

Appendix C: Public Outreach Strategy

This appendix to the Eno-Haw Regional Hazard Mitigation Plan contains a copy of the Public Outreach Strategy finalized on September 15, 2014 to guide the public outreach element of the mitigation planning process.

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Eno-Haw Regional Hazard Mitigation Plan Public Outreach Strategy September 15, 2014

Project Summary

The counties of Alamance, Durham, and Orange, in coordination with their participating municipal jurisdictions, are preparing a regional hazard mitigation plan that will cover the three-county “Eno-Haw” area. The Eno-Haw Regional Hazard Mitigation Plan will identify local policies and actions for reducing risk and future losses from natural hazards such as floods, severe storms, wildfires, and winter weather. It will build upon the separate hazard mitigation plans that were initially prepared by each county in coordination with their municipalities, as well as the Town of Chapel Hill’s own stand-alone plan.

The plan will also serve to meet key federal planning regulations which require local governments to develop a hazard mitigation plan as a condition for receiving certain types of non-emergency disaster assistance, including funding for hazard mitigation projects. These mitigation planning requirements stem from the Disaster Mitigation Act of 2000, which was passed by the U.S. Congress in October of 2000. This Act amended federal law to require that all states and local governments must have hazard mitigation plans in place in order to be eligible to apply for funding under such programs as the Hazard Mitigation Grant Program (HMGP) and the Pre-Disaster Mitigation (PDM) program.

Public Outreach

A key element in the mitigation planning process is the discussion it promotes among community members about creating a safer, more disaster-resilient community. A plan that accurately reflects the community’s values and priorities is likely to have greater legitimacy and “buy-in” and greater success in implementing mitigation actions and projects to reduce risk.¹ Therefore, the purpose of the Eno-Haw Regional Hazard Mitigation Plan Public Outreach Strategy is to:

- Generate public interest;
- Solicit citizen input; and
- Engage additional partners in the planning process.

The following specific public outreach opportunities and methods have been identified for citizens and targeted stakeholders to participate at various points in the mitigation planning process, and are presented in more detail on the following pages:

1. In-person public meetings (2)
2. Public information website (including social media integration, where possible)
3. Project information fact sheet
4. Planning resources
5. Public participation survey

¹ FEMA, *Local Mitigation Planning Handbook*, March 2013.

OUTREACH METHOD 1
In-Person Public Meetings (2)
AVAILABILITY
December 4, 2014 and April 30, 2015.
BRIEF DESCRIPTION
Two public meetings will be scheduled at key points in the project timeline, one following completion of the draft risk and capability assessments and one following completion of the draft plan (and prior to the plan's local adoption). These meetings will be coordinated and arranged by Orange County with facilitation support from AECOM.
DETAILS
For both public meetings: <ul style="list-style-type: none"> • The purpose will be to inform the public on the process and current status of the regional planning process, as well as gain input to the process during the drafting stage and prior to plan completion and approval • AECOM will prepare presentation and handout materials to help facilitate two-way communication with public meeting attendees
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OUTREACH METHOD 2
Public Information Website (including Social Media Integration)
AVAILABILITY
Throughout the planning cycle.
BRIEF DESCRIPTION
A project information website will be hosted by Orange County Emergency Services and will be available to the general public and to members of the Hazard Mitigation Planning Team for the duration of the project at the following web address: http://www.co.orange.nc.us/emergency/Eno-HawRHMP.asp . The primary purpose of this site will be to share information relevant to the 2015 Eno-Haw Regional Hazard Mitigation Plan planning process.
DETAILS
Specific resources to be included on this site include: <ul style="list-style-type: none"> • Project information fact sheet • Drafts of Eno-Haw Regional Hazard Mitigation Plan sections • List of Eno-Haw Local Jurisdiction Leads • List of project tasks and subtasks with schedule • PowerPoint files from Hazard Mitigation Planning Team meetings • PDFs of existing local hazard mitigation plans for reference during the plan update process • Links to planning resources, including recently published FEMA hazard mitigation planning guidance • Social media integration including, but not limited to, Facebook, Twitter, Tumblr, Pinterest, and others
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OUTREACH METHOD 3

Project Information Fact Sheet

AVAILABILITY

September 15, 2014

BRIEF DESCRIPTION

A 1-page (double-sided) project information fact sheet will be available online in PDF format for the duration of the project. The primary purpose of this document will be to provide information on the regional planning process and to provide project contact information and links for interested parties to engage in the planning effort. This resource will be available on the project information website described above in Outreach Method 3. Printed copies may be made available on an as-needed basis.

DETAILS

Specific information to be provided in this fact sheet includes:

- Project overview
- Overview of the regional hazard mitigation planning process, including:
 - Public outreach
 - Risk assessment
 - Capability assessment
 - Mitigation strategy development
 - Plan maintenance
 - Plan adoption
- Explanation of project leadership
- Project schedule
- Contact information and links to project information website
- Project graphics/illustrations

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OUTREACH METHOD 4

Planning Resources

AVAILABILITY

September 15, 2014

BRIEF DESCRIPTION

Mitigation planning resources will be made available for Hazard Mitigation Planning Team members and other interested parties in order to promote education and participation in the mitigation planning process.

DETAILS

Specific planning resources will include:

- FEMA mitigation planning guidance
 - *Local Mitigation Planning Handbook*
 - *Mitigation Ideas*
 - *Integrating Hazard Mitigation Into Local Planning*
- Other appropriate planning resources as identified throughout the duration of the planning process

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OUTREACH METHOD 5

Public Participation Survey

AVAILABILITY

September 30, 2014 through December 31, 2014

BRIEF DESCRIPTION

An online public participation survey will be hosted by AECOM using the SurveyMonkey web hosting service and will be open to the public for a duration of three months. The primary purpose of this survey will be to solicit input from any interested parties in the planning area and will be used so that individuals throughout the planning area have the opportunity to provide valuable information and feedback to the project team. The online survey will give individuals that are unable to attend the in-person meetings the opportunity to participate in the plan update process. Information from the online survey will allow the project team to better understand the types of hazards that most concern the public and the mitigation actions that are of particular interest. The survey will be made accessible through hyperlinks posted on the project information website and can be circulated via email, Facebook, etc. Additionally, hard copies of the survey will be distributed at the in-person public meetings. The feedback received will be evaluated and incorporated into the Hazard Mitigation Planning Team's decision making process and the final plan.

DETAILS

Types of specific questions to be asked as part of this survey include:

- Personal history with natural hazards
- Natural hazard concerns
- Perception of vulnerable community assets
- Importance of community assets
- Priorities concerning natural hazard preparedness
- Steps local government can take to reduce natural hazard risk
- Types of mitigation activities deemed important
- Personal interest in natural hazard mitigation
- Effective ways to communicate with residents
- Location in the floodplain
- Questions regarding flood insurance
- Personal actions to mitigate property
- Mitigation activities planned for the respondent's household
- Location within the planning area
- Age (optional)*
- Gender (optional)*
- Highest level of education (optional)*
- Length of time living in the planning area
- Ownership of property versus rental status
- Type of dwelling
- Open comments**

** All information will be kept strictly confidential*

*** Information will be processed and summarized by AECOM in order to produce summary statistics and summary responses*

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