



City of Hallandale Beach, Florida

Program for Public Information (PPI)

Background

The City of Hallandale Beach has developed an aggressive outreach program over the years to educate the community concerning matters pertaining to floodplain management and to highlight its importance to the community. This outreach has included active participation with community stakeholders and implementation of an Outreach Projects Strategy.

In October 1994, the City of Hallandale Beach qualified for the Community Rating System (CRS) Program. CRS is a part of the National Flood Insurance Program (NFIP). It provides reductions to flood insurance premiums in participating communities. The reductions are based on community floodplain management programs, including public information activities. To keep those discounts, communities must continue to implement their programs and provide status reports to the NFIP each year. Since its entrance into the CRS Program, the City has prioritized the dissemination of flood-related information to its residents and businesses. Over the years, the City has steadily expanded this outreach.

The City of Hallandale Beach values matters of environmental concern. To this end, it has emphasized not only the life and property protection components of floodplain management but also the natural and beneficial functions of floodplains and the maintenance of open space. Furthermore, it continues active compliance with the MS4 program (Municipal Separate Storm Sewer Systems). The MS4 program is part of the US Environmental Protection Agency's efforts to reduce pollution caused by untreated stormwater runoff.

The City is pleased that its efforts can not only prove beneficial to the Hallandale Beach community through mitigation of the hazardous effects of flooding, but they can also prove beneficial in maximizing credit in the CRS program by conforming to the PPI standard outlined in the *2013 CRS Coordinator's Manual*.

PPI Working Group

The City's Program for Public Information Working Group is composed of key individuals representing applicable departments in the City as well as key community stakeholders representing a broad range of the City's citizens and businesses. The PPI Working Group met three times to develop a Program for Public Information:

- February 26, 2014
- July 9, 2015
- August 6, 2015
- July 26, 2016

This document will serve as the community's guide to implement and expand the effectiveness of dissemination of floodplain management information to its public.

Meetings were held at City Hall. The PPI Working Group members include four stakeholders and three City staff members, one of whom is a Certified Floodplain Manager.



Standing, back row: Robert McColgan, Peter Dobens, Brian Bailey, Mark Ellis, Richard Rangel,
Seated, front row: Kimberley Russell, Mary Francis Jeannot

City of Hallandale Beach Stakeholders:

Brian Bailey, Branch Manager, Third Federal Savings and Loan, Hallandale Beach, Past Chair, Hallandale Beach Chamber of Commerce (representing mortgage lenders in Hallandale Beach)

Robert McColgan, Hallandale Beach resident (42 years), member of Smart Growth Partnership Board- a Southeast Florida Initiative, Water and Wastewater Utilities Trainer - Caribbean Governments, Broward County Planning Council, Hallandale Beach Floodplain Management Committee

Richard Rangel, Broward County resident, Riemer Insurance Group – Member of Hallandale Beach Chamber of Commerce

Kimberley Russell, City of Hallandale Beach resident in the SFHA, Hallandale Beach business owner, Chamber of Commerce - President 2014

City of Hallandale Beach Staff:

Peter Dobens, Chair, City of Hallandale Beach Assistant City Manager; Broward County LMS Steering Committee and Hazard Analysis Chairperson (representing the City's Administration and Public Information) City of Hallandale Beach City Manager Office, Public Relations / Public Information

Mark Ellis, Fire and Life Safety Administration, City of Hallandale Beach Fire Rescue, Acting Fire Chief / Division Chief, EMS, (representing the City's emergency management)

Mary Francis Jeannot, CFM, City of Hallandale Beach Public Works Department, Administrative Analyst II, CRS Coordinator

CRS Max Consultants, Inc. served as facilitator in the development of the PPI.

Assessment of Public Information Needs

After a brief introduction to the National Flood Insurance Program and the Community Rating System, the committee began by assessing the community's public information needs pertaining to the flood hazard.

In the City of Hallandale Beach intense or prolonged, concentrated rain is the primary cause of localized flooding and storm surge. Major rainfall events occur in association with hurricanes, tropical storms, and thunderstorms associated with frontal systems. This overabundance of rainfall creates saturated soil conditions, after which additional rain causes surface ponding or an overflow of catchment canals and ponds. This can result in street and yard flooding, which is regarded as nuisance flooding. Hallandale Beach is particularly vulnerable to flooding because of its low topography and because there are large areas that have no lakes or canals to which the water can drain. Flood damage to buildings is unfortunately a serious issue for the community, as attested by the numerous historical flood insurance claims. Though the City is only 4.4 square miles, it has over 100 repetitive loss properties.

For a community that is so vulnerable to flooding, the importance of dissemination of public information concerning the flood hazard and its mitigation is particularly important.

Target Areas:

The Working Group agreed that, while it is important that the whole community continue to receive public information pertaining to flooding, there are some areas and groups that particularly need to be targeted.

1. Target area #1: Properties within the Repetitive Loss Areas: Any area that has been subject to repetitive losses from flooding, as defined by the NFIP, needs to be especially targeted for public information. A special outreach project entailing an advisement to the properties in these areas in the City will continue to be undertaken not only on an annual basis but with greater frequency. The four advisements specified in the *2013 CRS Coordinator's Manual* will be included.
2. Target area #2: Properties within the Special Flood Hazard Area: Effective August 2014, a new flood map was established by FEMA and adopted by the City. The new map reduced the area within the city that is designated as Special Flood Hazard Area. While some properties that had previously been within the SFHA were removed from it, other properties that had previously been located outside the SFHA were designated within it. All these property owners and renters could benefit from public information, especially that which encourages purchase of flood insurance.
3. Target area #3: Coastal businesses and residents: Properties located between the Atlantic Ocean and the Intracoastal Waterway have unique flood hazards with which they must deal. This was determined to be another appropriate target area.

Target Audiences:

The Working Group recognized several additional target audiences, other than those characterized by target areas, which need flood-related information.

1. Target audience #1: Homeowner and condominium associations: Because homeowner and condominium associations typically concern themselves with matters vital to their respective communities, this was determined to be an appropriate target audience.
2. Target audience #2: Realtors, lenders and insurance companies: Banks, mortgage lenders, realty companies and insurance agencies are typically the types of companies most involved in property transfer and insurance. As such, they need to be particularly well informed of information pertaining to flooding.
3. Target audience #3: Properties adjacent to storm drains: The clogging of storm drains can greatly impact the flooding in a community. One strategy that can be implemented to mitigate flooding is to impress upon all property owners located adjacent to storm drains the need to assure that the storm drains remain clear of debris and are thus able to function as designed. It was suggested by the Working Group that this be called, "Adopt a Drain". By targeting this audience the community can become better protected from flooding.
4. Target audience #4: Schools: Brochures, activity books, presentations can be given to school children to be taken home.
5. Target audience #5: Property Management Companies: Property management companies are hired by seasonal residents, HOAs to manage properties and therefore are often decision-makers regarding property protection.
6. Target audience #6: Chamber of Commerce: Have easy access to businesses in the City via social media and email.
7. Target audience #7: Landscape Companies: Educate them regarding stormdrain maintenance.

Included in the assessment of public information was an assessment of the projects which are already being undertaken both by the various departments within the City and by stakeholders and agencies outside the City. A listing of some of the projects identified is included in Table 1 below.

Table 1. Other Public Information Efforts			
Organization	Project	Subject Matter	Frequency
City of Hallandale Beach	Handouts and brochures distributed annually and available at various locations	Various flood-related topics	Year-round
City Public Information Office	Facebook and Twitter messages	Various flood-related topics	Year-round
	Press releases	Various flood-related topics	As needed
	Website	Various flood-related topics	Year-round
	Map inquiry service	Flood hazard areas, Flood Insurance 101, flood protection	Year-round
	MS4 Projects, Swale and Canal Maintenance, Illegal Dumping Signage, etc.	Take care of your storm drain; protect water quality, no illegal dumping	Year-round
City Public Works and Utilities Departments	Utility billing mailings	Mitigate flood damage, flood insurance, protect storm water, prevent flooding and other messages as deemed appropriate	Monthly
Broward County	County Newsletter	Various flood related information pertaining to Local Mitigation Strategy	Year-round
	Website	Various flood-related topics	Year-round
South Florida Water Management District	Handouts on water flow and stormwater management	Stormwater management	Available year-round
Local TV Stations	Hurricane preparedness publications	Hurricane preparedness	Annually at beginning of hurricane season
Insurance agencies	Various brochures in offices pertaining to flood insurance	Be prepared Get flood Insurance	Year-round
Regional network TV and radio stations	Coverage in hurricane season	Preparation for and response to hurricanes and floods	May - November
Southeast Florida Regional Climate Compact	Various publications and policy recommendations	Sea level rise	Year-round

An assessment of flood insurance coverage was also conducted and is discussed later in this report.

Messages and Outcomes

After assessing the Community's flooding information needs, the PPI Working Group identified the following

as the priority messages. Each message has a desired, measurable, outcome, as shown in Table 2.

Table 2. Messages and Desired Outcomes	
Message	Outcome
1. Know your flood hazard	More hits on flood hazard pages of City's website
2. Insure your property for flood hazard	Increase in the number of flood insurance policies in the community
3. Protect people from the hazard	Fewer water rescues and police citations for ignoring barricades
4. Protect your property from the hazard	Reduced property loss due to flooding
5. Build responsibly	Reduced number of building department citations
6. Protect Natural Floodplain Functions	Improved water quality as reported in NPDES
7. Maintain your stormdrains	Reduced street flooding events caused by clogged stormdrains
8. Act wisely during street flooding	Reduced reports of stalled cars and home flooding from traffic wake
9. Prepare for storm surges	Increased evacuation in storm events
10. Prepare for hurricanes	Reduced property loss from hurricanes

Outreach Projects to Convey Messages

After determining the messages and their desired outcomes, the Working Group proceeded to identify outreach projects to convey the messages. The fact that the City already had an established Outreach Project Strategy aided the Working Group's identification of projects. The PPI Working Group identified 30 projects and initiatives that are recommended to be implemented. Many of the projects have already been established and their continued implementation is recommended. Other projects are specific recommendations of the Working Group that can be implemented to enhance the current outreach program. Table 5, included at the end of this report, represents a compilation of the recommended projects, complete with the assignment as to who is responsible for implementation and when implementation is anticipated.

Some discussion ensued concerning the benefit of utilizing stakeholders to disseminate information. The Working Group noted that its representation in the Hallandale Beach Chamber of Commerce can facilitate the dissemination of flood-related information to business members throughout the community. Furthermore, flood insurance information will be distributed through the area's insurance agencies.

Other Public Information Initiatives

In addition to the outreach projects recommended in Table 5 there are other important public information initiatives that are an integral part of the community's CRS program. The PPI Working Group acknowledges the importance of advertising through public information venues the various outreaches that the City offers, some of which are credited in the CRS program under other activities. In particular, the City will continue to advertise the following assistance that it offers:

- **Activity 310 (Elevation Certificates):** The availability of elevation certificates will continue to be advertised in an annual issue of the Hallandale Happenings newsletter and on the City website. The newsletter is mailed to every address in the City, including insurance agents and lenders.
- **Activity 320 (Map Information Service):** This service continues to be offered and has been especially utilized following the August 2014 FEMA Flood Map adoption. Three new CRS map information elements will be chosen to maximize points prior to the CRS Verification Visit in 2016. This service is advertised in an issue of Hallandale Happenings that is delivered to every address in the City, as well as on a utility bill. These mailings include realtors, insurance companies, and lending institutions in the City.
- **Activity 340 (Hazard Disclosure):** This disclosure is required in coastal communities such as Hallandale Beach by Florida State Statute.
- **Activity 350 (Flood Protection Information):** The PPI Working Group agreed that the City has an excellent and informative website which covers all of the 10 messages chosen by the Working Group. The website will be updated prior to the CRS 2016 Verification Visit. There is a link to the Broward County Emergency Management website that covers the warning and evacuation topics in depth.
- **Activity 360 (Flood Protection Assistance):** The City continues to offer these services to the community, and will continue to advertise the services, including site visits in the Hallandale Happenings newsletter and on utility bills, both of which are delivered to the entire community. The service is also advertised in the annual mailing to repetitive loss areas.
- **Activity 540 (Drainage System Maintenance):** The Working Group specifically targeted properties adjacent to storm drains to receive information that encourages cleaning of storm drains and discourages dumping of any foreign substance. The "no dumping" regulations will continue to be advertised multiple editions of the newsletter and on utility bills.
- **Activity 610 (Flood Warning and Response):** Flood warning, evacuation instructions and safety information is advertised to the entire community annually, and included on the City website

Flood Response Preparations

In addition to projects that are implemented every year, the PPI Working Group recommends projects that will be implemented immediately before, during and after a flood. These projects are ready for reproduction and dissemination after a flood warning. A copy of the Flood Response Preparations document was distributed for the Working Group to examine and discuss. Additionally, Chief Mark Ellis, the member of the Working Group most knowledgeable of emergency management, studied the document and recommended its implementation as a toolkit for the City to utilize as deemed most appropriate in the event of a major flood or hurricane event. The Working Group suggested that the FRP be tabbed to make it more user friendly. Chief Ellis would like for it to become a part of the City's Comprehensive Emergency Operation Plan. It outlines projects that can be implemented immediately before, during, and after a major event. The projects are briefly described in this PPI at the end of Table 5.

Implementation, Monitoring and Evaluation

Upon adoption of the PPI Report, the various entities listed in Table 5 will begin implementation of the projects included in the PPI. The CRS Coordinator will monitor the projects as they are developed, as well as their results. He/she will record inputs from PPI Working Group members and suggestions from other City employees and stakeholders participating in the activities.

The PPI Working Group will meet at least once each year to review the implementation of these projects and initiatives. At that time, the status of the projects will be explained and progress toward the outcomes will be discussed. The Working Group will review the outcomes of each individual activity to change, add, or approve them. An evaluation report will then be written and sent by email for approval by the Working Group. Upon approval it will be sent to the Commission and submitted as part of the City's annual recertification package to the Community Rating System. A review and evaluation of the Flood Insurance Promotion component of the PPI will be included in this document.

Flood Insurance Promotion

In addition to serving as the City's Program for Public Information Working Group, the members chose to function also as its Flood Insurance Promotion Working Group. The Working Group was structured with this purpose in mind; all CRS committee membership requirements are met.

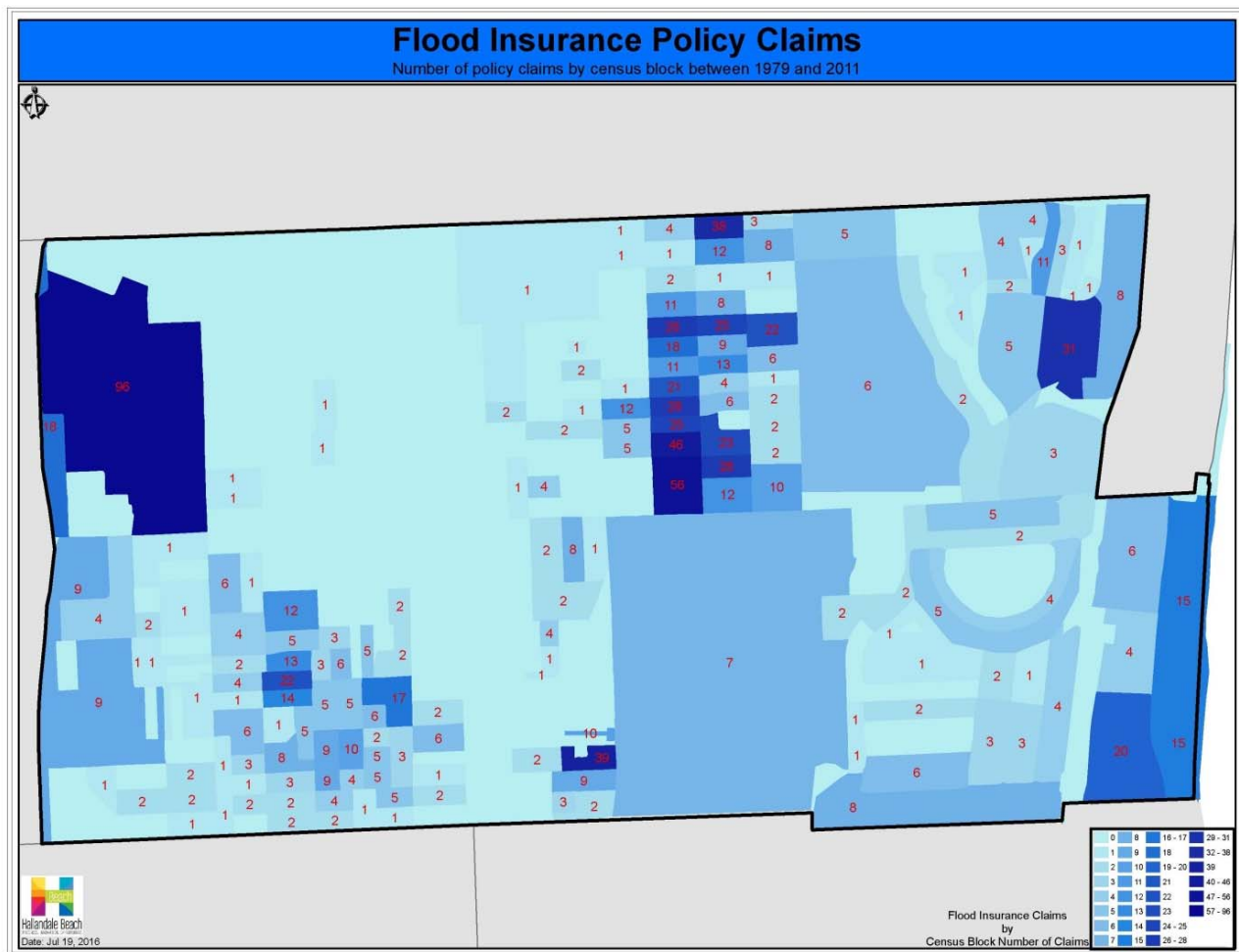
Flood Insurance Coverage Assessment:

Identification of Target Areas

The Working Group identified the same three target areas as were previously identified in this PPI Report:

1. Target area #1: Properties within the Repetitive Loss Areas: Any area that has been subject to repetitive losses from flooding, as defined by the NFIP, needs to be especially targeted for flood insurance coverage.
2. Target area #2: Properties within the Special Flood Hazard Area: Effective August 2014, a new flood map was established by FEMA and adopted by the City. The new map reduced the area within the city that is designated as Special Flood Hazard Area. All these property owners and renters could benefit from public information that encourages purchase of flood insurance.
3. Target area #3: Coastal businesses and residents: Properties located between the Atlantic Ocean and the Intracoastal Waterway have unique flood hazards with which they must deal. This was determined to be another appropriate target area for flood insurance.
4. Target are #4: Southwest area of the City: Properties in this area are flood prone and have numerous flood claims. There is a major drainage project planned for this area.

The map below depicts the distribution of all historical flood insurance claims in Hallandale Beach by census block. Care was taken not to violate privacy rights.



Map 1

Map Flood Insurance Coverage

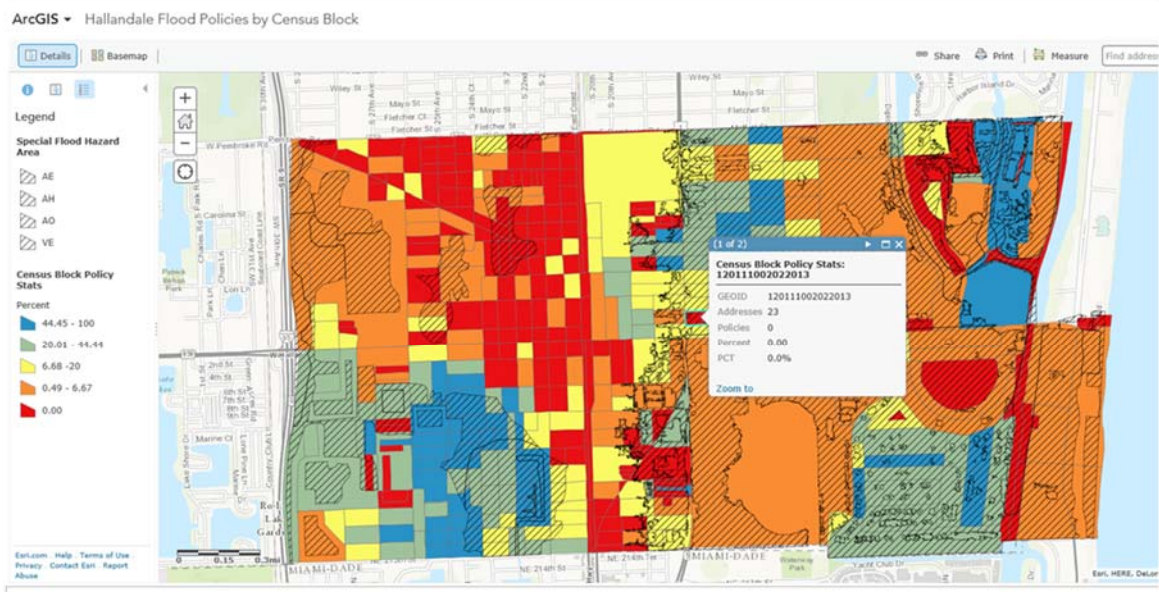
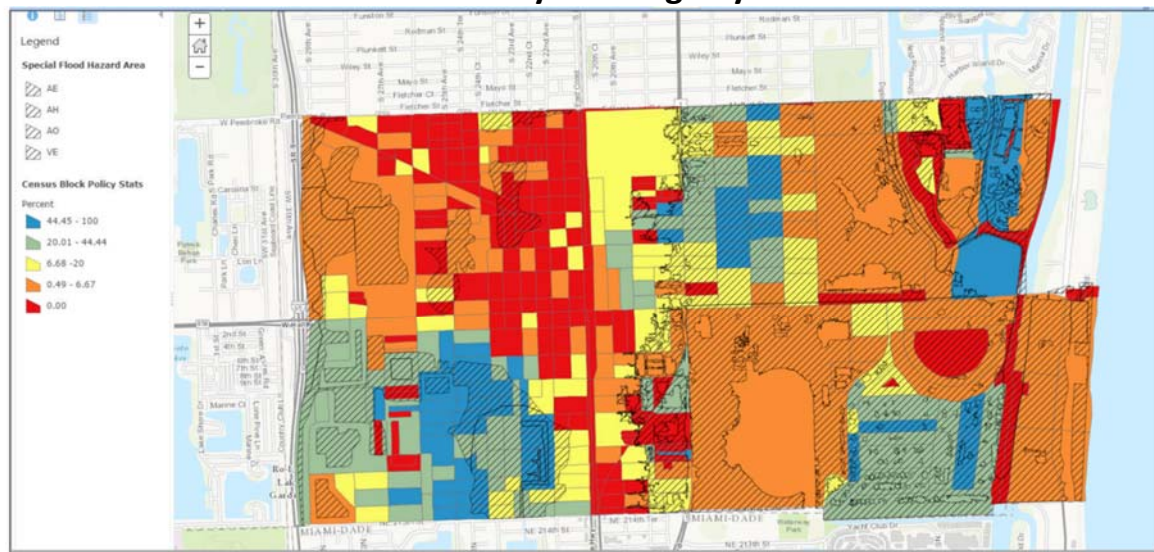
The GIS Department of the City of Hallandale Beach developed a map depicting the flood insurance coverage within the community. The map was based upon a template that had previously proven beneficial in the Village of Wellington, which is located in South Florida and is included as a national example in the CRS Resources website. The concentration of flood insurance policies in designated areas enables an easy comparison of areas in the city. Discussions with CRS authorities led to the determination that census blocks could form a good unit of evaluation. First, it is a unit available to all communities. Second, the units are typically drawn to cover relatively homogenous populations, which is beneficial in determination of strategies to increase flood insurance coverage. Finally, the size and number of such units are manageable for a community the size of the City of Hallandale Beach. A comparison of the concentration of flood insurance policies in each census block helps to gain a clearer understanding of the various factors that determine flood insurance coverage.

The map is web-based, enabling anyone to access it at any time. Additionally, it is color coded, enabling a viewer to observe at a glance those areas that have a greater, or lesser concentration of flood insurance policies. Furthermore, it is interactive, enabling the viewer to select any block to investigate additional information about policy coverage. This additional information includes the flood zones and the number and percentages of owners of flood insurance.

The map below can be accessed online by selecting the following link:

<http://arcg.is/2ajrXzs>

City of Hallandale Beach Flood Insurance Policy Coverage by Census Block



The PPI Working Group used this map to make some helpful assessments of the flood insurance coverage.

Following are some of the assessments made:

- A comparison of policy distribution with concentrations of claims (Map 1) reveals that there are areas that have higher concentrations of claims yet lower concentrations of flood insurance policies. Some of these areas could be targeted for more intensive flood insurance promotion.
- While X Zones typically had a lower concentration of policies than areas in the Special Flood Hazard Areas (SFHAs), there were notable exceptions. The fact that flood risk is not confined to SFHAs is a crucial fact that some in Hallandale Beach have understood and more need to understand.
- The levels of flood insurance in some areas, such as on the coast, appear to indicate lower participation than is actually the case. Additional research indicated that this apparent disparity is largely due to the fact that sometimes one policy covers many units, such as for some condominiums. In some FEMA statistics, the policies are given in terms of units covered, while in other statistics, they are given in terms of individual policies covering numerous units.
- An analysis of the dates of claims compared with records of drainage projects indicates that some of the areas that were formerly subject to flooding are no longer as vulnerable, due to capital drainage improvements through the years. This was particularly evidenced in the northwest area.

Table 3 below provides a summary of the number of buildings in the respective flood zones and the number of policies in Hallandale Beach, based upon 2015 statistics:

Table 3: Insurance policies and buildings in flood zones

Flood Zone	# of Policies**	# of Buildings*
AE	12,547	1,402
AH	184	942
VE	553	9
Outside SFHA	1,358	3,698

*Many buildings contain hundreds of condo units

**Includes both structure and separate contents flood insurance policies

Table 4 summarizes the statistics of both policies in force and past claims, based upon 2015 statistics.

Table 4: City of Hallandale Beach Insurance Statistics as of April 30, 2015

Flood Zone	Policies in Force	Premiums	Insurance in Force	Number of Closed Paid Losses	\$ Amount of Closed Paid Losses	Adjustment Expense
A01-30 & AE Zones	12,547	\$3,192,095	\$2,040,134,500	882	\$24,172,778	\$933,535
A Zones	1	\$4,500	\$350,000	0	\$0.00	\$0.00
AO Zones	1	\$162	\$15,700	0	\$0.00	\$0.00
AH Zones	184	\$43,902	\$29,038,200	0	\$0.00	\$0.00
AR Zones	0	0	0	0	\$0.00	\$0.00
A99 Zones	0	0	0	0	\$0.00	\$0.00
V01-30 & VE Zones	553	\$482,578	\$81,110,800	3	\$13,725	\$1,080
V Zones	0	0	0	0	\$0.00	\$0.00
D Zones	0	0	0	0	\$0.00	\$0.00
B, C & X Zones						
Standard	1,142	\$193,471	\$217,511,500	32	\$610,871	\$21,723
Preferred	216	\$114,568	\$66,869,000	4	\$54,108	\$3,640
Total	14,644	\$4,031,276	\$2,435,029,700	921	\$24,851,480	\$959,977

Narrative Summary

The Working Group was in agreement that the promotion of flood insurance is a very important message for the Hallandale Beach community and that it needs to be prioritized. This message can hopefully serve to increase flood insurance coverage throughout the community. In addition to the repetitive loss areas, the Working Group also identified the floodplain and the barrier island (coastal) areas as target areas for flood insurance promotion. Improvements should include all of the items below:

- Increasing the number of buildings insured throughout the community, and especially within the target areas
- Increasing the number of properties with contents coverage
- Increasing the number of properties outside the SFHA with insurance

Coverage Improvement Plan:**Projects Designed to Increase Flood Insurance Participation**

In addition to the activities already identified in the previous sections of this PPI document, including Table 1, there are other activities already being implemented to promote flood insurance. Insurance stakeholder Richard Rangel confirmed that insurance agents typically do promote the purchase of flood insurance.

There are informative brochures in local offices, and there are incentives to provide flood insurance. Additionally, this community receives FloodSmart commercials on television.

1. Letter from Mayor: One key component of the coverage improvement plan is the letter from the Mayor to all properties in the city encouraging residents and businesses to consider purchase of flood insurance.
2. Outreach to property owners in Target Areas: The Working Group determined that perhaps the ones who need the message of flood insurance promotion most are the ones most vulnerable to flooding. These will be the recipients of several mailed outreach projects.
3. Social media postings: Because the City of Hallandale Beach has developed effective social media capabilities, this will be implemented to get the flood insurance promotion message out.
4. Hallandale Beach TV: The City's public television channel provides an effective means of further propagating the flood promotion message. Flood insurance promotion will be prioritized in the City's broadcasting.

Technical Assistance

The City is committed to providing technical assistance pertaining to advising people who have questions about flood insurance. As this is a new CRS activity, it has not yet been advertised, but will be in the future in the Hallandale Happenings newsletter that is delivered to every address in the community and on the City's website.

Adoption

This document will become effective when it is adopted by the City of Hallandale Beach Commission. **The adoption is anticipated at the August 17, 2016 Commission Meeting.**

The following projects highlighted in gray have been implemented

Table 5. PPI Projects and Initiatives						
Outreach Projects (OP)						
Target Audience	Message(s) (See Table 2)	Outcome (See Table 2)	Project	Assignment	Schedule	Stakeholder
All properties in the City	1 - 10	1 - 10	Flood awareness information in City's quarterly: <i>Hallandale Happenings</i>	CRS Coordinator	Quarterly	
	1-10	1-10	Hurricane Preparedness Forum	Fire Department	May	Broward County
	1-10	1-10	Messages on Water (Utility) Bills	CRS Coordinator and Finance Dept	Monthly	
	3,9-10	3,9-10	Presentations by Fire Department personnel	Fire Department	Year-round	
	1 - 10	1 - 10	Twitter and Facebook postings of flood information	CRS Coordinator / Public Information Officer	Year-round	
	1-10	1-10	Flood insurance letter from Mayor (370)	CRS Coordinator	August	
	1 - 10	1 - 10	Articles in local weekly newspaper: <i>South Florida Sun Times</i>	CRS Coordinator	Year-round	<i>South Florida Sun Times</i>
	1 - 10	1 - 10	Locally produced videos and public service announcements	Broward County Video Central website	Year-round	Broward County
	3-4,8-10	3-4,8-10	Hurricane Preparedness Guides Published by Local TV Channels	Local TV Channels	Annually in May	Local TV Channels
	3-4, 8-10	3-4, 8-10	Hurricane Preparedness Guide published by regional Sun Sentinel Newspaper	Sun Sentinel	Annually in May	<i>Sun Sentinel</i>
	1 - 10	1 - 10	Publications concerning floodplain management	CRS Coordinator	Year-round	
	1	1	Hand out copy of FIRM to permittees	Building Department	Year-round	
	1 - 10	1 - 10	Lighted signs at City Hall and Hepburn Center	CRS Coordinator	At least annually	
	1 - 10	1 - 10	Hallandale Beach (HB) TV advisements	Public Information Officer	At least annually	
	3-4, 7, 9-10	3, 4, 7 and 9	Code Red (Reverse 911) Messages to subscribers	Public Information Officer	As needed for emergencies	

Table 5. PPI Projects and Initiatives

Outreach Projects (OP)						
Target Audience	Message(s) (See Table 2)	Outcome (See Table 2)	Project	Assignment	Schedule	Stakeholder
	1-10	1-10	Social Media Messages to Local Businesses	Public Information Office	Year-round	Hallandale Beach Chamber of Commerce
	1-10	1-10	Broward County website (CRS Activity 350)	Broward County Division of Emergency Management	Year-round	Broward County
	1, 4-5	1, 4-5	Property-specific information response (Activity 360)	CRS Coordinator	Year-round	
	1 - 10	1 - 10	Public Library (Activity 350)	CRS Coordinator	Year-round	
	1,6	1,6	Map inquiry service (Activity 320)	CRS Coordinator	Year-round	
	1 - 10	1 - 10	City website advisement (Activity 350)	Public Information Officer	Year-round	
Repetitive Loss property areas	1 - 10	1 - 10	Repetitive Loss Areas Outreach – with Flood Hazard brochure enclosed	CRS Coordinator	July; more frequent messaging pertaining to flood insurance promotion	
Homeowner and Condo Associations	1 - 10	1 - 10	Email concerning flood awareness	CRS Coordinator	May	
Coastal properties	1 - 10	1 - 10	Distribution of flood awareness material	CRS Coordinator	July	
Special Flood Hazard Areas	1 - 10	1 - 10	Flood Awareness Information including Flood Insurance	CRS Coordinator	May – general outreach; followed by Flood Insurance Promotion Outreach	
Property Management Companies	1-10	1-10	Annual community flood hazard publication with accompanying letter	CRS Coordinator	May	
Landscape Maintenance Companies	6-7	6-7	Advisement to keep stormdrains clean and to protect environment	CRS Coordinator	March	

Table 5. PPI Projects and Initiatives

Outreach Projects (OP)						
Target Audience	Message(s) (See Table 2)	Outcome (See Table 2)	Project	Assignment	Schedule	Stakeholder
Schools	1-10	1-10	Dissemination of brochures for parents	CRS Coordinator	May	
Insurance Agencies, Realtors, Lenders	1-10	1-10	Flood Awareness Information including Flood insurance	CRS Coordinator	Year-round	
Properties Adjacent to Storm Drains	7	7	"Adopt a Drain" program	CRS Coordinator	Annually	

FRP Number	Target Audience	Message(s) (See Table 2)	Outcome (See Table 2)	Project	Assignment	Schedule	Stakeholder
FRP #1	N/A	3	3	Facebook PSAs	Fire Department	Before the storm	N/A
FRP #2	N/A	3, 4	3, 4	<i>Twitter PSAs</i>	Fire Department	Before the storm	N/A
FRP #3	N/A	2, 3, 4, 10	2, 3, 4, 10	<i>Email PSAs</i>	Fire Department	Before the storm	N/A
FRP #4	N/A	2, 3, 10	2, 3, 10	Brochure handouts	Fire Department	Before the storm	N/A
FRP #5	N/A	3, 4	3, 4	<i>TV/ Radio PSAs</i>	Fire Department	Before the storm	N/A
FRP #6	N/A	3, 4	3, 4	<i>Reverse 911 messages</i>	Fire Department	Before the storm	N/A
FRP #7	N/A	3, 4, 7, 10	3, 4, 7, 10	Newspaper PSAs	Fire Department	Before the storm	N/A

FRP Number	Target Audience	Message(s) (See Table 2)	Outcome (See Table 2)	Project	Assignment	Schedule	Stakeholder
FRP#8	N/A	1, 3, 4, 7	1, 3, 4, 7	<i>EOC communications</i>	Fire Department	Before the storm	N/A
FRP#9	N/A	3	3	<i>Facebook PSAs</i>	Fire Department	During the storm	N/A
FRP#10	N/A	3	3	Twitter PSAs	Fire Department	During the storm	N/A
FRP#11	N/A	3	3	<i>Email PSAs</i>	Fire Department	During the storm	N/A
FRP#12	N/A	3	3	<i>Brochure handouts</i>	Fire Department	During the storm	N/A
FRP#13	N/A	3	3	TV/ Radio PSAs	Fire Department	During the storm	N/A
FRP#14	N/A	3	3	<i>Reverse 911 messages</i>	Fire Department	During the storm	N/A
FRP#15	N/A			<i>Newspaper PSAs</i>	Fire Department	During the storm	N/A
FRP#16	N/A			EOC communications	Fire Department	During the storm	N/A
FRP#17	N/A	2, 3, 4, 5, 7	2, 3, 4, 5, 7	<i>Facebook PSAs</i>	Fire Department	After the storm	N/A
FRP#18	N/A			<i>Twitter PSAs</i>	Fire Department	After the storm	N/A
FRP#19	N/A	2, 3, 4, 5, 7	2, 3, 4, 5, 7	Email PSAs	Fire Department	After the storm	N/A
FRP#20	N/A			<i>Brochure handouts</i>	Fire Department	After the storm	N/A
FRP#21	N/A	10	10	<i>TV/ Radio PSAs</i>	Fire Department	After the storm	N/A
FRP#23	N/A			<i>Newspaper PSAs</i>	Fire Department	After the storm	N/A

FRP Number	Target Audience	Message(s) (See Table 2)	Outcome (See Table 2)	Project	Assignment	Schedule	Stakeholder
FRP#24	N/A	1 – 5, 7	1 – 5, 7	<i>EOC communications</i>	Fire Department	After the storm	N/A
FRP#25	N/A			<i>Public Address System</i>	Fire Department		N/A