

GUIDANCE MEMORANDUM #1



Outreach to the Public and Other Stakeholders

To: Michael Oppegaard, Coordinator, MCOEM
Margaret Murnane Brooks, Deputy Coordinator, MCOEM
For County distribution to representatives from all participating jurisdictions

From: Anna Foley, Project Manager, URS
Richard Franks, Deputy Project Manager, URS

Date: July 26, 2012

Re: Monmouth County Multi-Jurisdictional Hazard Mitigation Plan Update - Outreach

The Project: An update of the approved 2009 Monmouth County Multi-Jurisdictional Hazard Mitigation Plan for continued compliance with the Disaster Mitigation Act of 2000 and its implementing regulations.

The Issue: To meet FEMA's requirements for plan approval, municipal staff members must participate in the plan update process through attending meetings, providing various types of information and feedback, identifying and assessing mitigation actions, and reviewing draft documents. In addition, it is also required that the public and other stakeholders (such as neighboring jurisdictions, agencies, businesses, academia, nonprofits, and other interested parties) be given an opportunity to comment and become involved.

Memo Purpose: This memorandum has been prepared to provide the Core Planning Group (Monmouth County and its participating jurisdictions) with suggestions for engaging the public and other stakeholders in the plan update in a manner that will meet FEMA's minimum requirements for plan approval.

Keep In Mind: URS, as the consulting company, is able to provide the Core Planning Group with guidance on potential means to satisfy the FEMA requirements. Nevertheless, it is the members of the Core Planning Group (Monmouth County and its participating jurisdictions) who are ultimately responsible for selecting activities that they feel are most appropriate for their respective communities, carrying out these activities, and providing URS with a completed Outreach Log (last page of this memo) to be incorporated into the plan.

Action Items: Outreach to the public and other stakeholders starting immediately and continuing on an ongoing basis throughout the plan updated process. Completed Outreach Logs documenting these activities must be provided to URS no later than May 1, 2013 for your activities to be incorporated into the Draft Plan Update. Please don't hesitate to contact Anna Foley or Richard Franks of URS if you have any questions. They can be reached via phone at 973-883-8500 or via email to anna.foley@urs.com or richard.a.franks@urs.com, respectively.



Overview

For this project, each participating municipality has committed to contributing to the development of an updated county-wide, multi-jurisdictional hazard mitigation plan and has authorized local members to serve beside representatives from Monmouth County on the "Core Planning Group" and to actively participate as requested throughout the planning process.

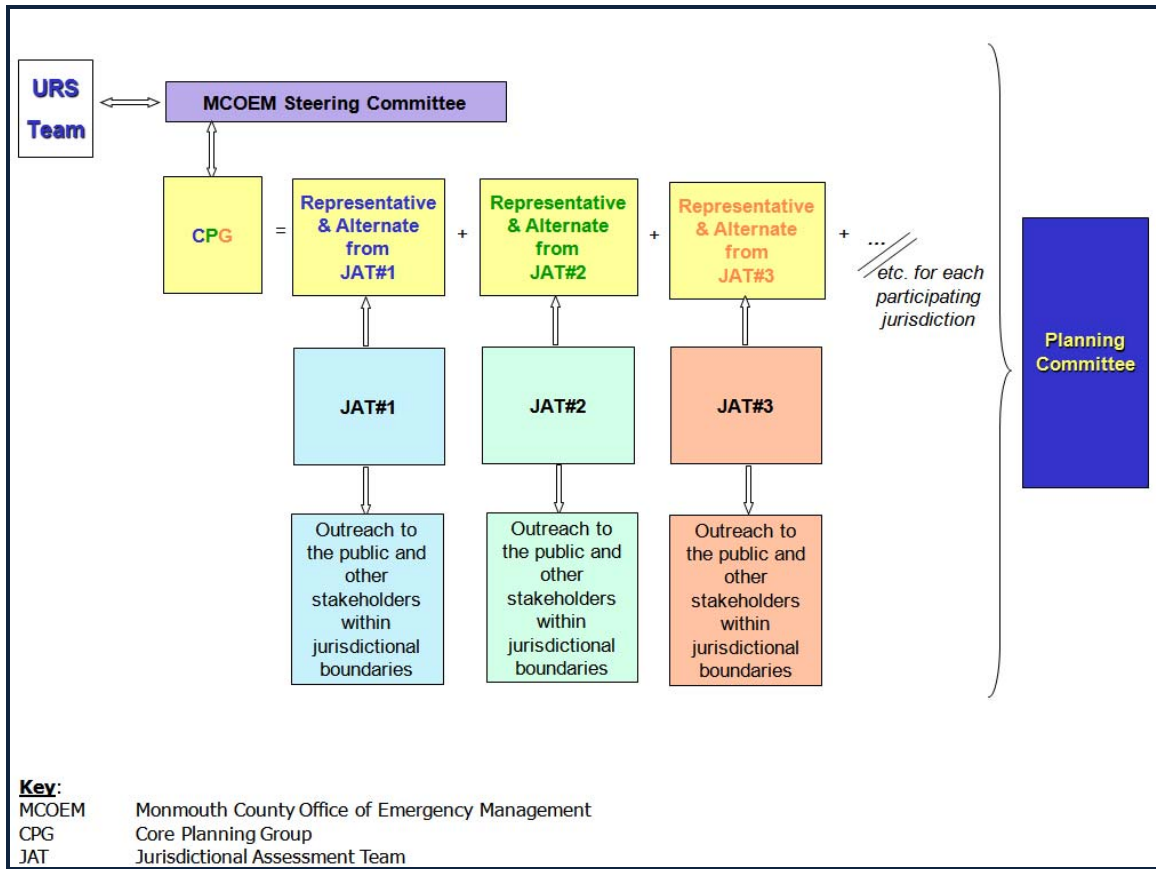
Each municipality is required to name its own local hazard mitigation planning committee ("Jurisdictional Assessment Team", JAT). CPG members will reach back to their JAT and pass along meeting information to them, keeping them apprised of the update process, as well as solicit their joint support in providing information and feedback for various stages of the plan update.

Each municipal JAT, headed by its CPG member(s), is required to provide opportunities for both the general public and other stakeholders to become aware of the process and be given an opportunity to comment, provide feedback, and become involved. Other stakeholders include entities such as:

- Neighborhood groups
- Non-profit organizations (i.e., Red Cross, Salvation Army)
- Environmental groups
- Historic preservation groups
- Church organizations
- State, federal, and local government offices
- Neighboring communities/counties
- Business and development organizations
- Academic institutions
- Utility providers
- Large businesses
- Hospitals
- Tribal groups
- Transportation entities
- Parks organizations
- Regional planning organizations

The URS team will serve as plan authors and will assist the Planning Committee by conducting the analyses necessary to provide information they need to make sound decisions, and help guide them through the necessary steps of the plan update process in a manner that is consistent with applicable regulations (DMA 2000), criteria (44 CFR Part 201.6), and guidance (FEMA's Mitigation Planning "How-To" guides; the new Local Mitigation Plan Review Guide (released October 2011); and its associated Local Mitigation Planning Handbook (to be released later this year).





Outreach to the Public and Other Stakeholders

For FEMA to approve the updated plan, the County and each participating jurisdiction must take actions to: (a) alert the public and other stakeholders to the fact that the Planning Committee is working to develop this Hazard Mitigation Plan Update, and (b) provide the public and other stakeholders with a forum to ask questions, and submit comments and suggestions on the process.

Over the course of the summer and early fall, each participating jurisdiction should:

- Discuss the plan update at regularly scheduled council/board meetings (that are already advertised and open to the public and other stakeholders).
- Post the plan update Fact Sheet throughout the municipality on notice boards at locations such as municipal offices, libraries, fire/police stations, etc.
- Establish a link on the jurisdiction's web site to the overall County Hazard Mitigation Plan Update page (currently under development; it will include information about the project and planning team as well as meeting summaries, points of contact for questions/comment/feedback, and links for further information).
- Target for outreach key stakeholders that each jurisdiction would like to solicit particular feedback from, at the discretion of the jurisdiction. Targeted outreach can be as simple as



a phone call, one page letter or email sent to a list of a few key stakeholders from a range of areas that:

- Alerts the stakeholders to the planning process that is being undertaken;
 - Provides them with a link to the upcoming County web site for more information on the process;
 - Identifies a point of contact for more information if they have detailed questions or would like to become involved;
 - Offers to send them copies of meeting minutes and a notification when the Draft is released, if they respond requesting such.
- Make the Fact Sheet available if, for example, your municipality has a booth at a local fair/festival.
- Publish information about the municipality's participation in the plan update in a local newspaper, if possible (or local newsletter, if one is scheduled for regular release later this summer or early fall).
- Ensure that the public and other stakeholders are invited to review and provide comments on the Draft Plan Update, when it becomes available.
- Consider using radio announcements, press advisories/releases, and local television.
- For all of the items above, interested parties should be provided with an avenue for asking questions, submitting comments, and providing feedback.

CPG members and their individual JATs should use the Outreach Log included on the last page of this memorandum to document their activities, and submit a completed form to URS by May 1, 2013 for incorporation into the plan.





Monmouth County Multi-Jurisdictional Hazard Mitigation Plan Update

OUTREACH LOG:

Summary of Outreach Activities to the General Public and Other Stakeholders

PARTICIPATING JURISDICTION: _____

DATE OF ACTIVITY	TYPE OF ACTIVITY	ACTIVITY DETAILS	LEAD DEPARTMENT AND/OR STAFF TITLE WHO UNDERTOOK ACTIVITY

*Please add additional pages as needed and return via email by May 1, 2013 to Anna Foley at:
anna.foley@urs.com. For questions, please call 973-883-8500.*

