



FEMA

W-05011

March 23, 2005

MEMORANDUM FOR: Write Your Own Principal Coordinators and the
NFIP Servicing Agent

FROM: WYO Clearinghouse

SUBJECT: FloodSmart – March/April Newsletter of the
NFIP Marketing Campaign

Read on for the latest from FloodSmart! In this issue:

Learn about some of the causes for spring flooding and the 2005 spring flooding forecast. Find out about our new SFIP to PRP conversion piece to help your clients during map changes. Also, we have a winner for the “Capture the Flood” contest! See the winning photograph.

Please take a moment to read this valuable resource and pass it along to your agents. You can use the information in your newsletters, publications, or list-serve e-mails. If you have any questions or need additional information, please contact floodsmart@ogilvypr.com.

Attachment

cc: Vendors, IBHS, FIPNC, WYO Marketing Committee, Government Technical Representative

Suggested Routing: Marketing, Underwriting

As Winter Melts, Spring Floods Emerge

Spring floods are a real and serious threat. In 2004 more than 400,000 losses were reported during the spring months. The extent of spring flooding depends, in part, on the conditions at the end of winter. Factors like the hardness of the ground, the depth of the snow pack, and how warm the spring is all contribute to spring flooding.

Heavy rains overwhelming streams, rivers and reservoirs can cause flooding at any time of the year, but when heavy rains hit a deep snow pack, causing a rapid melt, the flood risk grows significantly. Ice jams can be another cause of spring flooding when large chunks of ice covering a river or stream melt, break free, and block river water from flowing freely. This can cause the water to backup, overflow the banks, and flood nearby areas.

In the winter of 1997, North Dakota experienced eight blizzards resulting in a snow pack over 100 inches deep. The National Weather Service predicted as early as February that significant flooding could take place in areas surrounding the Red River as the snow began to melt. In April, the predictions came true as the Red River crested 26 feet over flood stage. Flooding caused 53,000 people to be evacuated and more than \$741 million in damage.



Capture the Flood Contest winning photo. Flood damage from August 2003 in Las Vegas, NV. Submitted by HAI Group of Cheshire, CT.

NOAA predicts above average risk in the Northeast

The National Oceanic and Atmospheric Administration (NOAA) predicts that some areas of the country are at an above average risk of spring flooding this year, primarily the Northeast. Ice cover on some rivers in the region is estimated to be up to one and a half feet thick increasing the risk of ice jam flooding in Maine, New Hampshire and eastern New York. High streamflows in the lower Mississippi River valley and other parts of the southwest place several states at an increased risk for spring flooding including parts of Texas, Indiana Nevada, Utah and western Colorado. The Red River valley also has an above average risk of flooding due to high streamflow, and saturated and hard grounds placing parts of Minnesota and North Dakota at a high risk.

FloodSmart urges you to talk to your customers about their flood risk as the spring months approach. Urge them to visit FloodSmart.gov to assess their risk and learn about their flood insurance options.

Hurricane Season 2004: The Numbers are In

The 2004 hurricane season was one for the history books. Five storms rocked the east coast of the country between the middle of August and the end of September. Loss payments from these five storms totaled over \$850 million. By the end of the year, more than 28,000 flood insurance losses have been paid with almost half coming from Florida alone. Loss payment totals by storm are:

- Charley—\$44,053,663
- Frances—\$113,120,455
- Gaston—\$4,352,507
- Ivan—\$652,466,652
- Jeanne—\$48,493,688

Predictions for 2005 suggest that we are still in a time of heightened Atlantic hurricane activity. There is an above average chance of a major hurricane (category 3,4, or 5) making landfall in the United States. While it would be unusual to see anything like the past season it is important to communicate to your customers that it only takes one storm to cause significant losses.

Map Modification—A PRP Opportunity

As FEMA continues to update flood zone maps, some customers will move in and out of high-risk flood areas. The NFIP Preferred Risk Program (PRP) offers flood insurance to renters, homeowners and business owners in low to moderate risk areas at a lower cost. Customers, during a map change, who choose to convert their standard policy to a PRP, may be eligible for a reimbursement of the difference between the cost of the two policies. FloodSmart has created a new SFIP to PRP conversion sheet to help agents assist clients during this process. Email FloodSmart.gov@ogilvypr.com for details.



- Q:** What are some causes of spring flooding?
A: Causes of spring flooding include: heavy rains, ice jams, high river/stream levels, frozen or saturated grounds, deep snow cover and full reservoirs.
- Q:** After the state of Florida what state had the most paid losses resulting from the 2004 hurricane season?
A: As of the end of 2004, Pennsylvania had 6,054 paid losses totaling \$115,728,442.
- Q:** Which 2004 hurricane resulted in the most paid losses?
A: Hurricane Ivan resulted in 18,135 paid losses totaling \$652,466,652 across 15 states, the U.S. Virgin Islands and Puerto Rico.

News You Can Use

- Sign up for Free Leads**
Have you signed up for free leads generated by NFIP marketing? Update your contact information with our Agent Referral Program. It's easy—visit FloodSmart.gov/agent, download and complete the leads form, and fax it to 321-978-0333. Within 30 days your name should appear online at FloodSmart.gov but will be available immediately in the call center database.
- NFIP Agent Co-Op Program**
The NFIP Co-Op program is available to all agents, WYO companies and insurance associations. The program provides pre-approved, customizable ad templates for advertising. There is no approval needed for the ad and the reimbursement process is streamlined. The program pays up to 50 percent of the cost of media. Agents who have completed state-approved continuing education (CE) courses are eligible for an additional 25 percent reimbursement—and can receive up to a 75 percent reimbursement. Visit FloodSmart.gov for more information about the Co-Op program, upcoming special incentives, and to see the many advertising options available.
- 2005 Conference Update**
FloodSmart looks forward to seeing you at the National Flood Conference May 31 – June 3, 2005 in Marco Island, FL. Online registration is available at www.fema.gov/nfip/2005conf.

Adwatch

Look for NFIP commercials on these networks:

Bravo	Speed
Court TV	Fox News
ESPN News	BET
TV Land	Weather Channel
National Geographic	Country Music Television
SciFi Channel	AMC
Spike	BET Jazz
FX	Hallmark
Animal Planet	Discovery
Lifetime	TLC
Travel Channel	USA
CNBC	Comedy Central
CNN	

Online Agent Resources

The May 2005 Flood Insurance Manual is now available for download. Visit www.fema.gov/nfip/manual.shtml for more details.

Also, you can order marketing materials such as our new SFIP to PRP conversion sheet, Marketing Tips for Agents, Co-Op Step by Step, and many others. Email us at FloodSmart@ogilvypr.com to order your electronic copies today.

Capture the Flood Contest

We have a winner! Congratulations to the Housing Authority Insurance Group of Cheshire, CT. Their photos clearly captured the significant damage that flood waters can cause. Kimberly Tompkins of the HAI Group will receive a fully paid registration to the National Flood Conference held May 31 - June 3, 2005 in Marco Island, FL.

Sign Up for the Newsletter

- If you do not already receive this newsletter, send your name, company and email address to FloodSmart@ogilvypr.com to [subscribe](#).
- If you would like to unsubscribe, [click here](#).