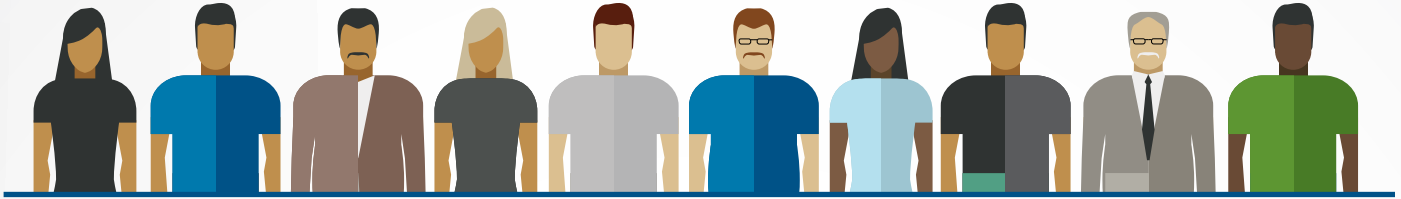


# HIGH WATER MARK INITIATIVE

COMMUNITY-LED | FEDERALLY-SUPPORTED

FEMA developed the High Water Mark (HWM) Initiative to increase the general public's awareness of flood risk and drive actions to reduce flood risk in communities. Many Americans do not believe they are at risk of flooding.



Less than a third (30%) of respondents to a FEMA national survey believe their community is at risk of flooding.



Only 10% of respondents believe their residence is at risk of flooding.



Participants' proximity to hazards did not change their behaviors.

## THE HWM INITIATIVE HELPS:

- **Promote** current and/or long-term mitigation actions locally;
- **Increase resilience** of your community and its citizens;
- **Heighten flood risk awareness** by sparking discussion around flood risk in the community; and
- **Establish partnerships** across federal, state and local entities.

## CAN YOUR COMMUNITY COMMIT TO:



**Identify** flood risk within your community



**Take action** to reduce flood risk



**Place** a HWM sign in your community



**Sign** a Memorandum of Understanding (MOU) with FEMA to partner and collaborate on this effort



**Share** your progress with FEMA Region 6

## THEN WE WANT YOU!



FEMA

Contact Vincent Brown at [Vincent.Brown@fema.dhs.gov](mailto:Vincent.Brown@fema.dhs.gov) to join the HWM Initiative. Visit [www.fema.gov/high-water-mark-initiative](http://www.fema.gov/high-water-mark-initiative) to read about other successful HWM communities!