



Hallandale Beach
PROGRESS. INNOVATION. OPPORTUNITY.

400 South Federal Hwy
Hallandale Beach, FL 33009

City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:	Item Type:		1 st Reading	2 nd Reading
10/6/2021	<input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Ordinance <input type="checkbox"/> Other	Ordinance Reading	N/A	N/A
		Public Hearing	<input type="checkbox"/>	<input type="checkbox"/>
		Advertising Required	<input type="checkbox"/>	<input type="checkbox"/>
		Quasi Judicial:	<input type="checkbox"/>	<input type="checkbox"/>
File No.:				
21-382				
Fiscal Impact (\$):	Account Balance (\$):	Funding Source:	Project Number :	
N/A	N/A	N/A	N/A	
Contract/P.O. Required	RFP/RFQ/Bid Number:	Sponsor Name:	Department:	
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		Jeffrey Odoms, Director	Public Works	
Strategic Plan Focus Areas:				
<input type="checkbox"/> Finance & Budget		<input checked="" type="checkbox"/> Organizational Capacity		<input type="checkbox"/> Infrastructure/Projects
Implementation Timeline:				
Estimated Start Date: N/A Estimated End Date: N/A				

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) UPDATE RELATING TO MITIGATING THE HAZARDOUS EFFECTS OF FLOODING; AND PROVIDING AN EFFECTIVE DATE.

STAFF SUMMARY:

Summary:

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.

Background:

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 2017 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 community's need for public information; formulates the messages, identifies the outreach projects to convey the message; examines other public information initiatives; and establishes a process to monitor and evaluate the program. The City of Hallandale Beach's PPI Update is attached as Exhibit 1. This document will serve as the community's guide to implement and expand the effectiveness of dissemination of floodplain management information to the public.

Why Action is Necessary:

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

Cost Benefit:

A Program for Public Information (PPI) update is a necessary component of the CRS activity, Outreach Projects. Without a robust, substantive public outreach program, the City of Hallandale Beach's CRS rating (Class 6) could be adversely affected. If the City's rating were to fall to a Class 7, community-wide savings on flood insurance premiums would be reduced from \$1.12 million to \$836,000.

PROPOSED ACTION:

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

ATTACHMENT(S):

Exhibit 1 – Proposed Resolution

Exhibit 2 – Program for Public Information (PPI) Update 2021

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Project Manager

Prepared By: Jeff Odoms
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Director of Public Works

Approved By: Jeremy Earle
Dr. Jeremy Earle
City Manager