

City of La Crosse Flood Advisory Committee

Flood Hazard Mitigation Planning

September 3, 2020



PROPOSAL FOR PROFESSIONAL SERVICES

Flood Hazard Mitigation Plan

LA CROSSE, WISCONSIN | AUGUST 14, 2020



Key Team Members



BRAD WOZNAK PE, PH, CFM
PROJECT MANAGER/SENIOR
FLOODPLAIN MANAGER

Brad will serve as the project manager and will be responsible for ensuring the FHMP meets the City's schedule and the City's long-term goals and expectations.



JOHN CALLEN PE, CFM
SENIOR PLANNER/
FEMA CRS EXPERT

John will ensure that the plan maximizes the available points for CRS. John will also help ensure the programmatic floodplain management and technical assessments are cohesive in the plan document.



RANDY SANFORD PE
CLIENT SERVICE MANAGER

Randy will help facilitate communication with the City and support Brad to ensure Brad and the team have the right resources to complete the plan.



BECKY APPLEFORD CFM
SENIOR HAZARD MITIGATION/
EMERGENCY MANAGEMENT

Becky will lead the efforts to ensure the FHMP complies with 44 CFR §201.6.



BREA GRACE AICP
LAND USE PLANNER/PUBLIC
ENGAGEMENT FACILITATOR

Brea will lead the overall planning and community development efforts. She will also be responsible for public meetings and community engagement for the project.

SEH / JEO Project Partnership



Project Team

CLIENT	City of La Crosse FHMP Steering Committee and City Staff Technical Advisory Committee Lewis Kuhlman AICP Environmental Planner
MANAGEMENT	CFM Brad Woznak PE, PH, CFM Project Manager/Senior Floodplain Manager, SEH Randy Sanford PE Client Service Manager, SEH
WATER RESOURCES/ FLOOD MANAGEMENT TECHNICAL RESOURCES	CFM JORDAN THOLE PE, CFM Floodplain Engineer, SEH CFM RILEY MONDLOCH PE, CFM Floodplain Engineer, SEH CFM DAN FRICKE PE, CFM Senior Floodplain Engineer, JEO
ENVIRONMENTAL PLANNING	BRUCE OLSON PE Senior Environmental Scientist, SEH RYAN SAUTER Hydrogeologist/Environmental Scientist, SEH CFM RENEE WILDE PWS, CFM, CWS Natural Floodplain Function Expert, SEH
PUBLIC ENGAGEMENT, COMMUNITY DEVELOPMENT, LAND USE PLANNING	BREA GRACE AICP Land Use Planner/Public Engagement Facilitator, SEH NATE DAY AICP Senior Planner/Funding Specialist, SEH DILLON CONSTANT GIS Analyst/Community Planner, SEH ANDREA GEBHART AICP Community Engagement Specialist, JEO ALYSSA TENORIO Public Information Specialist, JEO
URBAN PLANNING, FUNDING, ECONOMIC DEVELOPMENT	GARY RANDLE Senior Urban Planner, SEH DANIEL BOTICH Senior Economic Development Professional, SEH MARY BAKER FEMA Funding Specialist, JEO
INFRASTRUCTURE COORDINATION AND PLANNING	JEREMY TOMESH PE Civil Engineer, SEH
FEMA COMMUNITY RATING SYSTEM/ HAZARD MITIGATION, EMERGENCY PLANNING	CFM JOHN CALLEN PE, CFM Senior Planner/FEMA CRS Expert, JEO CFM BECKY APPLEFORD CFM Senior Hazard Mitigation/Emergency Management Planner, JEO BROOKE SEACHORD Hazard Mitigation/Emergency Management Planner, JEO

Presentation Overview

- Introduce Key Team Members
- Discuss Approach to the Project
- Discuss Next Steps
- Respond to Question / Discussion with Committee



Project Approach

3 Phases

- ① Understanding of Flood Hazards and Flood Risk Assessment
- ② Goals and Objectives Setting
- ③ Strategies, Funding and Tools



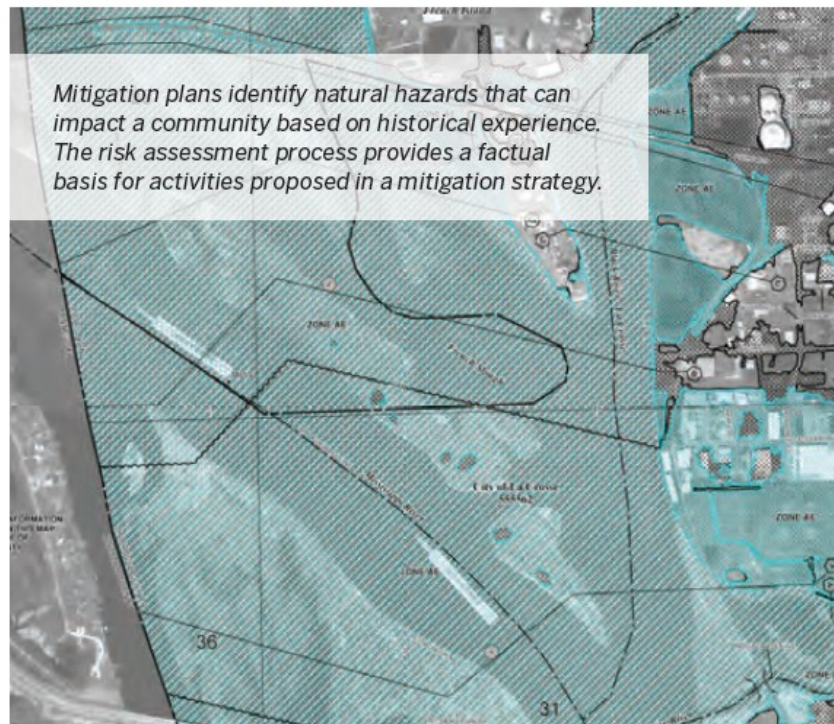
Project Approach

- Task 1** Plan Preparation
- Task 2** FHMP Steering Committee & City Staff Technical Advisory Committee Facilitation
- Task 3** Public Engagement Process
- Task 4** Presentation of the FHMP document and findings to the City Plan Commission, Common Council
- Task 5** Completion and Delivery of FHMP Document(s)



Hazard Mitigation Planning

- Coordination with Local, County, State Officials
- Ensure Planning Process meets 44 CFR § 201.6 requirements
- Ensure Plan is reviewed, approved, and aligns with La Crosse County All Hazards Mitigation Plan



Structuring Process for Funding Future Implementation

- Optimize the Process & define Project Outcome based on feedback from Floodplain Advisory Committee
- Maximize points through Community Rating System (CRS)
- Identify Opportunities to align Future Projects with FEMA funding applications



Public Engagement

SUCCESSFUL OUTREACH:

- 1 Informs and educates about hazards and risks
- 2 Invites interested parties to contribute their views and ideas for mitigation
- 3 Identifies conflicts and incorporates different perspectives and priorities early in the process

- 4 Provides data and information that improves overall quality and accuracy of the plan
- 5 Ensures transparency and builds trust
- 6 Maximizes opportunities for implementation through greater consensus and acceptance

Source: *Local Mitigation Planning Handbook*, FEMA



Public Engagement

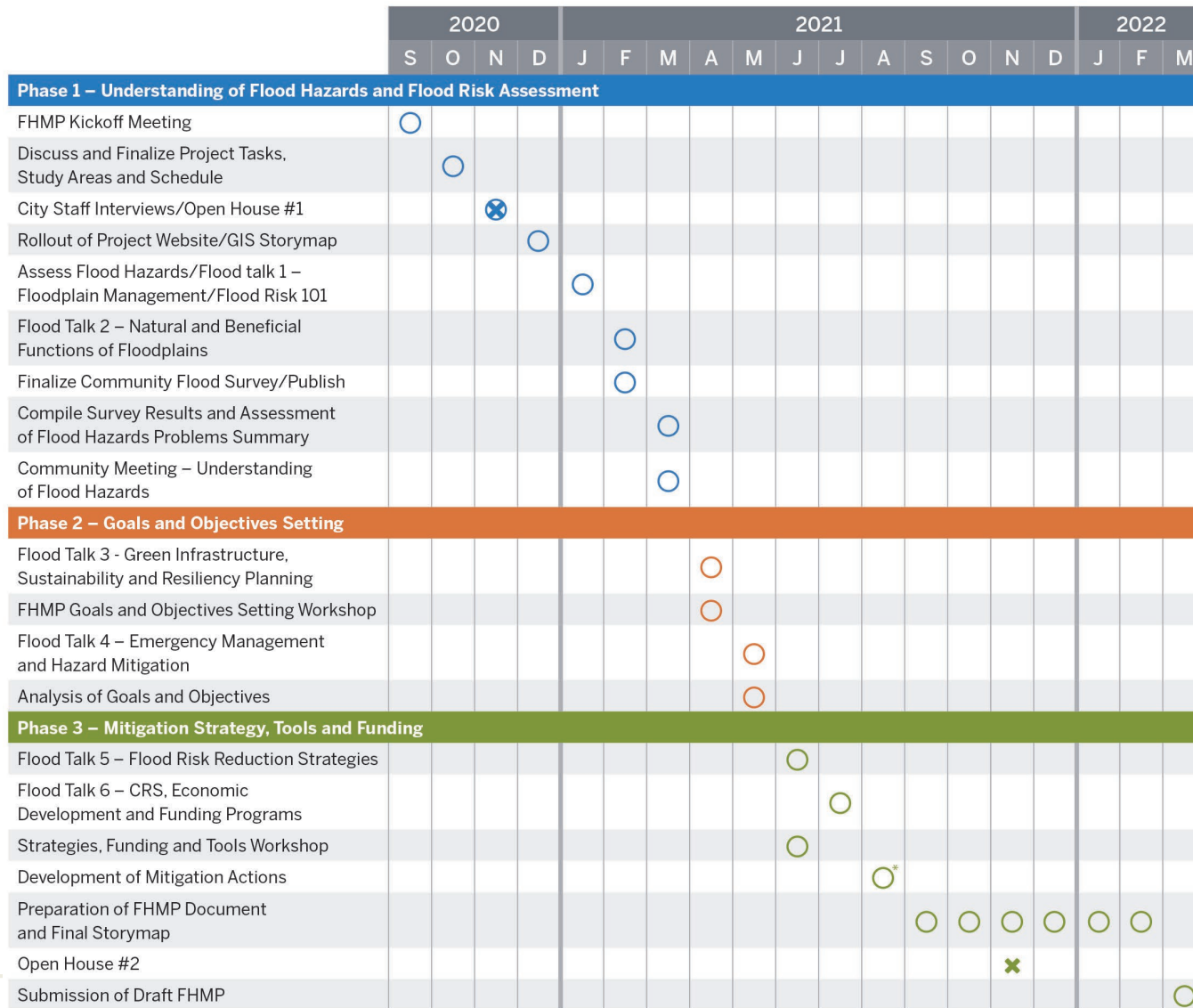
- Develop an Outreach Strategy with Advisory Steering Committee
 - Who / How / When
- Staff Interviews / Data Collection
- Community Open House



Source: Local Mitigation Planning Handbook, FEMA

Project Timeline

× = Open House



* It is ideal to get draft mitigation actions in this timeframe, as this will set up the City to pursue FEMA BRIC/FMA funding with the next funding cycle.



Next Steps

	2020				
	S	O	N	D	J
Phase 1 – Understanding of Flood Hazards and Flood Risk Assessment					
FHMP Kickoff Meeting	○				
Discuss and Finalize Project Tasks, Study Areas and Schedule		○			
City Staff Interviews/Open House #1			⊗		
Rollout of Project Website/GIS Storymap				○	
Assess Flood Hazards/Flood talk 1 – Floodplain Management/Flood Risk 101					○

SEPTEMBER						
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NOVEMBER						
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thank you!