.
20. Revise the Board agenda to include a consent docket. Research any necessary bylaw changes that may need to happen.
21. Research the feasibility of conference calling into the Board meeting for those that cannot actually drive in and physically attend the meeting.

22. Research the feasibility of on-line courses. Develop on-line courses, if possible.

**Table 2: 2016-2017 Strategic Plan Goals and Work Plan**

| <u>2016 – 2017 Strategic Plan Tasks</u>   | <u>Completed?</u>  |
|---|--|
| <b>Standing Committees</b>  |  |
| <u>Professional Development and Certification Committee (PDCC)</u>  |  |
| <ol style="list-style-type: none"> <li>1. Continue to work with ASFPM on changes to CFM exam</li> <li>2. Research feasibility of on-line courses.</li> </ol>  | <input type="checkbox"/><br><input type="checkbox"/>   |
| <u>Training Cadre (PDCC Subcommittee)</u>   |  |
| <ol style="list-style-type: none"> <li>1. Develop training schedule for advanced courses</li> <li>2. Continue to provide training opportunities for Tribal Partners</li> <li>3. Review all Institute courses for content and update</li> <li>4. Update CADRE to widen subject matter diversity:               <ul style="list-style-type: none"> <li>• Real Estate</li> <li>• Develop a Course that uses the 3D model</li> <li>• On-line course offerings</li> </ul> </li> </ol>  | <input type="checkbox"/><br><input type="checkbox"/><br><input type="checkbox"/><br><input type="checkbox"/><br><input type="checkbox"/>   |
| <u>DRT</u>  |  |
| <ol style="list-style-type: none"> <li>1. Continue training program</li> <li>2. Establish separate Checking Account</li> <li>3. Continue to support the Drone Support Team</li> </ol>   | <input type="checkbox"/><br><input type="checkbox"/><br><input type="checkbox"/>   |
| <u>Outreach Committee</u>   |  |
| <ol style="list-style-type: none"> <li>1. Deploy Traveling Trunks Program</li> <li>2. Rollout OFMA Essentials:               <ul style="list-style-type: none"> <li>• Essentials 101 – Flood Insurance and FP Management</li> <li>• Essentials 201 – Flood Insurance and FP Management</li> <li>• Essentials 202 – Flood Insurance and FPM for Local Officials</li> <li>• Essentials 206 – Flood Insurance and FPM for Tribes</li> <li>• Essentials 504 – Be Aware Be Prepared</li> </ul> </li> <li>3. Increase utilization of 3D flood models</li> <li>4. Purchase an additional 3D flood model</li> <li>5. Continue TADD sign program</li> <li>6. Sponsor/Exhibit at other Conferences and Events</li> <li>7. Revised Freddie Floodway Brochures</li> <li>8. Update Freddie Floodway and Register with State</li> <li>9. Provide scholarship from each region for Annual Conference for non-member FPA</li> </ol> | <input type="checkbox"/><br><input type="checkbox"/><br><input type="checkbox"/><br><input type="checkbox"/><br><input type="checkbox"/><br><input type="checkbox"/><br><input type="checkbox"/><br><input type="checkbox"/><br><input type="checkbox"/><br><input type="checkbox"/> |
| <u>TADD Calendar and Poster Contest (Outreach Subcommittee)</u>   |  |
| <ol style="list-style-type: none"> <li>1. Continue and update calendars and poster contest</li> </ol>   | <input type="checkbox"/>   |
| <u>Tribal Liaison (Outreach Subcommittee)</u>   |  |
| <ol style="list-style-type: none"> <li>1. Support hosting a L273 class for the Tribes</li> </ol>  | <input type="checkbox"/>   |

2. Continue to support and encourage the Tribes to host Advanced Training

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Insurance & Regulatory Affairs Committee

1. Host Legislative Reception
2. Renew contact with relevant state regulatory agencies
  - Insurance Department
  - Real Estate Commission
  - Abstractors
  - Banking Department
3. Host 2017 Flood Risk Symposium
4. Develop relationship with Insurance Department
5. Provide Legislative Education on Flood Insurance Privatization Bill
6. Provide Legislative Session Monitoring and Updates
7. Implement legislative policy priorities

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Membership Committee (Outreach Subcommittee)

1. Develop an outreach plan for non-member FPAs
2. Develop and initially deploy the FPA Mentoring program
3. Seek non-member FPA input on what their needs are
4. Follow-up contact for OWRB 101 attendees

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Conference Committee

1. Select date and site location for 2018 Spring Technical Workshop
2. Select dates and site location for 2018 Annual Conference

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Awards (Conference Subcommittee)

1. Announcement at Spring Technical Workshop-Encouraging nominations

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Nominating (Conference Subcommittee)

1. Send out “job description” in an email blast to membership- not all at once

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Community Support

Mitigation Committee (Community Support Subcommittee)

1. Develop/Conduct an OEM HMGP course for FPAs
2. Define Master Drainage Plan

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CRS Work Group (Community Support Subcommittee)

1. Respond to communities contacting CRS Working Group for support
2. Continue to develop OK Class 8 Toolbox Entrance kit
3. Encourage participation from ISO and FEMA Region 6 reps.

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Stormwater Quality (Community Support Subcommittee)

1. Promote Low Impact Development Design through Conference presentations
2. Have a separate Conference track for Water Quality/LID

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Publicity Committee (Outreach Subcommittee)

1. Complete press releases for new officers and award recipients

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- 2. Complete Website Workgroup list
- 3. Finalize booth purchase and trinkets for booth
- 4. Communicate to membership name of new CFM's (BFE article)
- 5. Develop list of other conferences for the OFMA booth
- 6. Utilize social media to promote OFMA

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Finance Committee

- 1. Submit items to OWRB for CAP funding by end of Strategic Planning Retreat
  - \$ 4,000 for January 2017 L273 class
  - \$ 5,900 for 1500 TADD Calendars
  - \$ 5,400 for 150 TADD Signs
  - \$ 4,000 for Additional L273 class for Tribal community
  - \$ 3,000 for revised Freddie Floodway Brochures
- 2. Develop 2016-2017 Budget for approval at November 2016 Board meeting
- 3. 2017-2018 Budget Planning
- 4. Research possibility of starting an OFMA Foundation

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# Appendix A

## OFMA Planning Retreat Attendees

|                   | <u>October</u> | <u>12</u> | <u>13</u> | <u>14</u> |
|-------------------|----------------|-----------|-----------|-----------|
| Michael Beaty     |                | x         | x         | x         |
| Phillip Beauchamp |                | x         | x         | x         |
| Jeff Bigby        |                | x         | x         | x         |
| Gavin Brady       |                | x         | x         | x         |
| Monica Cardin     |                | x         | x         | x         |
| David Lacey       |                | x         | x         | x         |
| Tom Leatherbee    |                | x         | x         | x         |
| Leslie Lewis      |                | x         |           |           |
| Todd McLellan     |                | x         | x         | x         |
| Charles O'Malley  |                |           | x         |           |
| Joe Remondini     |                | x         | x         | x         |
| Jennifer Santino  |                | x         | x         | x         |
| Carolyn Schultz   |                | x         | x         | x         |
| Bill Smith        |                | x         | x         | x         |
| Ana Stagg         |                | x         | x         |           |
| Kasie Stambaugh   |                | x         | x         | x         |
| Ellen Stevens     |                | x         | x         | x         |
| Yohanes Sugeng    |                |           | x         |           |
| Anna Waggoner     |                | x         | x         | x         |
| Beth Wilhelm      |                | x         | x         | x         |
| Clark Williams    |                | x         | x         | x         |



# Appendix B

## FPA Recruitment

### Some questions:

1. What are the needs of small community FPAs?
  -
2. Does OFMA's current array of services meet those needs?
  -
3. If so, why are these FPAs not taking advantage of membership?
  -
4. If not, can OFMA add services to meet FPA needs better?
  -
5. Is it possible that OFMA is meeting FPA needs with free services, making membership unnecessary?
  -
6. What role does cost play in the decision to join or not join OFMA?
  -
7. Cost of membership, cost of conference, and any other costs?
  -
8. Is geography a factor, and if so, does the impact of this factor correlate to OFMA's event locations?
  -
9. Are barriers to certification keeping non-member FPSs from wanting to join OFMA?
  -
10. Is awareness of OFMA an issue? Would outreach to FPSs help?
  -
11. What is the acceptable cost to acquire a new member?
  -
12. What is the expected retention of these new members?
  -
13. Is there a difference in attracting new non-member FPAs as opposed to experienced non-member FPAs?

### Deliverable(s)

1. Written outreach strategy for attracting non-member FPAs.
  - Develop an accurate census of non-member FPAs by Region and Community.
  - Characterize the FPA needs and find out what OFMA currently can provide to meet those needs. The gaps if any will provide the strategy.



- What are the beneficial membership incentives to becoming an OFMA member, (this information has been developed in brochures), – and Does this provide them with any other benefits?
- Then the Regional Rep should make contact with these FPA's as assisted by the Membership Chair to determine their needs based upon what needs have been characterized.
- To be accredited they need 6 hours of training.
- Determine what their local limitations to accreditation are - Access to training, political, economic, and/or practical. Provide opportunities for training tailored the realities of their time and accessibility to that training. This can be accomplished through a combination of onsite and online instruction.
- Consider the possibility of providing a scholarship to attend OFMA annual meetings and technical conferences.

## 2. Drafts/sketches of FPA outreach materials.

- Need targeted brochures to FPA needs
- Brochure: Should be developed on the outcomes of the above strategy and targeted to specific non-member FPA needs.
  - ✓ Identify list of benefits to being a member of OFMA
  - ✓ Identify subject matter news source to place incentive ads in.
  - ✓ Identify sources to get certified
  - ✓ Furnish instruction course for networking
  - ✓ Online courses and exam for certification
  - ✓ Identify regional representative resource for support what the rep will do for you.
  - ✓ To get the training and help word out - team up with other agencies r.e. cross training - I.E. OML, OEMA, by placing information in their newsletters and communication materials.

## 3. Budget numbers for implementing the strategy.

- Cost of travel
- Cost of time committed to ensuring project success
- Website development
- Brochure printing
- Maybe targeted billboard space geographically

### Some notes:

#### Need census of FPA's:

- By county
- By community
- By Flood map
- By Ordinance
- List of FPAs who are OFMA members

# Appendix C

## FPA Mentoring Program

### General:

A proposed program for 2016-2017 is the creation of a Floodplain Administrator Mentoring Program. The goal is multi-purpose.

First, the program would provide a source of support to local floodplain administrators who have questions or concerns about their duties and responsibilities or to provide guidance on resolution of technical concerns or situations in their community by having a source of experienced floodplain administrators who may have encountered similar situations.

Second, working with the Regional Representatives, the Floodplain Mentor would try to solicit support from the Floodplain Administrator and his/her superiors to see a beneficial value to join OFMA or to retain membership in OFMA. This is a marketing program not only for the local floodplain administrator but also the Chief Executive of the community (city, county, tribal nation), members of the Administrative team of the community, and the supervisor of the floodplain administrator.

### Approach:

Initial Target Audience - Using the current list of participating communities from OWRB, OFMA would determine which Floodplain Administrators are not OFMA members. The OFMA Mentors would be paired with the Regional Representative and schedule a meeting in the community to meet with the Floodplain Administrator, and key individuals in the community as described above. This would be about a 1 to 2 hour meeting, perhaps at lunch time, to discuss the benefits of OFMA membership, the programs that OFMA is involved with, and opportunities that the OFMA Mentoring Program can bring to the local Floodplain Administrator or help coordinate to the community. The goal is to build a relationship between the community and OFMA and show the benefits - support, training, assistance with planning, permitting, grant programs, disaster response, mitigation of floodplain issues, stormwater issues, etc. that OFMA offers communities as members. More importantly it creates a positive relationship with the leaders of the community, knowing that an entity such as OFMA takes the time to come and talk with them about their community and their needs.

Once a meeting has been set, the OFMA Mentor and the Regional Representative will review the floodplain mapping and FIS to understand the limits of the SFHA, potential flooding issues, etc. Prior to the meeting the OFMA Mentor and the Regional

Representative will develop a strategy of issues that OFMA can provide guidance and support to the community.

One meeting a month with one community would be the target goal for each Regional Representative. As time proceeds this may be adjusted, but to not overwhelm the Regional Representative or Mentor this should be a very achievable goal.

Mentors would be experienced floodplain administrators who volunteer their time. Mentors would be compensated for mileage similar to the training cadre. Expenses would be compensated at cost in accordance with OFMA reimbursable guidelines. All time would be volunteered.

DRAFT

# Appendix D

## Website Group Discussion Summary

### **Discussion**

1. With the change in webmaster, are the expectations and lines of communication clear?
  - a. No.
  - b. Scope of Work is undefined.
  - c. Contract is Missing.
  - d. Web Liaison assigned to Monica Cardin
  - e. Billing expected to be \$700/month starting January 1, 2017
2. What is the right amount of emphasis to give to the website?
  - a. Critical
  - b. Membership Application
  - c. Conference Registration
  - d. Training Registration
  - e. Source of Information for FPAs
3. People using it?
  - a. Unknown. Report can be provided by webmaster
  - b. Usefulness of website is limited because of lack of updates and difficult to find information
  - c. Search function should go back to Homepage
4. Mass Mailing
  - a. Not part of webmaster IF mail can continue to be sent from okflood.org email address
  - b. Membership database is updated by Carolyn
5. Social Media
  - a. Not part of webmaster duties

### **Deliverables:**

1. Prioritize web needs:
  - a. Add new Outreach menu button
    1. TADD Sign Program
    2. Poster Contest
    3. Traveling Trunks Program
    4. 3-D Flood Model
  - b. Fix broken FEMA link
  - c. Bring the Search Tool back on to the Homepage
  - d. Provide Real-Time updates for Conference Information
  - e. Disconnect or make uniform button menu webpage (i.e. Committees)
2. Mass Mailing Calendar:
  - a. January
    - i. TADD Sign Program Information
    - ii. Legislative Update
  - b. February
    - i. Legislative Reception

- ii. Spring Conference Announcement
- c. March
  - i. Poster Contest
  - ii. Spring Conference Draft Agenda, all for Speakers and Registration
  - iii. National Flood Awareness Week
  - iv. BFE
- d. April
  - i. Spring Conference Agenda
- e. May
  - i. Nothing
- f. June
  - i. Annual Conference Announcement
  - ii. BFE
- g. July
  - i. Annual Conference Announcement
- h. August
  - i. Annual Conference Call for Speakers, Draft Agenda, Registration
- i. September
  - i. Real-Time Conference Information
- j. October
  - i. Nothing
- k. November
  - i. Nothing
- l. December
  - i. Poster Contest Information
  - ii. BFE