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Strategic Alliance for Risk Reduction  
FEMA Region 10 Service Center  
20700 44<sup>th</sup> Avenue West, Suite 130  
Lynnwood, Washington 98036  
(425) 329-3699

# News from Region 10



## Storytelling Works Better than Fact Sharing

FEMA | Region 10

Facts can be communicated, then quickly ignored. Our brains are wired for stories. What if we changed our communication default from fact-sharing to story-sharing; using personal experiences to create a better and more memorable connection with our audience?

To support increasing the ability to more effectively communicate important messages, FEMA Region 10 held three Storytelling Training Workshops in early January throughout Washington and Idaho. During the fast-paced interactive workshops, attendees learned about the science behind people's decision-making schema and discussed the power of story as a risk communication tool, ultimately learning how to better engage with homeowners, community leaders, elected officials and other key stakeholders. Through practice and small group activities, attendees gained necessary story-telling tools and learned how to build compelling narratives that drive action.

Facilitator Kellie Mullen held these trainings for FEMA Region 10's Mitigation Division, Washington State's Pierce County, and with the

State of Idaho, facilitated through the Idaho Office of Emergency Management (IOEM).

First up in the series of trainings was an event held at the FEMA Region 10 facility in Lynnwood, WA on January 7th. The audience included staff that support mitigation, engineering, grants, flood insurance, and floodplain regulation efforts. The goal of this workshop was to learn how to tell and use stories to drive risk reduction action within Federal, Tribal, State, and local agencies and communities.

In Pierce County, Washington, the January 8th training built on continued efforts to capture and share stories more broadly throughout the county's efforts to make a safer, more resilient community.

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**Figure 1: Training facilitator Kellie Mullen works with small groups during the Pierce County Storytelling Workshop, January 8th, 2020.**

*Storytelling (cont'd)*

In recent years, Pierce County has collected stories from residents about their flooding experiences. Some have had their homes threatened by flood waters; others have searched flooded areas or helped residents put their lives back together after a flood.

With the goal to better encourage local and elected official buy-in for mitigation and community resilience efforts, Idaho State partners engaged in the first ever Storytelling Training for the state. The January 9th training was held in Boise and attendees included individuals representing IOEM and Idaho Department of Water Resources, along with students and law enforcement professionals.

*To learn more and listen to these residents' stories, please visit: <https://www.co.pierce.wa.us/6082/FloodStories>*

**Newsletter Ideas?**

Want to spread the word about an upcoming event or recent success story? Let us know what you want to see in future issues! Articles can be up to 500 words and may include pictures.

Email [RXNewsletter@starr-team.com](mailto:RXNewsletter@starr-team.com).

**Ask the Help Desk**

The Region 10 Service Center is here to help local community officials and stakeholders with technical, training, mitigation, and mapping questions.

Email [RegionXHelpDesk@starr-team.com](mailto:RegionXHelpDesk@starr-team.com).

## February Workshop: Adapting Historic Buildings to Flooding

**Feb 25-26, 2020  
Tacoma, WA  
Washington State History Museum**

The Washington State Department of Archaeology and Historic Preservation (DAHP), and the Washington State Historical Society (WSHS), are hosting a 1.5 day workshop at the Washington State History Museum in Tacoma, WA. Registration is free, and space is limited to 40 participants, so registering early is highly recommended.

The workshop content and activities are based on the recently released Guidelines on Flood Adaptation for Rehabilitating Historic Buildings, available online at: <https://www.nps.gov/tps/standards/rehabilitation/flood-adaptation.htm>.

This workshop will generate awareness of the threat posed to historic buildings from flooding events, and by extension, the impacts of sea level rise on historic communities in coastal areas. Participants will examine approaches to protecting historic properties and communities from damage resulting from flooding events, and adapting historic properties while preserving historic character.

On Tuesday, workshop participants will enjoy a tour to downtown Olympia to learn how that city is planning to protect the downtown area, including the Downtown Olympia Historic District, from projected impacts of sea level rise.

*Registration and additional information is on the DAHP website: <https://dahp.wa.gov/floodingworkshop>. Questions? contact Greg Griffith, [greg.griffith@dahp.wa.gov](mailto:greg.griffith@dahp.wa.gov).*

## Surviving the Spring Snowmelt

### Understanding Seasonal Flooding

While spring brings the promise of warm weather and longer days, it also brings a variety of conditions that can include heavy rains, severe weather, and rapid snowmelt that can increase your flood risk.

Don't be caught off guard. Get the facts. Know the risks. Take action to protect yourself, your family, your business, and your finances—before a weather event occurs and it's too late.

Warmer temperatures and resulting snow melt can produce large amounts of runoff in a short period of time, as each cubic foot of compacted snow contains gallons of water. During the early spring, frozen land prevents melting snow or rainfall from seeping into the ground. The water then runs off the surface and flows into lakes, streams, and

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**THE COST OF FLOOD INSURANCE IS A DROP IN THE BUCKET COMPARED TO THE COST OF FLOOD DAMAGE**

\$700/YEAR AVERAGE FLOOD INSURANCE POLICY | \$43,000 AVERAGE FLOOD INSURANCE CLAIM

FEMA

*Snowmelt (cont'd)*

rivers, causing excess water to spill over their banks. Add seasonal storms to the mix, and the result is often severe spring flooding.

Everyone is at risk for spring flooding, yet many remain unprotected. Just a few inches of water can cause tens of thousands of dollars in damage. Between 2006 and 2010, the average flood claim was nearly \$34,000.

Remember that a flood does not have to be a catastrophic event to bring high out-of-pocket costs, and you don't have to live in a high-risk flood area to suffer flood damage. Around twenty percent of flood insurance claims occur in moderate-to-low-risk zones. Consider your risk and the consequences of a flood event, and make the choice to protect yourself.

Visit [floodsmart.gov](http://floodsmart.gov) to learn more about individual flood risk & explore coverage options.

### Featured Training

#### Space still available in upcoming HMA courses | Region 10

The Washington Emergency Management Division (EMD), in coordination with FEMA Region 10, will be hosting Hazard Mitigation Assistance (HMA) courses in 2020.

#### L0213: HMA - Application Review and Evaluation

March 10-11, 2020  
Camp Murray, WA

This course is designed to give participants the knowledge and skills to effectively review HMA sub-applications, and will provide a general overview of how a subaward is issued.

#### L0214: HMA - Project Implementation and Closeout

March 11-12, 2020  
Camp Murray, WA

This course is designed to provide course participants with the knowledge and skills required to effectively implement and closeout HMA grant projects.

For more information, please contact Lisa Davis at [lisa.davis2@fema.dhs.gov](mailto:lisa.davis2@fema.dhs.gov).



### Online Training

(All times Pacific)

#### Elevation Certificates

February 13, 10 am  
April 23, 10 am  
Online - 2 CECs

#### Floodplain Development Permit Review

February 27, 9 am  
Online - 1 CEC

#### Inspecting Floodplain Development

February 27, 10:30 am  
Online - 1 CEC

#### Tools for Determining BFE

March 12, 10 am  
April 16, 10 am  
Online - 1 CEC

#### NFIP Basics

March 26, 10 am  
Online - 1 CEC

To register for online courses, visit STARR's training site: [i.mp/starronlinetraining](http://i.mp/starronlinetraining), or email [RXTraining@starr-team.com](mailto:RXTraining@starr-team.com).