

Virtual Open House Toolkit

Clinton County, New York

COMMUNITY VIRTUAL OPEN HOUSE TOOLKIT FOR LOCAL OFFICIALS

The attached toolkit includes key messages and sample communication materials FEMA offers to communities to promote the Clinton County Virtual Open House on Flood Risk. Use of these materials is not required, but FEMA hopes you will find them to be helpful references during your outreach efforts.

This toolkit includes the following items:

- Sample social media graphics
- Sample news release
- Sample public service announcement
- Website story
- Sample newspaper or website advertisement
- Sample messages to share on social media
- Talking points about the Virtual Open House



**THURSDAY, JULY 16, 2020
7:00 P.M. - 8:00 P.M.**

New flood maps for Clinton County, New York are coming soon! Do you have questions about flood risk and insurance? Get them answered live on the phone by a FEMA representative.



FEMA

Join the open house on Thursday, July 16 at 7:00 PM. Register here to receive an automated call when the event starts:
<https://bit.ly/3dz2MWA>

Note: Participation without registration is currently unavailable.

SAMPLE NEWS RELEASE

FEMA Issues Revised Flood Insurance Rate Maps for Clinton County, NY

Virtual Open House on Flood Risk & Insurance scheduled for July 16, 2020

On February 27, 2020, the Federal Emergency Management Agency (FEMA) released preliminary Flood Insurance Rate Maps (FIRMs) to communities in Clinton County for public comment. The maps provide updated information about the community's flood risk, inform insurance rates and purchase requirements, and help community members make decisions about how to protect themselves, their properties and their belongings against future flood events. The maps and the associated Flood Insurance Study (FIS) report are the basis for community's floodplain management.

FEMA will host a Virtual Open House on Flood Risk & Insurance on
Thursday, July 16, 2020
7:00 p.m. to 8:00 p.m.

Please register at least 2 hours in advance here to receive an automated call when the event begins:
<https://bit.ly/3dz2MWA>

The Virtual Open House will provide community members with the opportunity to connect with FEMA representatives to learn more about their flood risk, get information on potential changes to flood insurance rates or requirements, and learn ways to prepare for and protect against flooding. It will be a live discussion conducted over the phone. All are welcome to join.

Participants must sign up in advance using the registration page listed above. Those that register will receive an automated call from FEMA to join, shortly before the Virtual Open House begins.

As a result of these map changes, some properties in Clinton County may be included in a high-risk flood zone, known as the Special Flood Hazard Area, for the first time. This may result in those affected property owners being required to purchase flood insurance. Flooding is the number one natural disaster in the United States. It is vital that property owners and community members understand their current flood risk and take advantage of the tools and/or programs available to make their property and community safer and stronger against flooding.

For more information or to access the flood maps, visit FEMA's Flood Map Service Center at msc.fema.gov. Visit floodsmart.gov for flood insurance information. You may also contact a map specialist at the FEMA Mapping and Insurance eXchange (FMIX) at (877) 336-2627.

SAMPLE PUBLIC SERVICE ANNOUNCEMENT

30 Seconds

Do you know your flood risk? If you live or work in Clinton County, you are invited to join the Federal Emergency Management Agency's upcoming Virtual Open House on Flood Risk and Insurance to learn more about your flood risk and recently revised flood maps. FEMA representatives will be on the phone to answer questions about flood risk, flood insurance, and ways to prepare for and protect against flooding. All are welcome to join.

The Virtual Open House will be held on Thursday, July 16th from 7:00 p.m. to 8:00 p.m. over the phone. Please register at least 2 hours in advance to receive an automated call from FEMA when the event begins. The registration link is: <https://bit.ly/3dz2MWA>

15 Seconds

Do you know your flood risk? Listen in to FEMA's Virtual Open House on Flood Risk and Insurance . Get answers to your questions on Thursday, July 16th from 7:00 p.m. to 8:00 p.m. over the phone. All are welcome to join. Please register at least 2 hours in advance to receive an automated call from FEMA when the event begins. The registration link is: <https://bit.ly/3dz2MWA>

SAMPLE WEBSITE STORY

Do you know your flood risk? The Federal Emergency Management Agency (FEMA) is hosting a Virtual Open House on Flood Risk and Insurance to provide Clinton County residents with an opportunity to learn more and ask questions about their updated flood maps, known as Flood Insurance Rate Maps (FIRMs). FEMA representatives will be on the phone to answer questions about flood risk, flood insurance, and ways to prepare for and protect against flooding.

The Virtual Open House is scheduled for Thursday, July 16th from 7:00 p.m. to 8:00 p.m. over the phone. Please register at least 2 hours in advance to receive an automated call from FEMA when the event begins. The registration link is: <https://bit.ly/3dz2MWA> All are welcome to join.

Flooding is the number one natural disaster in the United States. It is vital that community members understand their risk and take advantage of the tools and programs available to them, including flood insurance. The maps and associated Flood Insurance Study (FIS) report are used by flood insurance companies to determine flood insurance costs.

For more information or to access the flood maps, visit msc.fema.gov. You may also contact a map specialist at the FEMA Mapping and Insurance eXchange (FMIX) at (877) 336-2627.

SAMPLE ADVERTISEMENT

DO YOU KNOW YOUR FLOOD RISK?

Learn more at FEMA's Virtual Open House on Flood Risk and Insurance

The Federal Emergency Management Agency (FEMA) is hosting a Virtual Open House to talk about Clinton County's revised flood maps.

Learn about your risk of flooding and potential flood insurance changes. All are welcome to join.

FEMA's Virtual Open House on Flood Risk & Insurance
Thursday, July 16, 2020
7:00 p.m. to 8:00 p.m.

Please register here at least 2 hours before the event to receive an automated call when the event begins: <https://bit.ly/3dz2MWA>

FEMA representatives will be on the phone to answer your questions.

For more information on your flood risk visit masc.fema.gov. If you are unable to join, you can also contact a map specialist at the FEMA Mapping and Insurance eXchange (FMIX) at (877) 336-2627.



Social Media Posts for Twitter and Facebook

POST AS SOON AS POSSIBLE

New flood maps for #ClintonCountyNY are coming soon! Get your flood risk & flood insurance questions answered live on the phone by @FEMARegion2. Join the Virtual Open House on Thursday, July 16 at 7:00 PM by registering in advance here <https://bit.ly/3dz2MWA> #KnowYourFloodRisk

POST ON JULY 7 (OR EARLIER)

Clinton County, ask FEMA your flood risk questions live! @FEMARegion2 is holding a virtual Open House on Thursday, July 16 at 7:00 PM. Register here to receive an automated call to join the event: <https://bit.ly/3dz2MWA> #KnowYourFloodRisk

POST ON JULY 16 - MORNING

Tonight, join @FEMARegion2 for the Clinton County, NY Virtual Open House on Flood Risk & Insurance at 7:00 PM to discuss updated flood maps, flood risk & insurance questions. To join, please register by 5:00 PM at <https://bit.ly/3dz2MWA> #KnowYourFloodRisk #ClintonCountyNY

POST AFTER THE EVENT

Thank you #ClintonCountyNY residents for joining the 1st FEMA Virtual Open House on Flood Risk! Look up your #floodzone at www.msc.fema.gov or call 877-336-2627. Check out floodsmart.gov for more safety and insurance tips. #floodsmart

TALKING POINTS FOR LOCAL OFFICIALS

OVERARCHING MESSAGES

- Residents and community member deserve to be informed. It is up to everyone to know their risk, know their role, and take action to reduce their risk.
- Through flood studies and updated maps, communities are receiving more precise information about the flood risks where they live and work.
- Share this information with your friends and neighbors. Know your flood risk and have a plan before a flood or storm event affects your community. Contact your local floodplain administrator, and visit [msc.fema.gov](https://www.msc.fema.gov), [fema.gov/national-flood-insurance-program](https://www.fema.gov/national-flood-insurance-program), and [floodsmart.gov](https://www.floodsmart.gov) for more information on flood risk and how to prepare.

MAPPING INFORMATION

- FEMA's Flood Map Service Center website is a great source for information. The site includes all of FEMA's flood maps and data, fact sheets about flood insurance, the Risk MAP program, mitigation actions, and other related information.
- Map Specialists at the FEMA Mapping and Insurance eXchange (FMIX) are also a great resource. They can be contacted at (877) 336-2627 or FEMAMapSpecialist@riskmapcfs.com.
- The [msc.fema.gov](https://www.msc.fema.gov) website has a map viewer that enables residents to view the maps that affect their specific location.
- Regardless of the FEMA flood designation for a building, if you feel your building is at risk of flooding, you can still purchase flood insurance.

FLOOD INSURANCE

- Flood insurance requirements are based on current effective Flood Insurance Rate Maps (FIRMs).
- Flood insurance is available through the National Flood Insurance Program (NFIP), a federally underwritten program, and is purchased through licensed insurance agents. For more information on flood insurance, visit the NFIP website at [fema.gov/national-flood-insurance-program](https://www.fema.gov/national-flood-insurance-program) and [floodsmart.gov](https://www.floodsmart.gov).
- The NFIP provides flood insurance in more than 22,000 communities nationwide that have agreed to adopt and enforce sound floodplain management regulations.
- FEMA recommends that all residents and business owners purchase flood insurance to help protect their financial investment.
- Knowing where and when map changes are occurring will help community members understand what the best insurance options are for their home or business. Preliminary FIRMs can be viewed by visiting [msc.fema.gov](https://www.msc.fema.gov).