FEMA Flood Map Service Center Redesign

Customer and Data Services
June 2014

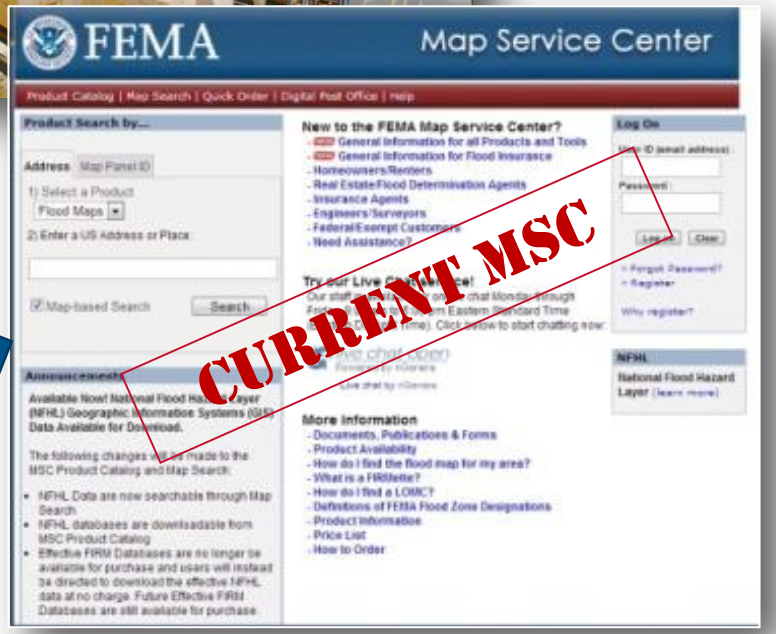
Agenda

- **Background**
- **Key Features**
- **Demonstration**
- **Help Resources**

Background and Challenges

- **Map Service Center (MSC) is in high demand**
  - Millions of visits each year
  - ¼ of customer orders are from everyday citizens
  - More than 500,000 products distributed in FY13
  - 1.5 million FIRMettes created in FY13

Physical Distribution

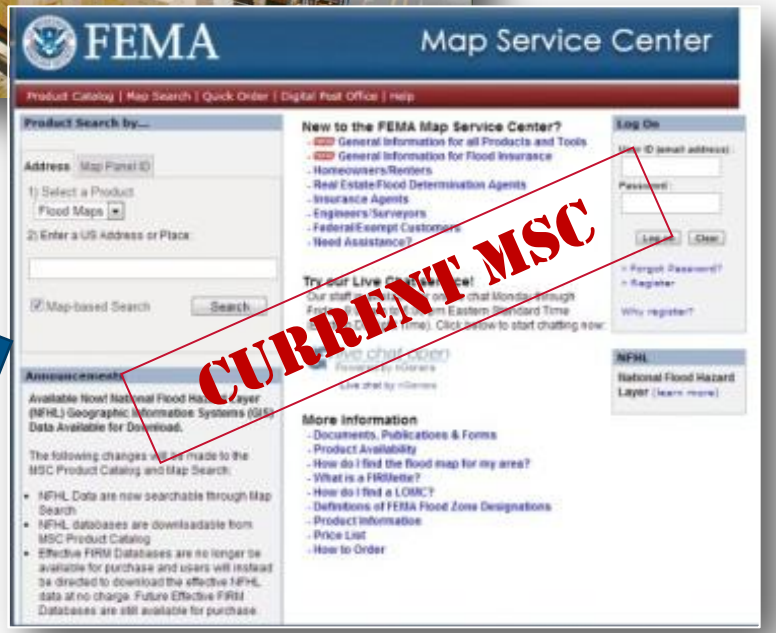


Online Distribution of Digital and Physical Products

Project Rationale

- **Historical role**
  - The existing MSC was built several years ago, focused on collecting fees for paper maps online
- **Evolving role**
  - As the products have become more digital and less paper, we collected far less in fees and more and more the store interface was an impediment to customers finding what they needed
- **Improving data access**
  - A major investment was needed to update the MSC technology
  - FEMA decided to make a significant change to the interface to improve access and reduce long-term operating costs

Physical Distribution

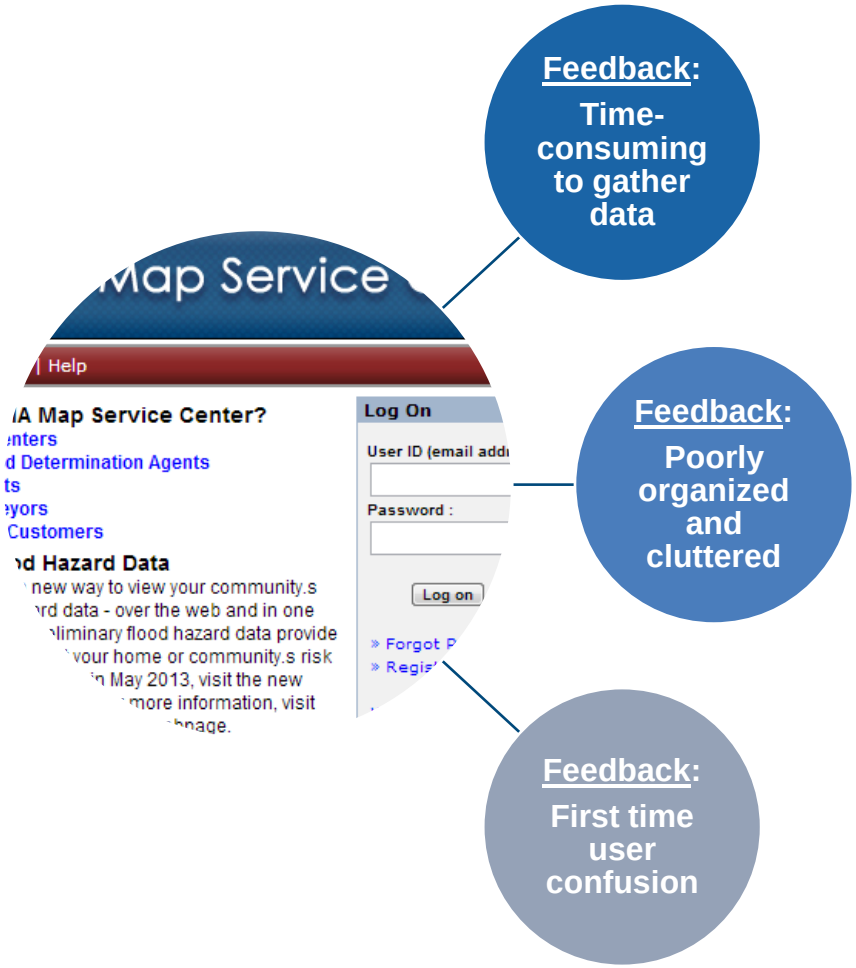


Online Distribution of Digital and Physical Products

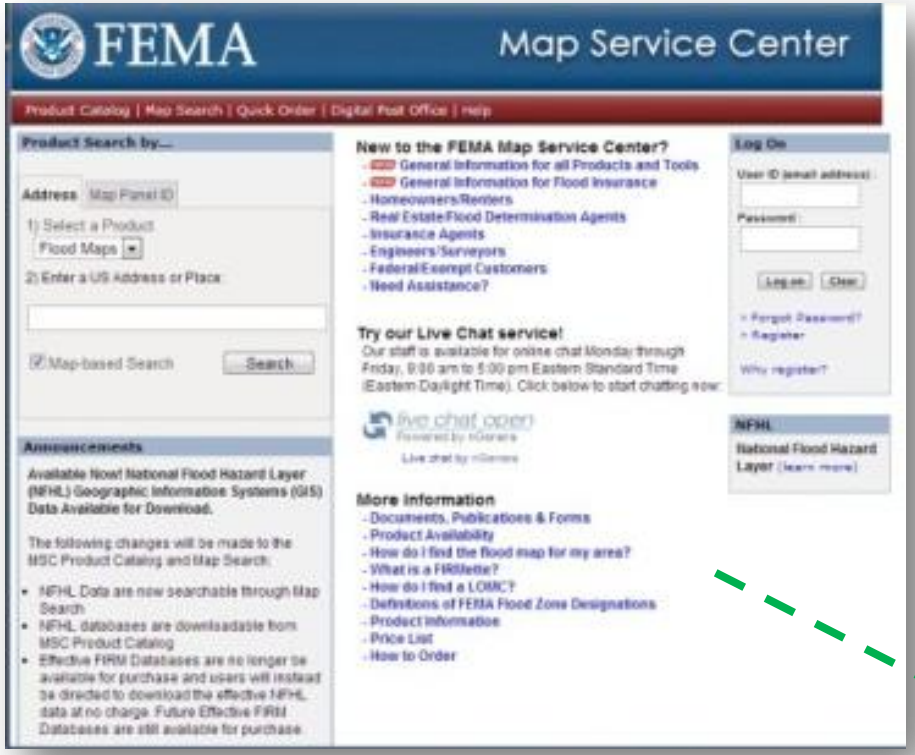
We Heard our Stakeholders!

- **Conducted several focus groups in spring 2013 to identify areas for improvement**

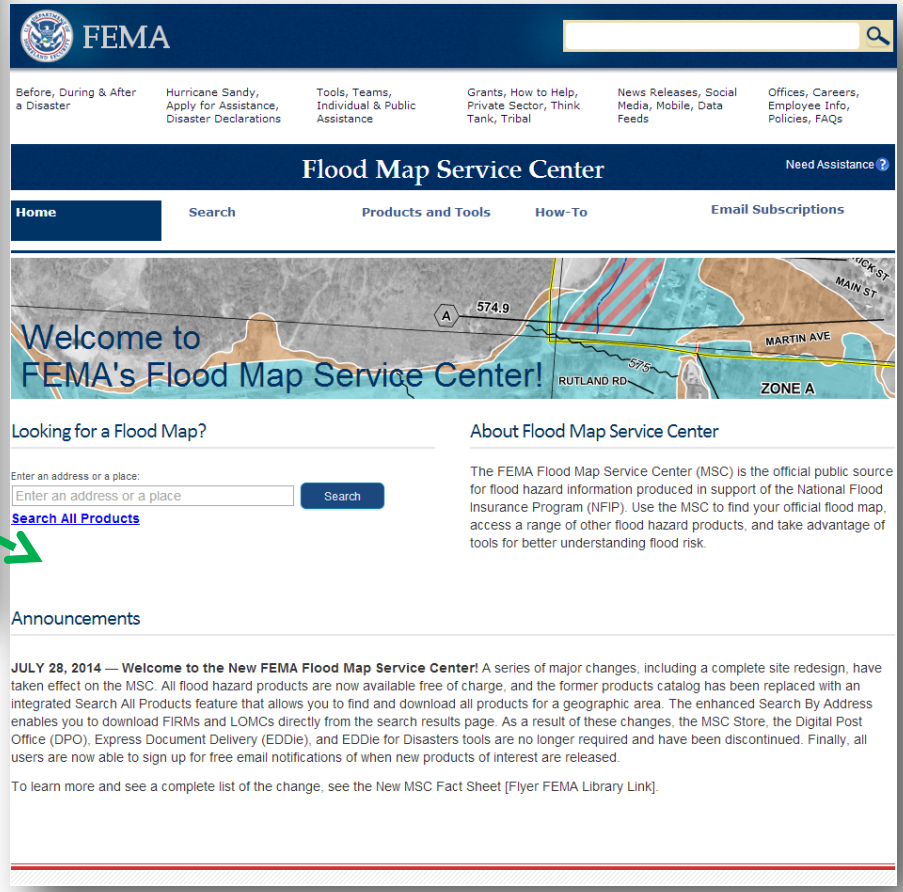
In summer 2014, FEMA will launch significant access and usability enhancements to the MSC



Coming Soon…



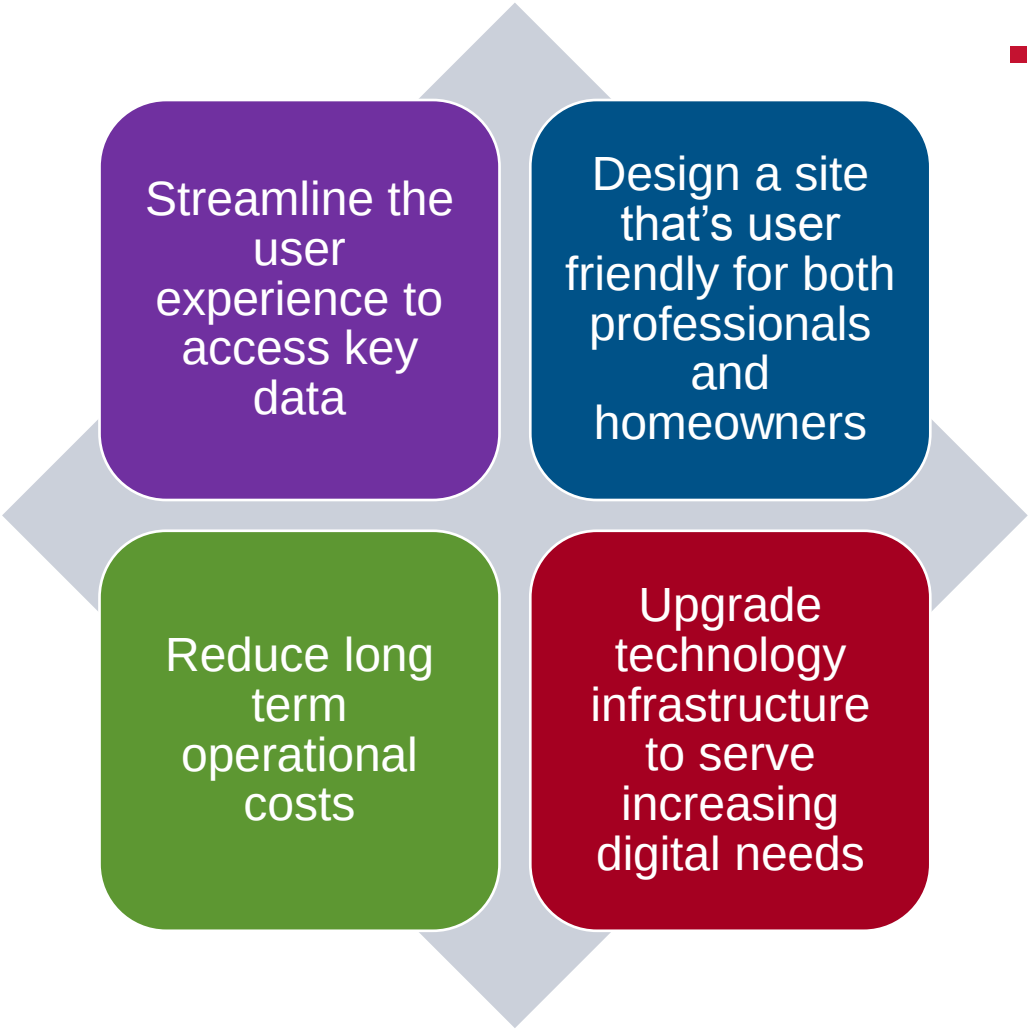
New Streamlined Interface, Ready for Digital-only Delivery



Online Distribution of Digital and Physical Products

… Summer 2014

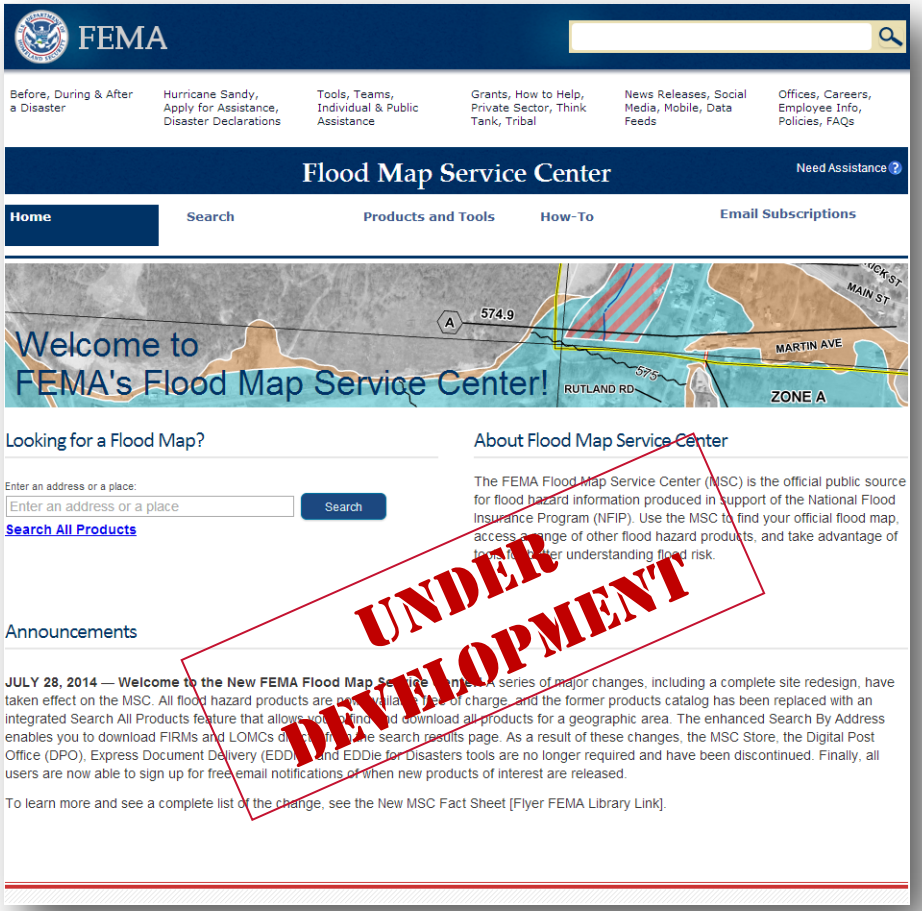
MSC Redesign Goals



- **Redesign will benefit all MSC users**
  - View and download all products… for free!
  - All-in-one search results for all products
  - Direct file downloads from search results
  - Simplified navigation
  - Quick, intuitive access to products
  - Enhanced supporting information

MSC Homepage Features

- **Clutter-free homepage, ideal for quick-access to a community's flood map**
- **Active announcements**
  - Maintenance windows
  - New site enhancements
  - Other important messages
- **Intuitive navigation**
  - Search All Products
  - Products and Tools
  - How-to
  - Email Subscriptions



All Products Free of Charge

- **All products are free for download**
- **Physical orders will be discontinued**
  - All products are downloadable from the MSC
  - ***Exception*** – Communities will continue to receive a single set of printed maps and FIS report, as well as digital data on hard disk

Decommissioned applications

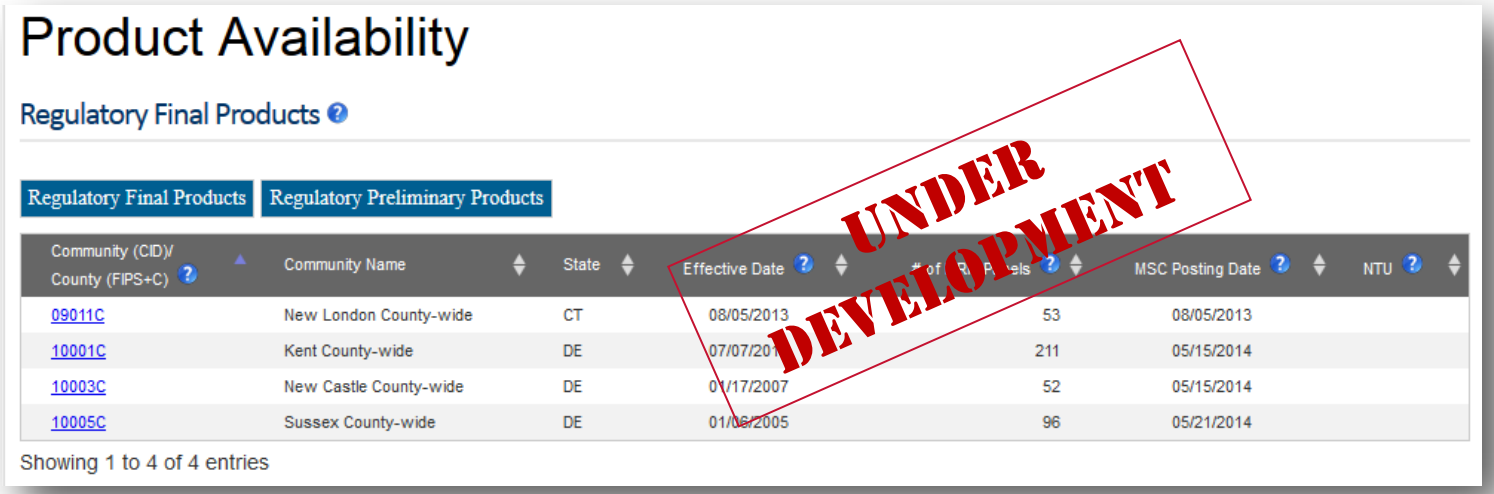
- **Legacy applications that supported purchases will be retired**
  - Digital Post Office (DPO)
  - Express Document Delivery (EDDie)
- **MSC service during disasters**
  - All products are available for quick download by county from the MSC
  - CDS will work with FEMA to establish an FTP link or similar location with all CDS-maintained data for the impacted areas for quick access by FEMA personnel

MSC Products and Tools

- **Regulatory Mapping Products**
  - FIRM
  - FIS
  - LOMC
  - GIS Databases (FIRM DB & NFHL)
- **Regulatory Product Status**
  - Preliminary flood hazard data
  - Pending products
  - Historic products
- **Non-regulatory Products**
  - Flood Risk Products
- **Tools**
  - FIRMette Web and Desktop
  - Hazus

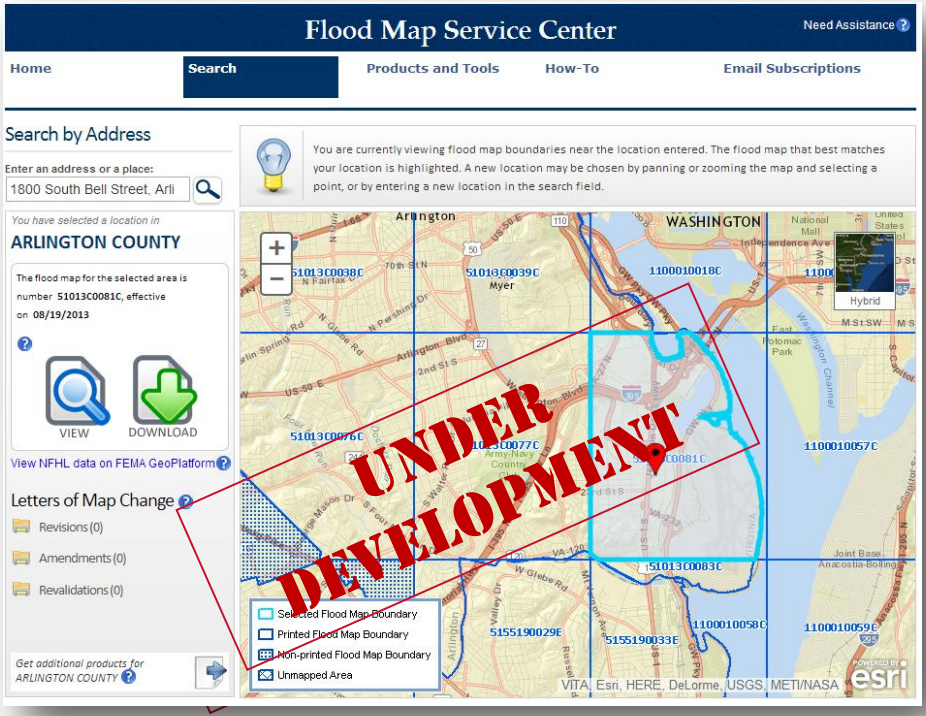
Product Availability

- **View availability of final and preliminary regulatory products**
  - Sortable by Community ID, Community Name, State, Effective Date, # of FIRM Panels, MSC Posting Date
- **Table displays the last 12 months of product updates**
- **Select the CID or FIPS code to view or download**



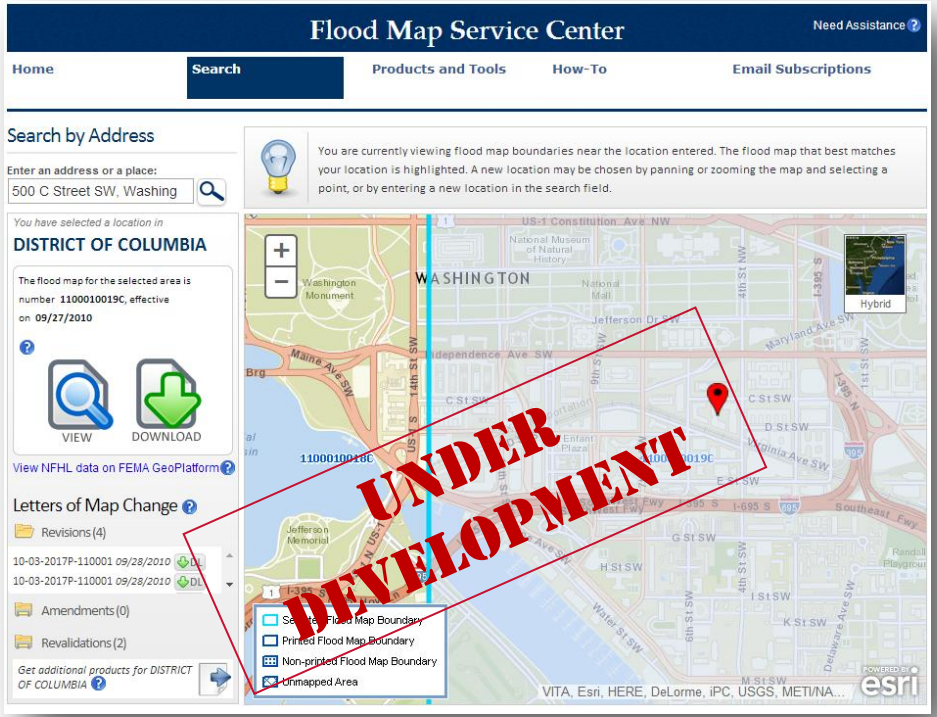
Enhanced Address Search

- **Address Search**
  - Find the effective FIRM panel and all LOMC for the FIRM panel through one address search
  - Download products directly from the search results
  - Access FEMA's National Flood Hazard Layer (NFHL), where available on the FEMA GeoPlatform via a direct link
- **Get additional products**
  - Opens pre-populated "Search All Products" page
  - Results include Pending, Historic, Preliminary, and Flood Risk Products



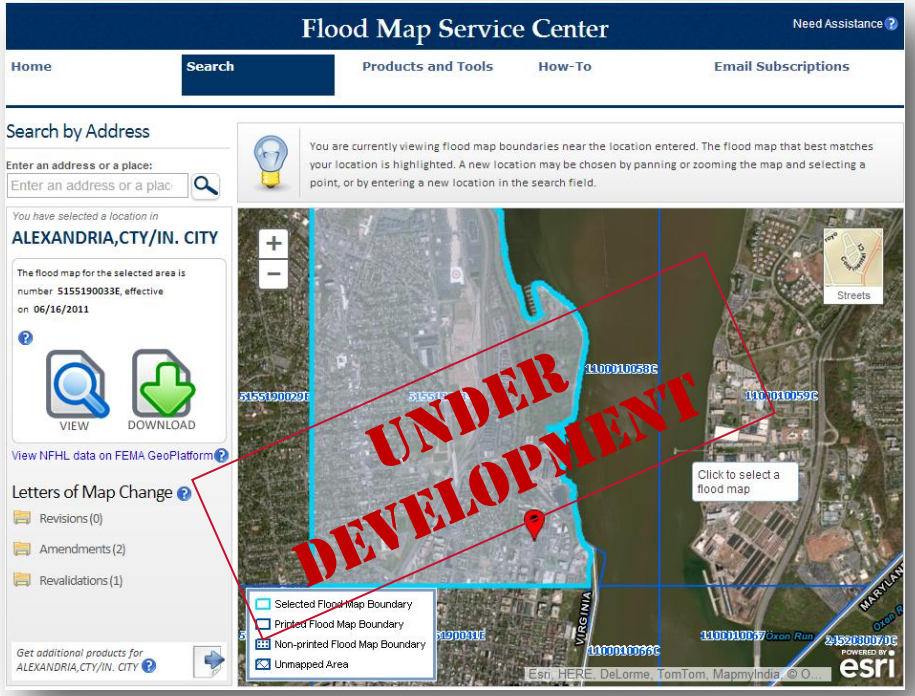
Address Search Results

- **View or Download FIRM**
  - View opens FIRM in the Intranetix viewer, where users can make a FIRMette
  - Download FIRM as a PNG or TIF file, with accompanying World File for georeferencing
  - Direct link to NFHL on GeoPlatform
- **LOMC displayed in left-hand navigation**
  - Expand collapsible menu to view details
  - Download Letter of Final Determination (LFD) from Map Search



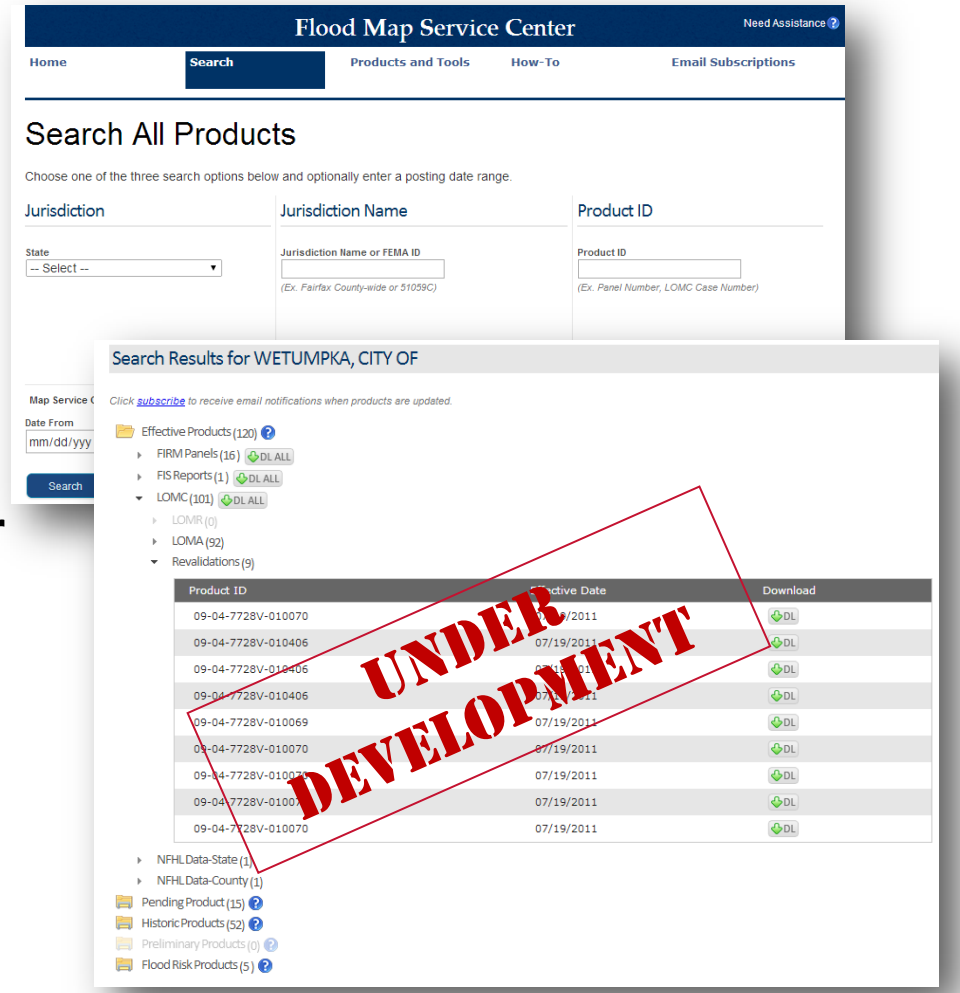
Address Search Results, continued

- **Choose Street or Satellite view**
- **Edit your search from the results page**
  - Pan, zoom, or point-and-click in the map result to chose a different FIRM panel of interest



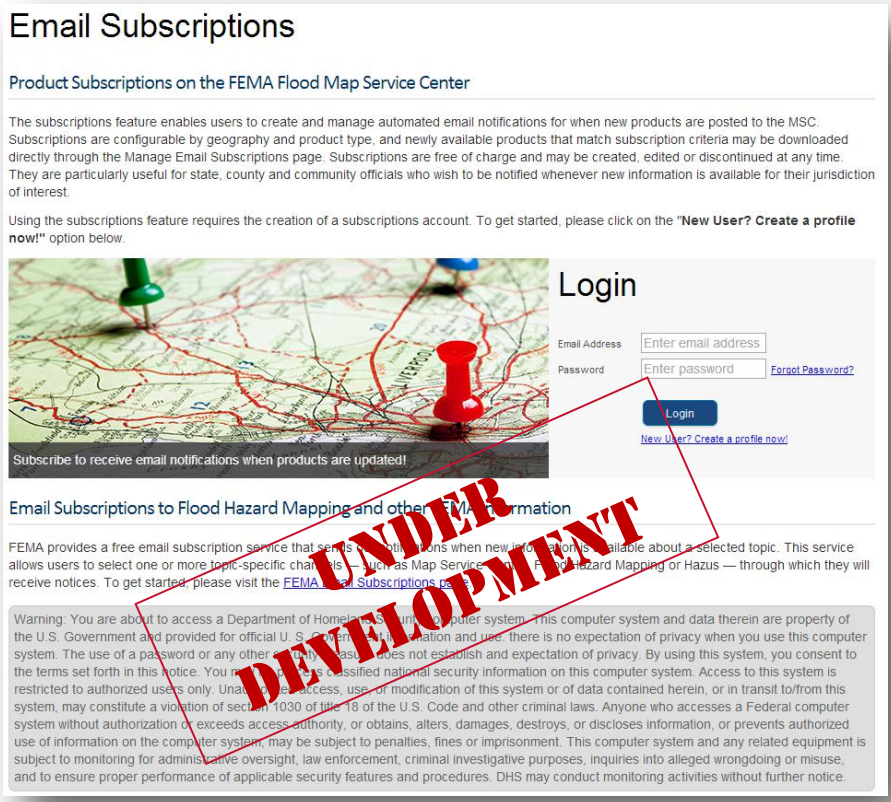
Search All Products

- **Advanced search for products by:**
  - Jurisdiction (drill-down options), jurisdiction name or FEMA ID, or Product ID
  - Results include Effective, Pending, Historic, and Preliminary Products as well as Flood Risk Products
- **All products are available for download**
- **Collapsible menus allow selective view of details**
- **Subscribe option**
  - Select this link to subscribe to alerts for the area searched



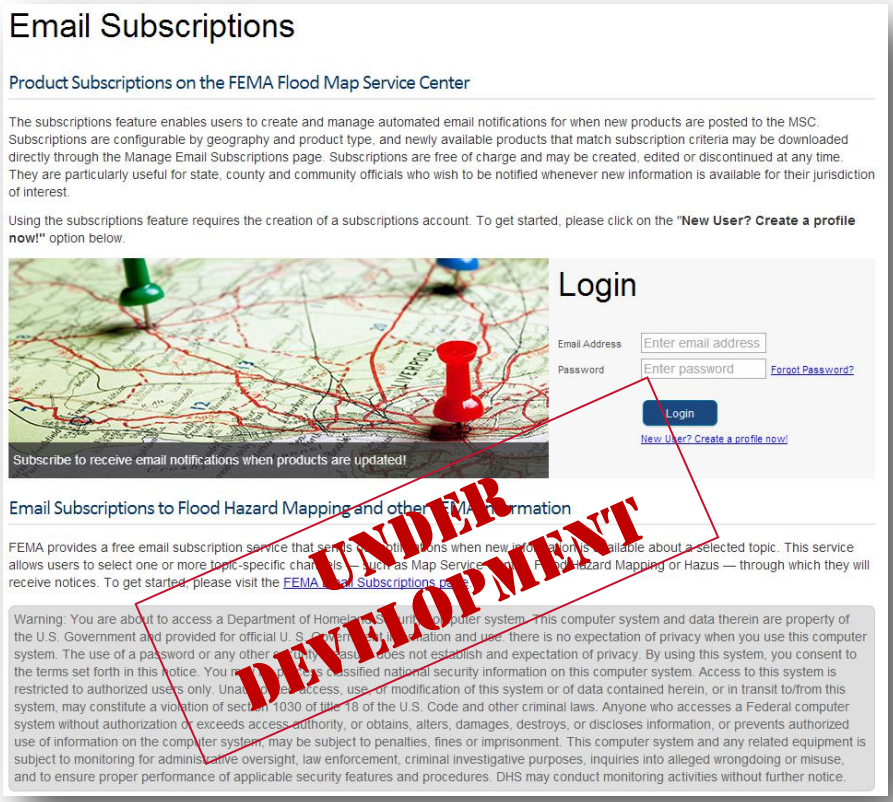
Subscription Service

- **Free email subscription service**
  - Alerts subscribers when new products matching their provided parameters become available
  - Subscribe to multiple alerts from the same account
  - Download products directly from your subscription account
  - View products posted in the last 45 days
- **Business process changes**
  - Prior paid subscription services are discontinued
  - DVDs no longer sent to subscribers, only to local officials



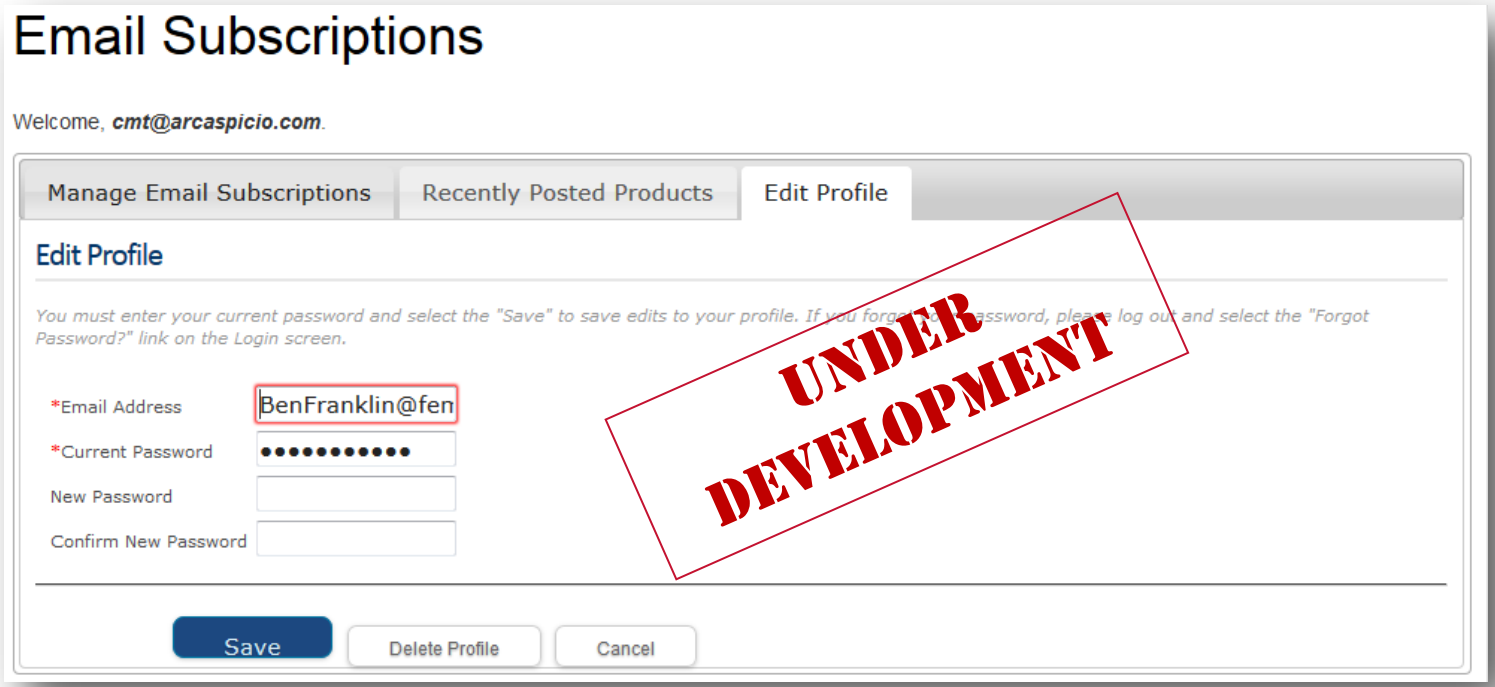
Subscription Service Account

- **Get started by registering with your email address**
  - Temporary password is emailed to you from msc-noreply@riskmapcds.com
  - No additional information is needed
  - You will be prompted to update your password after your first log in
- **Reset forgotten passwords**
  - Enter your email address and the MSC will send you a temporary password from msc-noreply@riskmapcds.com



Edit Profile

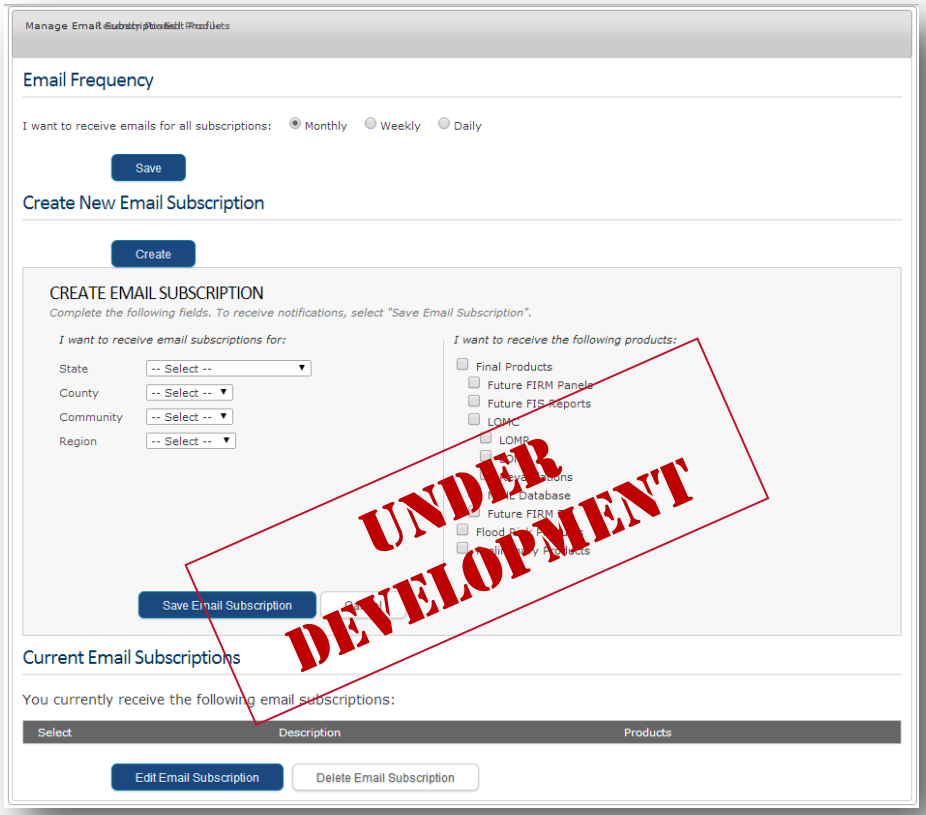
- **Change your MSC email address or password at any time**



Creating a Subscription

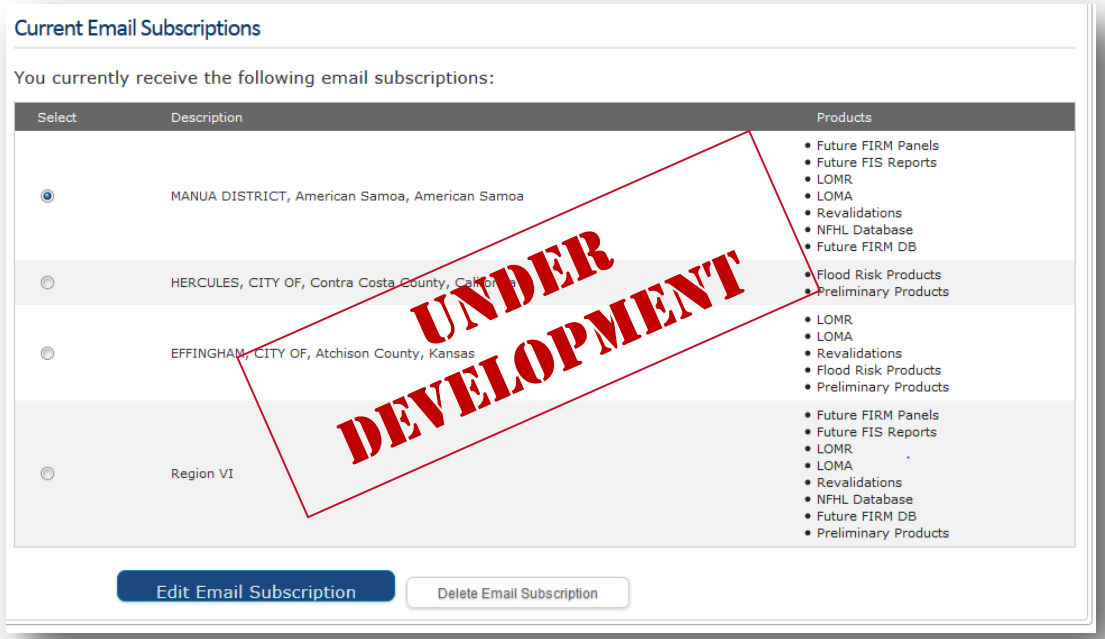
- **Flexible and customizable**
  - Add, modify, or remove individual subscriptions at any time

1. **Select email frequency**
   - Monthly, weekly, daily
2. **Choose a product type**
   - Future FIRM Panels, Future FIS Reports, LOMR, LOMA, Revalidations, NFHL Database, Future FIRM DB, Flood Risk Products, Preliminary Products
3. **Select an area**
   - Select State, County, Community, and/or Region
4. **Save your subscription**



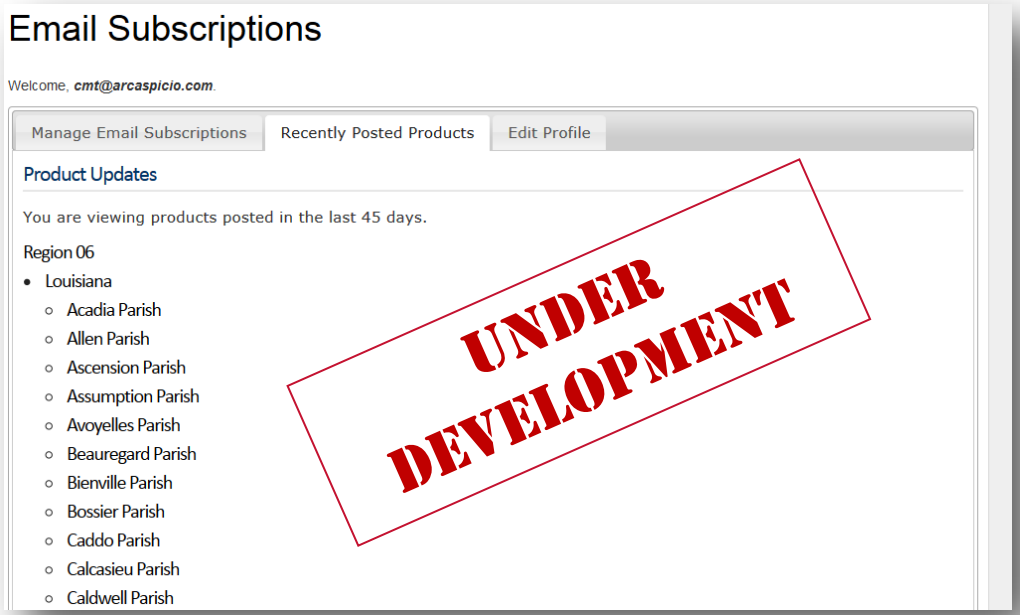
Manage Subscriptions

- **Create and save multiple subscriptions**
  - Manage all subscriptions from your single subscription page
  - Edit subscriptions to change area or products of interest
- **Set a single email frequency for all subscriptions**



Recently Posted Products

- **Based on your subscriptions, view all products posted to the MSC within the last 45 days**
  - Download products directly from this page

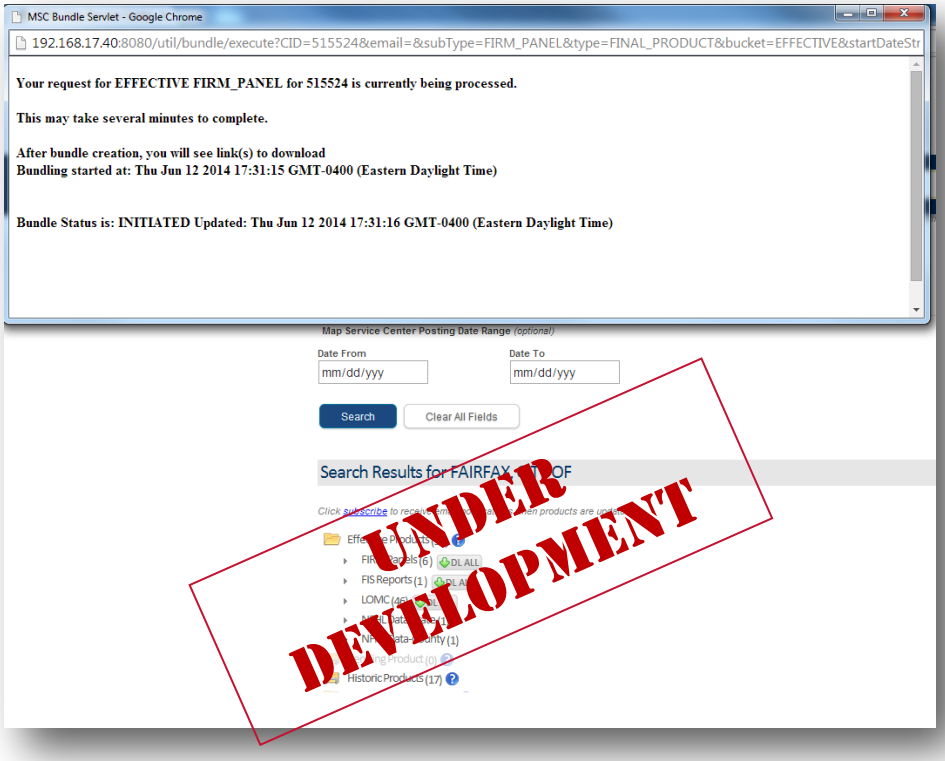


Subscription Refunds

- **Who is eligible?**
  - Current annual subscribers will receive a refund if your subscription is canceled by the launch of the new MSC before its expiration date
  - MSC users with revolving accounts that currently have positive balances
- **Refund process**
  - User will receive a refund via the method of payment they used for the subscription, typically a credit card or check
  - Annual subscriptions will be refunded on a prorated basis, based on the MSC redesign launch date and the subscription expiration date
  - Will be distributed in the weeks following deployment of the new MSC

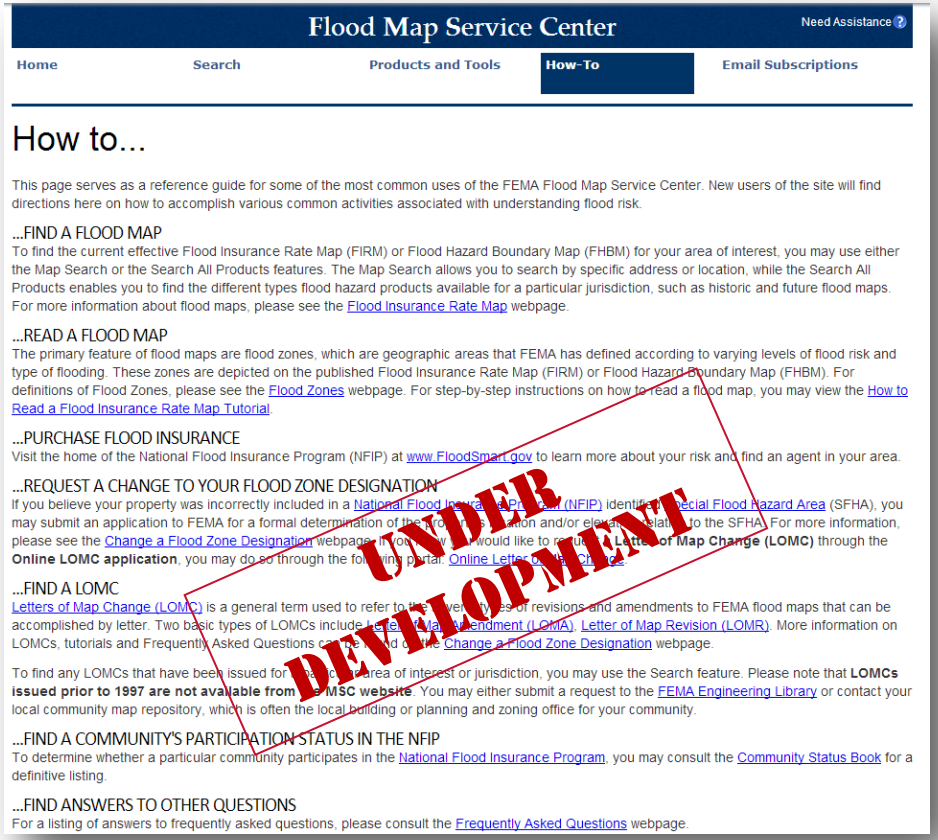
Multi-File Downloads

- **Download individually or bundle files together**
  - Bundles under 2 GB can be downloaded directly through the browser
  - Larger bundles require users to submit an email address for an email notification when the bundle is available
  - Combines multiple products into a single zip file



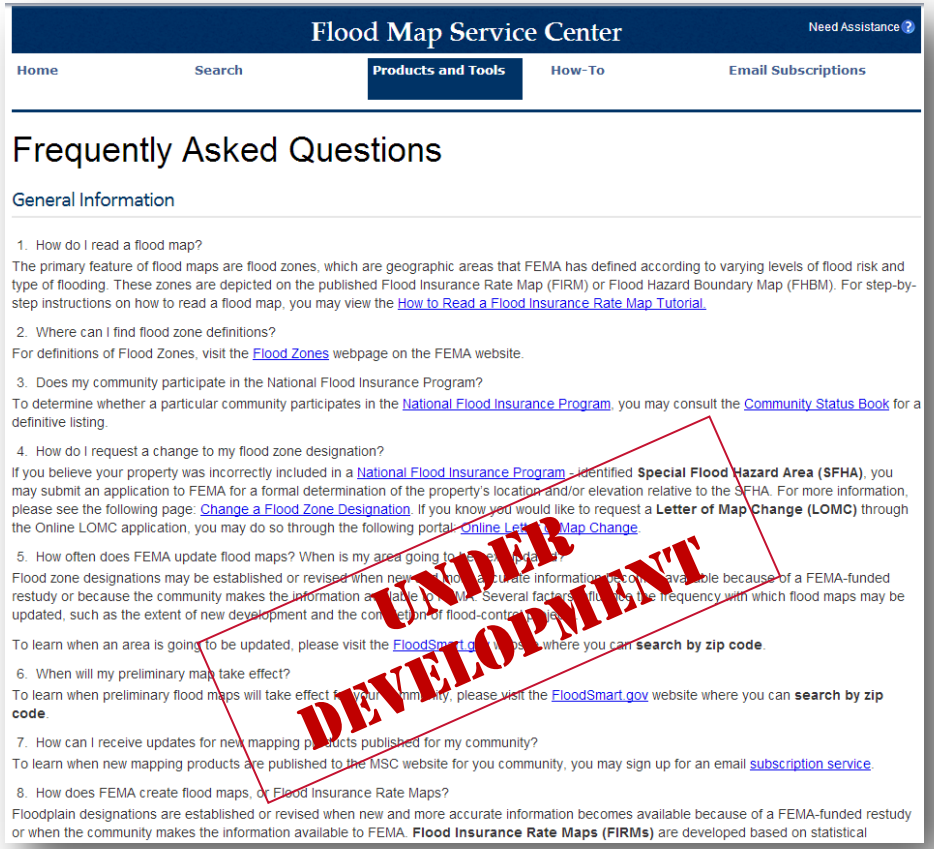
How-to

- **Created to address common purposes for visiting the MSC**
- **Acts as a quick reference for how to…**
  - Find a Flood Map
  - Read a Flood Map
  - Request a change to your flood zone designation
  - Find a LOMC
  - Find a community's participation status in the NFIP
  - Find answers to other questions



Frequently Asked Questions

- **Provides additional level of detail for common questions**
- **Short answers point users to fema.gov for further resources**



Related Changes on fema.gov

- **fema.gov and fema.gov/library**
  - Updates are underway to reflect MSC business process/operational changes associated with product fees, subscriptions, and other information as necessary
- **Select content is being enhanced to serve as a more robust authoritative source for MSC-related information**
  - National Flood Hazard Layer webpage
  - FEMA Flood Map Service Center page on FEMA.gov
  - Historic Flood Hazard Information webpage
  - Variety of documents: LOMC Subscription flyer, FMIX flyer, select NFIP documents

Help Resources

- **On-screen user support**
  - “?” icons provide quick clarification for terminology or functions
  - FAQ page
- **FEMA Map Information eXchange (FMIX) Map Specialist**
  - Chat
  - Phone: 877-FEMA-MAP
  - FEMAMapSpecialist@riskmapcds.com
- **Webinar**
  - June 20th, 2 pm EST, 1-800-320-4330, Participant Code: 221218 https://fema.connectsolutions.com/femafloodmsc3/
  - July 1st, 2 pm EST, 1-800-320-4330, Participant Code: 400230 https://fema.connectsolutions.com/femafloodmsc4/