

Risk Communication and Flood Awareness Outreach

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March 2025; Lindsay Budija

Mitigation Saves

- ➡ For every \$1 spent on mitigation, \$7 is saved in disaster costs.



Outreach Suggested Actions - Carson River Watershed Floodplain Management Plan

FLOODPLAIN AND FLOOD HAZARD OUTREACH AND EDUCATION (30-34)					
FLOODPLAIN AND FLOOD HAZARD OUTREACH AND EDUCATION (30-34)	30	330	Continued implementation of watershed-wide outreach and education program about floodplain importance and flooding hazards.	CRC Working group which includes CWSD, Federal, State and Local Jurisdictions	FEMA; NDWR, and Federal, state and local partners
	31	330	Promote and participate in Annual Flood Awareness Week (FAW) and events throughout the year with the objective of providing information about protection of floodplains, flooding and flood hazards to the general public.	CRC Working group which includes CWSD, Federal, State and Local Jurisdictions	All Federal, state and local funding sources
	32	330	Develop and update media in conjunction with FAW working group (social media, videos, brochures, web content, press releases etc.) for distribution throughout watershed with consistent messages and information for the general public.	CRC Working group which includes CWSD, Federal, State and Local Jurisdictions	CWSD, NDWR, USACE
	33	330	Promote FAW partner websites (e.g., NevadaFloods.org, National Weather Service, CWSD, and county websites) which provide information on the Regional Floodplain Management Plan, floodplain protection, flood risk, emergency preparedness, and emergency contact information. Link to one another's websites and social media sites to amplify message.	In conjunction with Flood Awareness Campaign led by NDWR, CWSD, NOAA -NWS Reno specifically address flood risk and local jurisdictions have websites as well which also link to these websites.	CWSD, NDWR, NOAA -NWS Reno
	34	330	Utilize special events, River Work Days, and other outreach opportunities in conjunction with FAW working group to raise awareness of flooding hazards and importance of floodplains.	CRC Working group which includes CWSD, Federal, State and Local Jurisdictions	All Federal, state and local funding sources

Outreach Types

School Outreach



Project Outreach



Public Outreach



Audiences:

Stakeholders

County Staff

Elected Officials

Property Owners

Educators

Schoolchildren



Active Outreach



- High Water Passive





High Water Mark

Open Space & Floodplains Work Together

The High Water Mark Myth

The legend around the "High Water Mark" is a myth. It is not a line in the ground that marks the highest water level reached during a flood. It is a line in the ground that marks the highest water level reached during a flood.

In the 1930s, the city of Carson City was one of the first to create a floodplain. The city's floodplain was created by the Carson City Flood Control District. The floodplain was created by the Carson City Flood Control District.



Know Your Hazard

Flooded Community Management Program (FCMP) guidelines. Flooded Community Management Program (FCMP) guidelines. Flooded Community Management Program (FCMP) guidelines.



Carson City Open Space

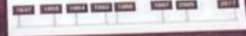
Open Space is an important resource in Carson City. Open Space is an important resource in Carson City. Open Space is an important resource in Carson City.

Major Storms

Flooding can happen in any year. The timeline below, 1927 to 2017, reveals a 7 to 10 year average frequency for major floods that cause flooding in Carson City. In 1927, the City experienced flooding from two atmospheric river storms, which is a rare and unprecedented level of atmospheric moisture from the mid-Pacific area of the Pacific Ocean.

In January, about 11 inches of rain fell which caused damage over the entire City then in February another storm hit the area causing additional damage. All told, about 22 inches of rain fell in the lower foothill area of the City.

Timeline of Major Storms



Visualize Flooding

Known Flood Risk



Photo courtesy of Tammy Kinsley

Flood Hazard Viewer



Carson River Watershed Flood Hazard Viewer

[Link to FEMA Flood Map Service Center](#)

Inundation Mapping



NOAA Advanced Hydrologic Prediction Service – Carson River Inundation

Carson River Floodplain is worth conserving – Agriculture's a good ...



Thank you to all our partners!



Nevada Department of
Transportation



Thank you

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