

Reduce Flood Risk Through Public Engagement

OUR CLIMATE HAS CHANGED

Extreme weather is here.
Droughts are worse.
Floods will be more intense.

BE AWARE. BE PREPARED. TAKE ACTION.

2022 Key Flood Outreach Message

Our Climate has changed,
extreme weather is here,
droughts are worse, and
floods will be more
intense.

Floods can follow
drought. Be aware, be
prepared, take action.
Get Flood Ready.



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Mailings to 52,000
properties in the FEMA
SFHA:

November – 9 Flood tips
December - Flood mailer
January – Emergency
preparedness booklet.



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Digital multilingual ads
targeted to FEMA SFHA

Radio ads and weather
alerts

Social media messages
before storms

