

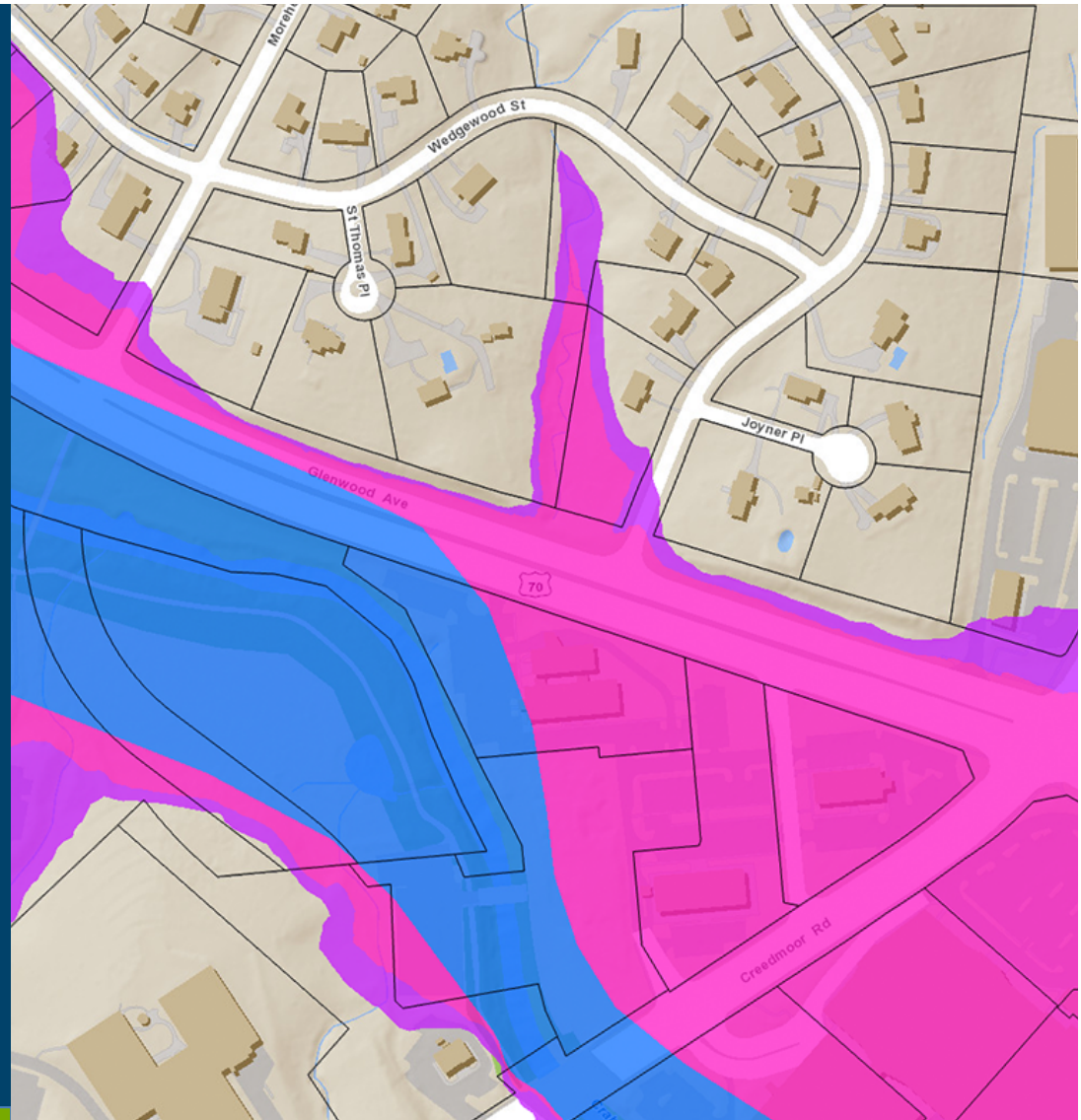
ENGINEERING SERVICES

# FLOODPLAIN COMMUNICATIONS

May 2019



Raleigh





# Floodplain Communications

## What we'll cover

- Initial communications
- Potential next steps
- Discussion



# Initial Communications

## Website

The screenshot shows the Raleigh city website interface. At the top, there is a navigation bar with the Raleigh logo and a search bar. Below the navigation bar is a banner with the city's vision statement: "Vision: To pursue world-class quality of life by actively collaborating with our community towards a fulfilling and inspired future for all". The main content area features a sidebar on the left with various utility links like "MyRaleigh", "Departments", "Maps", "Directory", "Calendar", and "Subscriptions". The main content area displays a news article titled "Making Better Floodplain Regulations" with a date of "Event posted Apr. 24, 2019 - 6:00 am". The article text discusses the city's efforts to improve floodplain regulations and includes a bulleted list of key points. A map of a residential area with highlighted flood zones is shown to the right of the text. Below the article, there are sections for "News" and "Events" with a list of upcoming events.

**MyRaleigh**  
Departments  
Maps  
Directory  
Calendar  
Subscriptions

**Pay**  
Utility Bill - Pay Online @  
Utility Bill - Pay Other Ways  
Parking Citations  
Safelight Citations

**Find**  
Jobs  
Bus Routes  
Parks  
My Service Day

**Report**  
Crimes Online  
Water/Sewer Emergencies

### Making Better Floodplain Regulations

Event posted Apr. 24, 2019 - 6:00 am

We are looking at options to improve the City's floodplain regulations. These changes will reduce flooding impacts and safety concerns in Raleigh, particularly for flood-prone areas near streams and creeks that are expected to flood during large rain storms. We'll look at:

- What can be built in the floodplain;
- How we can improve buildings that are in the floodplain and are not built to current flood regulations;
- Access to structures when it floods; and,
- Flood study requirements.

At this meeting, a stakeholder group will help us review potential changes and exemptions to flood-prone regulations. **Members of the public are invited to attend.**

If you experience flooding or have feedback on these regulations, please complete this survey @ or share this information with Ben Brown, PE . These details will be provided directly to the stakeholder group.

Meetings will be held for the next four-six months on the second and fourth Thursday. The first meeting was on April 11. Next meeting agenda .

Recommendations from the group will be shared with the Stormwater Management Advisory Commission. After the Commission reviews the group's recommendation, they will send their decision to Raleigh City Council. If approved, the recommendations will go through the ordinance process, which includes public hearings.

#### News

View City Council Agenda: May 7 (3 days ago)

**[Alert]** Traffic Alert: 2500-2800 Blocks of Wake Forest Road for Sewer Line Installation (3 days ago)

Moore Square Program and Event Calendar is out now! (5 days ago)

Help Plan the Latta House and University Street's Future (April 30, 2019)

#### Events

May 7	Raleigh Small Business Connect 9:00 am - 2:00 pm
May 7	City Council Meeting Afternoon Session 1:00 pm
May 7	City Council Meeting Evening Session 7:00 pm
May	Growth and Natural


*raleighnc.gov and search "floodplain regulations"*



# Initial Communications

## Social media

Tweet Activity

 <p><b>Sustainable Raleigh</b> @SustainableRAL We're looking to improve our floodplain regulations to reduce flooding impacts and safety concerns in Raleigh.</p> <p>Local stakeholders are getting together on April 11 to review changes to these regulations &amp; you can help too. <a href="http://bit.ly/2TT99uk">http://bit.ly/2TT99uk</a> <a href="#">#RaleighStormwater</a> <a href="http://pic.twitter.com/R4JhzhFDGD">pic.twitter.com/R4JhzhFDGD</a></p>	<p>Impressions 816</p> <p>Total engagements 11</p> <p>Media engagements 5</p> <p>Likes 4</p> <p>Retweets 1</p> <p>Detail expands 1</p>
--	--

*Tweet to introduce stakeholder group*  
*Organic reach – 816 impressions*  
*1.3 percent engagement*



**Sustainable Raleigh**  
@SustainableRAL

We're looking to improve our floodplain regulations to reduce flooding impacts and safety concerns in Raleigh.

Local stakeholders are getting together on April 11 to review changes to these regulations & you can help too. [bit.ly/2TT99uk](http://bit.ly/2TT99uk) [#RaleighStormwater](#)



4:06 PM - 4 Apr 2019

1 Retweet 4 Likes

Add another Tweet



# Initial Communications

*Information shared on Twitter by local reporter Anna Johnson (News & Observer)*



**Anna Johnson**  
@Anna\_M\_Johnson

Following

Raleigh wants to make its floodplain regulations better. Here's the details about an upcoming meeting. [#ralpol](#) [raleighnc.gov/home/news/cont ...](#)

## Making Better Floodplain Regulations

Event posted Apr. 04, 2019 - 6:00 am

We are looking at options to improve the City's floodplain regulations. These changes will reduce flooding impacts and safety concerns in Raleigh, particularly for areas near streams and creeks that are expected to flood during large rain storms. We'll look at:

- What can be built in the floodplain;
- How much impervious surface (i.e. buildings, driveways) can be in the floodplain;
- Access to structures when it floods; and,
- Flood study requirements.

At this meeting, a stakeholder group will help us review potential changes and exemptions to floodplain regulations. **Members of the public are invited to attend.** Monthly meetings will be held over the next 4-6 months (Meeting schedule coming soon).

Recommendations from the group will be shared with the Stormwater Management Advisory Commission and Raleigh City Council.

### Flood information

When 🕒

Apr 11, 2019  
3:00 pm - 5:00 pm

[+ Add to my Calendar](#)

Where 📍

One Exchange Plaza  
Room 809  
Raleigh, NC 27601





# Initial Communications

*Email sent to stormwater distribution list*

*2,300 people*

*22 percent open rate*

*(511 opened the email)*



Stormwater Management

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## Improving our Floodplain Regulations

We are looking at options to improve our floodplain regulations. This will help reduce flooding impacts and safety concerns in your community, especially areas near creeks that are expected to flood during large rain storms.



# Floodplain Survey

April 2019

*Available on:*

- *Web*
- *Social*
- *Email*

*30 participants  
(Not targeted)*



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A screenshot of a web-based survey form titled "Floodplain Regulations Survey". The form includes a "Translate" button, a description of the survey's purpose, and a question: "Do you know what the floodplain is?". Below the question is a map showing a residential area with a floodplain overlaid in blue and pink. A radio button labeled "Yes" is visible at the bottom of the form.

Yes


[publicinput.com/floodplain](http://publicinput.com/floodplain)



# Initial Communications

## Social media

Tweet Activity

	<b>Sustainable Raleigh</b> @SustainableRAL Do you live in or near the floodplain? Take this survey. Your answers will help us make improvements to our floodplain regulations. <a href="http://bit.ly/2DwXTyt">http://bit.ly/2DwXTyt</a> <a href="#">#RaleighStormwater</a> <a href="pic.twitter.com/VrreuVcMGW">pic.twitter.com/VrreuVcMGW</a>	Impressions	4,665
		Total engagements	177
		Media engagements	94
		Link clicks	57
		Likes	8
		Hashtag clicks	8
		Retweets	4
		Detail expands	3
		Profile clicks	3

Reach a bigger audience  
Get more engagements by promoting this Tweet!

[Get started](#)

*Tweet to publicize survey*  
*Promoted post seen 4,655 times*

 **Sustainable Raleigh**  
@SustainableRAL

Do you live in or near the floodplain? Take this survey. Your answers will help us make improvements to our floodplain regulations.  
[bit.ly/2DwXTyt](http://bit.ly/2DwXTyt) [#RaleighStormwater](#)



11:07 AM - 24 Apr 2019

4 Retweets 8 Likes



  4  8 

 Add another Tweet





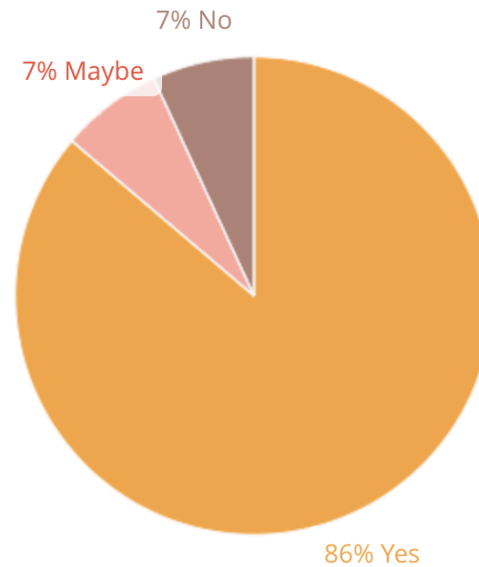
Raleigh

# Floodplain Survey

## Results

*86 percent  
know what the  
floodplain is*

Do you know what the floodplain is?





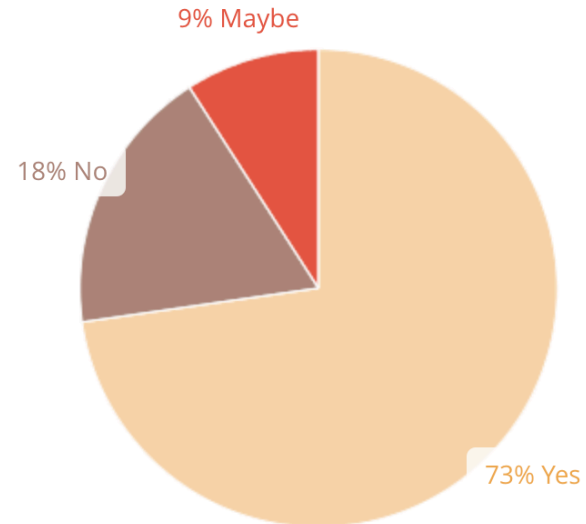
Raleigh

# Floodplain Survey

## Results

*73 percent live  
in or near the  
floodplain*

Do you live in or near the floodplain?





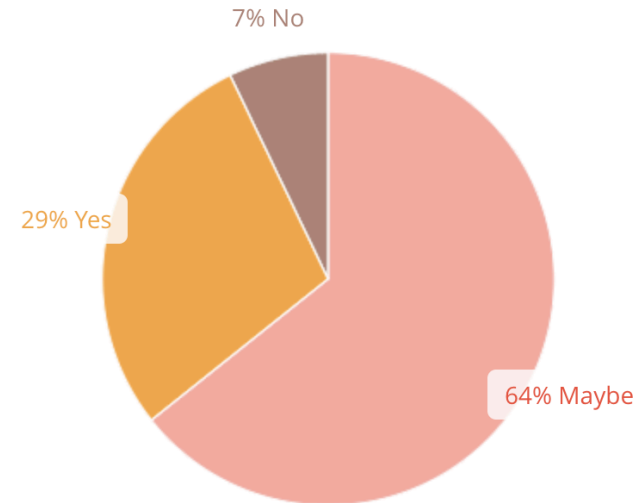
Raleigh

# Floodplain Survey

## Results

*29 percent said current regulations meet their needs*

Do current floodplain regulations meet your needs? Please explain.





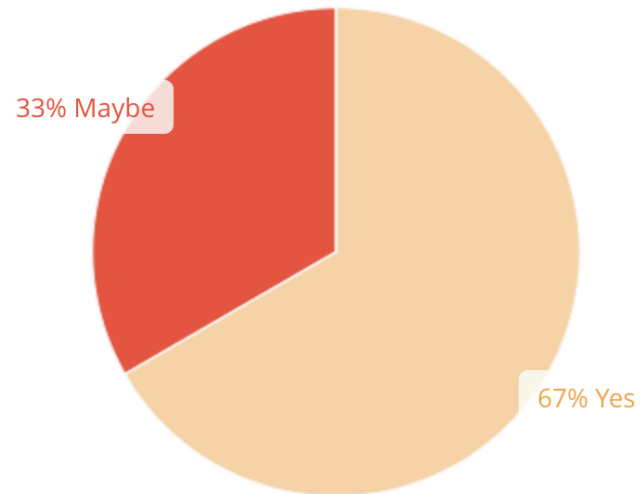
Raleigh

# Floodplain Survey

## Results

*67 percent  
would support  
better  
floodplain  
regulations*

Would you support better floodplain regulations? Please explain.





# Floodplain Survey

## Comments



I'm somewhat concerned about the amount of impervious surfaces in my area of Raleigh, and their ability to impact flooding.

11 days ago



I think developers should be limited in how they grade properties adjacent to flood plains so they cannot build large retaining walls and fill lots in. This seems to Carter water flow along urban water ways and alter how and where stormwater flows during heavy rainfalls.

11 days ago



Maybe there should be more communication or public awareness of flood plains and flood prone areas

11 days ago



Raleigh

# Floodplain Survey

## What regulations work best

What flood-prone regulations work best for your property?



Be more selective and thoughtful when clearing land for development or declare certain parts not fit for development to leave them in their natural state.

11 days ago



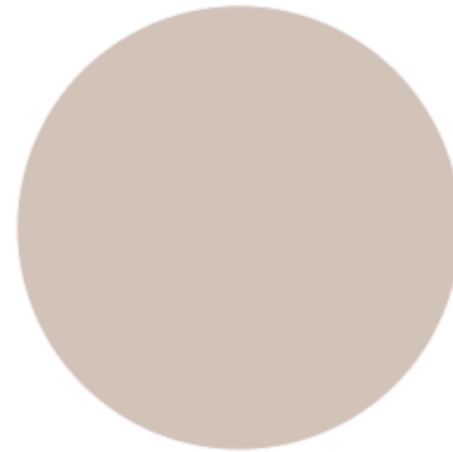
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# Floodplain Survey

## Results

*100 percent  
who answered  
this question  
have not  
contacted us  
before*

Have you ever contacted us about flooding issues on or near your property?



100% No



# Upcoming Communications

## Planned tactics

- General
  - Email
  - Social media  
(posts & polls)
  - Website  
(resources, event info)
- Targeted
  - Email to residents living in the floodplain
  - Geo-targeted social posts
  - 18 Citizen Advisory Councils
  - Media





# Upcoming Communications

## Messaging

- More about gathering information than involvement with the stakeholder group
  - Hear from folks living in or near the floodplain
  - Gain insight on floodplain awareness
  - Learn about experiences/impacts
- Data will help inform stakeholder recommendations



# Upcoming Communications

## Email to Floodprone Properties

- Use updated email list from Hurricane Florence
- 26,000 customers
- Two-foot buffer above 100-year floodplain elevation

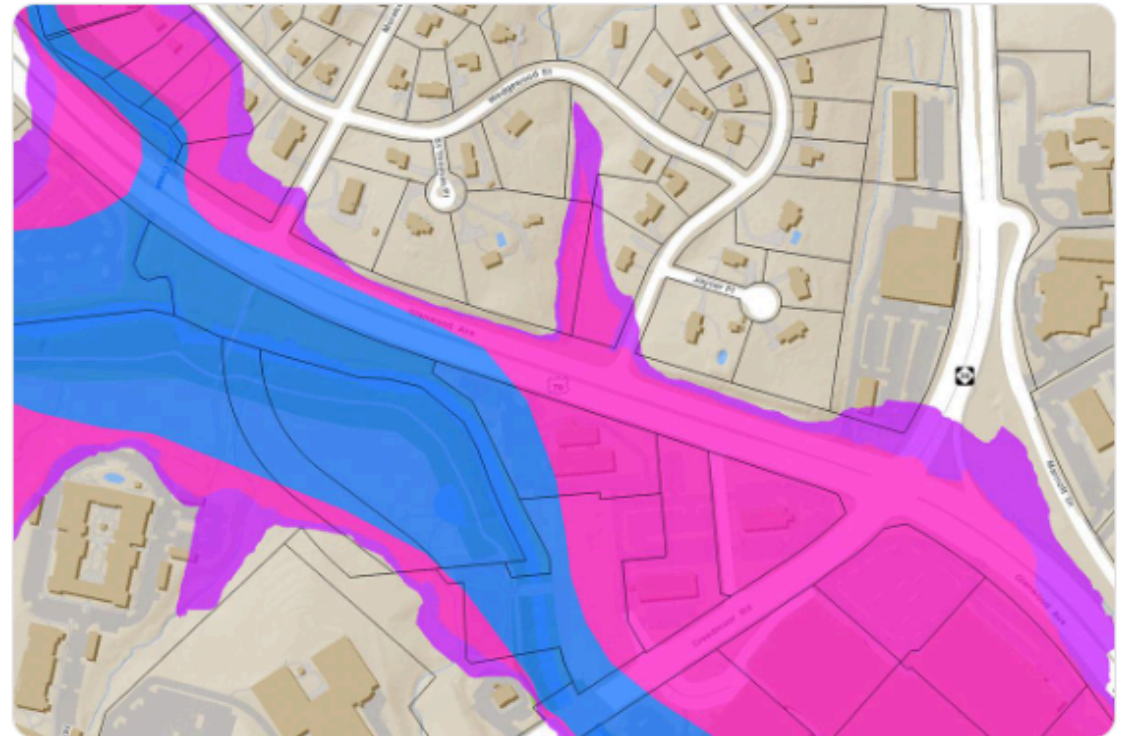


Raleigh

More targeted  
social media  
approach:

- Location
- Survey prompt
- Polls

this survey. Your answers will help us make improvements to our floodplain regulations.  
[bit.ly/2DwXTyt](https://bit.ly/2DwXTyt) #RaleighStormwater



11:07 AM - 24 Apr 2019

4 Retweets 8 Likes





# Outreach to CACs

Changes to floodplain regulations will reduce flooding impacts and safety concerns in Raleigh, particularly for floodprone areas near streams and creeks that are expected to flood during large rain storms.

## What We're Looking At

- What can be built in the floodplain
- How we can improve buildings in the floodplain that aren't up to code
- Access to structures when it floods
- Flood study requirements

Your feedback will help us address issues in the floodplain and make changes to regulations that are in place.

Stormwater Management  
Ben.Brown@raleighnc.gov  
919-996-3940



*Direct outreach at meetings*  
*Emails*  
*Newsletters*

CITY OF RALEIGH  
ENGINEERING SERVICES  
Stormwater Management  
P.O. Box 590  
Raleigh, NC 27602-0590

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## Do you Live in the Floodplain? We Want to Hear From you

Take this online survey to let us know more about your experience. We are gathering information on floodplain regulations and how we can improve them. Survey results will be shared with a stakeholder group to help determine recommendations for updated regulations.

Survey: [publicinput.com/4318](https://publicinput.com/4318)





Raleigh

## Media Outreach

*City-wide press release  
and/or direct outreach  
to media contacts*

LOCAL

## Know where there's persistent flooding in Raleigh? The city wants to hear from you.

BY ANNA JOHNSON

AUGUST 28, 2018 01:12 PM, UPDATED AUGUST 28, 2018 07:33 PM



Drone pilot Mark Turner captured video of widespread flooding along Crabtree Creek in the area of Wake Forest and Six Forks Roads in Raleigh in April 2017. BY MARK TURNER

**RALEIGH**

Whenever it starts to rain, Heather Eberhardt worries about her chickens.



# Upcoming Communications

## Timelines

- May 2019: Coordinate with Public Utilities & Housing & Neighborhoods
- May/June 2019: Distribute email to floodprone properties; postcards to CACs; pitch media; generate social media polls
- July 2019: Share results with stakeholder group

# Discussion/Questions



<sup>TM</sup>  
Raleigh