



# Federal Emergency Management Agency

Washington, D.C. 20472

February 15, 2000

MEMORANDUM FOR: See Distribution List

FROM: John Magnotti, Task Leader  
FEMA Map Assistance Center (FMAC)  
Flood Hazard Mapping (FHM) Web

SUBJECT: FMAC and FHM Web Activities for January 2000

This memo includes a summary of both the FMAC and the FHM web activities for the month of January. The mission for both the FMAC and the web site is to inform the public and obtain feedback in return. Please call me at (202) 626-3932 or page me at (800) sky-page, code 1104131 if you have questions about, or would like to discuss, any of the information provided here. If you would like to discontinue receiving this monthly memo, please let me know as well.  
--JFM

## *FMAC Summary*

**Fast Action during Winter Storm Maintains Excellent Customer Service.** Even with inclement weather and Federal government closures. On January 25<sup>th</sup>, when the Federal Government closed due to the winter storm, the Eastern FMAC was able to contact NOC and implement our “closure due to inclement weather” recording, and the Western FMAC was able to open due to a determined Map Specialist with four-wheel drive. There were 26 Western callers assisted on the 25<sup>th</sup>. Both Eastern and Western FMAC resumed normal business hours on January 26<sup>th</sup> with a total of 231 caller’s assisted, even with the Federal offices closed for the day.

**Calls received to date.** This month we received a total of 4,709 calls—an increase of 428 calls from last month’s call volume.

**Regional call activity.** Region IV continues to lead in call volume with 1,031 calls in January. Region V followed with 793 calls, and Regions IX and VI came next with 747 and 682 calls respectively.

**Type of Calls:** LOMA/LOMR application and procedural requests continue to represent over half of the calls to the FMAC. While we closely monitor and define all of the call categories to ensure nation-wide consistency, we hold fast to the conviction that a caller that is nurtured during all phases of the application process will have a positive experience and outcome for both them and for FEMA.

**Combined Call Back Report.** This report provides total feedback from January.

- Feedback on FMAC performance continues to be positive overall. January saw an across-the-board increase in the ratings for FMAC performance. Out of a highest possible score of 5, the FMAC scored 4.73 on the promptness of call pick-up, 4.88 on courteousness, 4.55 on the clarity of our explanations, and 4.34 on the prompt delivery of requested materials

- Feedback on NFIP performance shows a increase. For the month of January, the question: “Are the maps easy to understand?” scored 3.78, up from 3.2 last month. The question “Does the NFIP help our country?” scored 4.4, an increase from last month’s score of 3.8. The attached chart breaks these ratings out by month so you are able to see trends in feedback over time.

**FMAC Service Level:** With a goal of 85% of calls answered in 30 seconds or less, the FMAC achieved 94.1% of calls answered in 29 seconds on average.

**Improvements to the Switch will improve Customer Service:** The Eastern FMAC had been getting up to 20 calls per day regarding Western properties due to the automated routing of calls based on area code. This will be correct by enabling the caller to select the appropriate FMAC based on their property’s location (“press 1 for properties located West of the Mississippi and 2 for properties East of the Mississippi River”).

**Press Release is moving forward:** We have been in contact with Mark Stevens, of FEMA Public Affairs, who is ready to assist us in disseminating our press release (copy attached) when it has been finalized and approved by FEMA Mitigation. FEMA will broadcast fax releases to newspapers and FIA’s media list. The Western FMAC is supporting Mark in identifying publications geared toward Floodplain Managers and Engineers from a media database they have in-house. Let me know if you would like to see a review copy of this Mitigation-oriented media list.

**Spanish calls continue to increase:** Since implementing the offering of information and assistance in English or Spanish to incoming callers, the Western FMAC is very excited about the steady increase in numbers of calls – 46 calls for January. As always, FMAC is seeking ways to better serve our callers.

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**(TMAC to be added)**