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NON-COMPETITIVE DIVISION

Water Insecurity as a Risk Management Issue – A Risk Communication Proposal for the City of Atlanta

Cape Town, South Africa, has recently been in the news because of reports that the City will soon run out its potable water supply. What is happening in Cape Town reveals an emerging crisis in emergency management: water insecurity. Water insecurity also indirectly impacts emergency management functions. For example, if there is no water supply to control fires, devastation from fires becomes costlier and harder to mitigate.

While most government entities in the United States have yet to fully realize that water insecurity is a risk management issue, the City of Atlanta has already incorporated water insecurity into its risk management efforts. However, the City has experienced issues with effectively communicating the water insecurity risk to its diverse residents.

This proposal examines the City of Atlanta's existing risk management plans to evaluate its community communication efforts to incorporate water insecurity as a risk management issue into the daily lives of Atlantans. The proposal found what while Atlanta is proactive in its efforts to prevent water insecurity, the City must also be more effective in communicating the issue of water insecurity to its residents while also engaging in culturally competent community outreach efforts to foster trusting relationships between the City's government and its residents.