

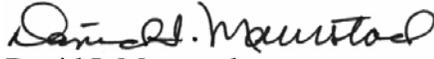


FEMA

W-06042

June 14, 2006

MEMORANDUM FOR: Write Your Own Company Principal Coordinators  
NFIP Servicing Agent

FROM:   
David I. Maurstad  
Director  
Mitigation Division

SUBJECT: Notice of Availability of Insurance Outreach Toolkit for Flood  
Map Updates

Last year, Hillsborough County, Florida and the National Flood Insurance Program's FloodSmart Campaign partnered to develop outreach materials clearly explaining the flood map modernization process and its flood insurance implications. These materials were created for use in conjunction with the release of Hillsborough County's preliminary Digital Flood Insurance Rate Maps (DFIRMs). The documents helped community officials inform real estate agents, lenders, surveyors, builders, insurance agents, community groups, members of the media and the public about the upcoming map changes and their impact on flood insurance.

By incorporating its stakeholders' comments on their use of outreach materials, the NFIP created templates that can be customized to include local information, messages and statistics. These templates form a comprehensive toolkit that allows insurance agents and companies to more effectively communicate to its clients about map changes in their area and the impact on their flood insurance requirements. This toolkit contains numerous outreach pieces designed specifically for agents, such as an agent tip sheet, fact sheet, sample client notification letters, a self-mailer postcard and talking points.

The Toolkit is now available on FEMA's website [www.fema.gov/business/nfip/hillsbo1.shtm](http://www.fema.gov/business/nfip/hillsbo1.shtm) and also accessible through the FloodSmart's secure agent website [www.agents.floodsmart.gov](http://www.agents.floodsmart.gov). A mini-CD version of the toolkit has also been created and will be available soon at conferences and meetings.

This toolkit will be a valuable resource for WYO Companies and agents whose communities are going through map changes. I am requesting that you share this information with your agents. If you have questions or comments, please contact Mary Jo Vrem, FEMA's Project Manager for the FloodSmart NFIP Marketing Campaign, by electronic mail at [maryjo.vrem@dhs.gov](mailto:maryjo.vrem@dhs.gov).

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

Suggested Routing: Marketing, Underwriting