



## Creating Strategies for Flood Preparedness FloodHelpNY (New York, New York)

*This program is one of 12 featured in our Creating Strategies for Flood Preparedness profile series. The flood assistance/preparedness programs highlighted in this series represent state and local efforts across the country to make homes and communities flood resilient and to aid in recovery efforts after flooding events. When possible, each program's background information, funding, impact, eligibility, services, and challenges/lessons learned are summarized in the series. These examples can be used as models for other states and local agencies as they consider local possibilities to develop, fund, and implement their own programs.*



**Program Background.** The [Center for NYC Neighborhoods](#) and the [New York Governor's Office of Storm Recovery](#) in New York created the [FloodHelpNY.org](#) website in 2016 as a tool to engage and inform New York City homeowners about flood preparedness. The purpose of this free interactive website is to provide low- and middle-income homeowners with personalized information to reach informed decisions that lower their flood risk and flood insurance rates.



**Funding.** FloodHelpNY is a project of the Center for New York City Neighborhoods with funding from the [New York Governor's Office of Storm Recovery](#) (GOSR) and from [FEMA](#) through the [Mayor's Office of Climate and Environmental Justice](#). GOSR operates under the umbrella of [New York Rising](#) and is funded by the U.S Department of Housing and Urban Development's (HUD) Community Development Block Grant Disaster Recovery program. FloodHelpNY also received early funding from CapitalOne Bank, and the [Legal Services Corporation](#) funds the website content.



**Impact.** FloodHelpNY makes its information available through various avenues, including the distribution of thousands of postcards and flyers, as well as a mobile-optimized site for smartphones.



**Program Eligibility.** This website provides personalized information to low- and middle-income homeowners in the neighborhoods of Bensonhurst, Canarsie, Gravesend, Howard Beach, Lower Manhattan, Red Hook, Rockaway East, and Southeast Brooklyn Waterfront. The priority criteria are income level, those with Hurricane Sandy damages, and those with an **elevation certificate** (a FEMA-regulated document prepared by a licensed engineer or surveyor that allows insurance companies to assess a property's flood risk more accurately).



**Program Services.** FloodHelpNY offers education and training materials to residents in Bronx, Kings, New York, Queens, and Richmond counties, New York. The website provides residents information about flood risks, flood insurance, the Home Resiliency Audit, and financial assistance and benefits, such as the Residential Backwater Valve Installation Program. Residents can also check eligibility for resiliency programs and flood insurance rates using the estimate calculator.

For more information about this website, visit **FloodHelpNY** or **Adaptation Clearinghouse**.

*For additional examples and resources  
related to flood preparedness, visit...*

<http://bit.ly/NCHHpubsCSFP>



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FloodHelpNY

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