



Hallandale Beach
PROGRESS. INNOVATION. OPPORTUNITY.

400 South Federal Hwy
Hallandale Beach, FL 33009

City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:	September 7, 2016		Item Type: <small>(Enter X in box)</small>	Resolution X	Ordinance	Other
Fiscal Impact: <small>(Enter X in box)</small>	Yes	No	Ordinance Reading: <small>(Enter X in box)</small>	1st Reading		2nd Reading
	X			Public Hearing: <small>(Enter X in box)</small>		Yes X
Funding Source:	440-3660-547000 440-3660-542000		Advertising Requirement: <small>(Enter X in box)</small>	Yes		No
						X
Account Balance:	440-3660-547000 (\$8,000) Printing 440-3660-542000 (\$8,000) Mailing		Quasi Judicial: <small>(Enter X in box)</small>	Yes		No
						X
Project Number :	N/A		RFP/RFQ/Bid Number:	N/A		
Contract/P.O. Required: <small>(Enter X in box)</small>	Yes	No	Strategic Plan Priority Area: <small>(Enter X in box)</small>			
		X				
			Safety		<input checked="" type="checkbox"/>	
			Quality		<input checked="" type="checkbox"/>	
			Vibrant Appeal		<input type="checkbox"/>	
Sponsor Name:	Daniel Rosemond, City Manager		Department: Public Works	Steven F. Parkinson, P.E., PWLF, Director		

Short Title:

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA, ADOPTING THE CITY'S PROGRAM FOR PUBLIC INFORMATION (PPI) RELATING TO MITIGATING THE HAZARDOUS EFFECTS OF FLOODING; AND PROVIDING AN EFFECTIVE DATE.

Staff Summary:

Background:

As a participant in the National Flood Insurance Program's (NFIP) Community Rating System (CRS) Program, the City of Hallandale Beach has been implementing a series of public information outreach projects to educate the community on flood hazard and flood protection. The objective of these projects is to provide the public with information needed to increase flood hazard awareness and to motivate actions to reduce flood damage, encourage flood insurance coverage, and protect the natural functions of floodplains.

Research has shown that awareness of flood hazards is not enough to motivate people to take action to protect themselves and their property. People need to be told repeatedly, through various means, what specific actions to take before they will change their behavior. To this end, the 2013 CRS Manual strongly recommends that communities formalize their outreach projects by developing a Program for Public Information (PPI).

Current Situation

This comprehensive program, established by a PPI Working Group, assesses the communities need for public information; formulates the messages, identifies the outreach projects to convey the message; examines other public information initiatives; establishes a process to monitor and evaluate the program. The City of Hallandale Beach's PPI is attached as Exhibit 2. This document will serve as the community's guide to implement and expand the effectiveness of dissemination of floodplain management information to the public.

Staff has conducted several meetings with the PPI Working Group in the process of developing this program. The Working Group is composed of the following stakeholders and city staff:

- **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
- **Peter Dobens**, Chair; 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, Interim Fire Chief / Division Chief, EMS, (representing the City's emergency management)
- **Mary Francis Jeannot, CFM**, City of Hallandale Beach Public Works Department, Special Projects Coordinator, CRS Coordinator

The PPI Working Group, with the assistance of CRS Max Consultants, has developed the City's Program for Public Information.

While all members of the community will continue to receive public information pertaining to flooding, the PPI recognizes three (3) primary target areas in Hallandale Beach that stand to benefit the most from this information:

- 1) Properties within the Repetitive Loss Areas (as defined by NFIP)
- 2) Properties within the Special Flood Hazard Area (utilizing flood maps established by FEMA)
- 3) Barrier Island businesses and residents (properties located between the Atlantic Ocean and the Intracoastal Waterway)

Furthermore, the Working Group recognized several target audiences, other than those characterized by target areas, which require flood-related information:

- 1) Homeowner and condominium associations
- 2) Realtors, lenders and insurance companies
- 3) Properties adjacent to storm drain systems
- 4) Schools
- 5) Property Management Companies
- 6) Chamber of Commerce
- 7) Landscape companies

These educational efforts will prove beneficial to the Hallandale Beach community through mitigation of the hazardous effects of flooding, as well as maximizing credit in the CRS program.

The Transportation and Flood Mitigation Advisory Committee has reviewed the PPI and voted to recommend adoption of this program at a special meeting held on Tuesday, September 8, 2016 (Exhibit 3).

Fiscal Impact

The above referenced accounts will provide the funding to print and mail the PPI program material.

Why Action is Necessary:

As a requirement of the CRS program, the Program for Public Information (PPI) must be adopted by the community through formal approval by the communities governing body.

Proposed Action:

City Commission to adopt the City's Program for Public Information (PPI) relating to mitigating the hazardous effects of flooding.

Attachment(s):

400 South Federal Hwy
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Exhibit 1 – Resolution

Exhibit 2 – City of Hallandale Beach Program for Public Information