



City of Hallandale Beach, Florida

Program for Public Information (PPI) Update

2021

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. In 2016 the City adopted its first Program for Public Information (PPI) and has since implemented its outreach projects. The CRS Program requires communities to develop and adopt PPI Updates every five years. This report fulfills this requirement.

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 *2017 CRS Coordinator's Manual*.

PPI Committee

The City's Program for Public Information Committee 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 Committee met virtually on two occasions to develop a Program for Public Information Update:

- March 17, 2021
- April 22, 2021

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

The PPI Committee members include five stakeholders and five City staff members, one of whom is a Certified Floodplain Manager.

City of Hallandale Beach Stakeholders:

Alegria Bensimon, a long-time citizen of the City of Hallandale Beach, is a fiber engineer with Crown Castle Fiber. Alegria serves as secretary on the City's **Sustainability and Flood Mitigation Advisory Board**.

Irina C. has been a resident of Hallandale Beach for five years and has volunteered for several City Committees during the past two years. By trade, Irina is a **business and IT consultant** as well as an experienced Yoga Teacher.

Lakitsia Gaines is the Agency Owner with Kitsia Gaines - State Farm Insurance, which serves Hallandale Beach. She has been in the **insurance** industry for over 25 years.

Howard Garson has been a **resident** of Hallandale Beach for 43 years, during which time he has been a very active **volunteer** with the City. He has served in key positions on the City's Planning and Zoning Board, Charter Review Committee, Parks and Recreation Advisory Board and Three Islands Safe Neighborhood District Advisory Board.

Robert McColgan, whose professional experience includes **public works, utilities and environmental health**, has been a resident of Hallandale Beach for 48 years. He has served as a volunteer on several City and County boards.

City of Hallandale Beach Staff:

Christy Dominguez is the Planning and Zoning Manager for the City of Hallandale Beach. A longtime member of City staff, Ms. Dominguez is responsible for overseeing current as well as long-range **planning** programs related to development for the City of Hallandale Beach.

Mary Francis Jeannot has worked for the City of Hallandale Beach for 17 years in different capacities. A **Certified Floodplain Manager**, she had filled the function of CRS Coordinator and had served as the City's Liaison with the former Flood Mitigation Board for many years.

Miguel Nunez has served as Building Official in several municipalities, including the City of Hallandale Beach. In that capacity he is also the municipality's **floodplain administrator**.

Jeffrey Odoms serves the City as Director of Public Works. He has been a professional in **utilities management** for 26 years and a professional in **emergency management** for three years.

Alyssa Jones Wood has been a public servant at the City of Hallandale Beach for three years. As the City's Sustainability & Resiliency Officer she is focused on **environmental sustainability** and climate change resilience. Alyssa also assists with **public information** and outreach as part of the City's Digital Engagement Team.

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 142 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 committee 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 *2017 CRS Coordinator's Manual* will be included.
2. Target area #2: 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 committee 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: Schools: Brochures, activity books, presentations can be given to school children to be taken home.
4. Target audience #4: Property Management Companies: Property management companies are often hired by seasonal residents and HOAs to manage properties and therefore are often decision-makers regarding property protection.
5. Target audience #5: Chamber of Commerce: The Chamber of Commerce has easy access to businesses in the City via social media and email. It can thus be an effective means of information dissemination.
6. Target audience #6: Construction Contractors: Contractors play a key role in development and redevelopment, which in turn impact vulnerability to flooding.

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.

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

Organization	Project	Subject Matter	Frequency
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.

Topics, Messages and Outcomes

After assessing the Community's flooding information needs, the PPI Committee identified the following as the priority messages. Each message has a desired, measurable, outcome, as shown in Table 2.

Topic	Message	Outcome
1. Know your flood hazard	1. Call the City at 954-457-1382 for access to the Flood Insurance Rate Maps.	More customers knowledgeable of their flood zones
2. Insure your property for flood hazard	2. If you don't have flood insurance for your property and its contents, contact your insurance agent today.	Increase in the number of flood insurance policies in the community
3. Protect people from the hazard	3A. Do not drive through a flooded area! 3B. Stay away from power lines and electrical wires!	Fewer water rescues Fewer problems from electric shocks
4. Protect your property from the hazard	4A. You should take action now to minimize losses to your property and possessions. 4B. Call the City at (954) 457-1386 for more information on property protection.	Reduced property loss due to flooding
5. Build responsibly	5. Always obtain a permit before you make any improvements to your property.	Reduced number of customers ignoring building department requirements

6. Protect natural floodplain functions	6. Enjoy sea oats, but don't pick them – it's illegal.	Maintenance of city's sand dunes
7. Maintain your stormdrains	7. If you live near areas where waters flow or near a catch basin, you can help by keeping storm grates and the banks clear of brush and debris.	Reduced street flooding events caused by clogged stormdrains
8. Act wisely during street flooding	8. Do not drive through a flooded area!	Fewer homes being flooded by wake Fewer stalled cars and water rescues
9. Prepare for storm surges and hurricanes	9. Any storm surges experienced here will most likely be as a result of a hurricane or tropical storm. During emergencies the City will publish the latest information on its website, www.cohb.org .	Increased evacuation in storm surge events and reduced property loss from hurricanes
10. Prepare for sea level rise	10. Support local and regional efforts to plan and prepare for sea level rise.	Increased awareness of and response to the reality of sea level rise

Outreach Projects to Convey Messages

After determining the messages and their desired outcomes, the committee proceeded to identify outreach projects to convey the messages. The fact that the City has already been implementing a Program for Public Information aided the committee's identification of projects. The PPI Committee identified 23 projects and initiatives that are recommended to be implemented. Many of the projects have already been established and their continued implementation is recommended. Table 6, included at the end of this report, represents a compilation of the recommended projects, complete with the assignment concerning who is responsible for implementation and when implementation is anticipated.

Other Public Information Initiatives

In addition to the outreach projects recommended in Table 6 there are other important public information initiatives that are an integral part of the community's CRS program. The PPI Committee 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 advertise the following assistance that it offers:

- **Activity 310 (Elevation Certificates):** The availability of elevation certificates needs to be advertised at least annually 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. Additionally, the Committee recommends utilizing utility bills to advertise the service.
- **Activity 320 (Map Information Service):** This service should continue to be offered. With the anticipated FEMA map revisions, a concerted effort needs to be made to assure the most current information. Three CRS map information elements have been chosen. This service should be 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. The committee recommends efforts be made to expand the disclosure by advising local realtors of the importance of hazard disclosure.
- **Activity 350 (Flood Protection Information):** The PPI Committee agreed that the City has an excellent and informative website which covers all the 10 messages chosen by the committee. The website should continue to be updated. 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 should continue 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 “no dumping” regulations should continue to be advertised in multiple editions of the newsletter and on utility bills.
- **Activity 610 (Flood Warning and Response):** Flood warning, evacuation instructions and safety information should be 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 Committee 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. The City has a Flood Response Preparations document and backup in place that should continue to be utilized. 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 6.

Implementation, Monitoring and Evaluation

Upon adoption of the PPI Report, the various entities listed in Table 6 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 Committee members and suggestions from other City employees and stakeholders participating in the activities.

The PPI Committee 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 committee 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 committee. 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 Committee, the members chose to function also as its Flood Insurance Promotion Committee. The committee was structured with this purpose in mind; all CRS committee membership requirements are met.

Flood Insurance Coverage Assessment:

Tables 3, 4 and 5 provided helpful information to assess the city's flood insurance coverage.

Table 3: Flood Insurance Coverage by Flood Zone
Insurance Zone

As of 03/02/2021

Community:	HALLANDALE BEACH, CITY	State:	FLORIDA
	OF		
County:	BROWARD COUNTY	CID:	125110

Overview	Occupancy	Zone	Pre/Post FIRM			
	Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
A01-30 & AE Zones	15,134	\$3,356,955	\$2,778,278,700	1,379	\$28,729,931.51	\$1,766,523.34
A Zones	0	\$0	\$0	0	\$0.00	\$0.00
AO Zones	5	\$7,214	\$945,300	0	\$0.00	\$0.00
AH Zones	103	\$113,225	\$25,948,700	19	\$502,064.59	\$33,313.08
AR Zones	0	\$0	\$0	0	\$0.00	\$0.00
A99 Zones	0	\$0	\$0	0	\$0.00	\$0.00
V01-30 & VE Zones	7	\$12,353	\$773,900	17	\$287,220.62	\$9,341.91
V Zones	0	\$0	\$0	0	\$0.00	\$0.00
D Zones	0	\$0	\$0	0	\$0.00	\$0.00
B, C & X Zone						
Standard	795	\$124,858	\$122,470,300	41	\$2,188,185.13	\$241,144.10
Preferred	292	\$158,554	\$86,674,000	19	\$259,319.44	\$65,023.46
Total	16,336	\$3,773,159	\$3,015,090,900	1,475	\$31,966,721.29	\$2,115,345.89

Table 4: Insurance policies and buildings in flood zones

Flood Zone	# of Policies**	# of Buildings*
AE	15,134	1,500
AH	103	1,046
VE	7	4
Outside SFHA	1,087	2,690

*Some buildings contain numerous condo units

**Includes both structure and separate contents flood insurance policies

Table 5: Flood Insurance Coverage by Occupancy

Insurance Occupancy

As of 03/02/2021

Community:	HALLANDALE BEACH, CITY OF	State:	FLORIDA
County:	BROWARD COUNTY	CID:	125110

Overview	Occupancy	Zone	Pre/Post FIRM	Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
				966	\$788,493	\$236,298,800	827	\$12,030,573.41	\$932,646.16
				202	\$136,937	\$45,786,300	169	\$3,098,608.59	\$285,058.21
				15,735	\$2,555,499	\$2,810,449,700	280	\$9,056,566.70	\$597,565.65
				200	\$421,415	\$86,183,500	226	\$8,008,378.76	\$369,106.61
				17,103	\$3,902,344	\$3,178,718,300	1,502	\$32,194,127.46	\$2,184,376.63

Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense	
Condo	15,768	\$2,467,068	\$2,802,632,200	191	\$8,038,091.19	\$509,207.58
Non Condo	1,335	\$1,435,276	\$376,086,100	1,311	\$24,156,036.27	\$1,675,169.05
Total	17,103	\$3,902,344	\$3,178,718,300	1,502	\$32,194,127.46	\$2,184,376.63

Based upon the data shown above and the knowledge of the committee members, following are some of the assessments made:

- The number of policies for condominiums (15,768) is much greater than the number for non-condominiums (1,335). This is the case despite the fact that there have been many more claims for non-condominium properties.
- Accordingly, flood insurance promotion for non-condominium properties needs to be prioritized.
- Insurance industry recommends flood insurance policies for individual units, in addition to the master building policies.
- The number of policies in special flood hazard areas is approximately 14 times the number of policies outside these areas. The obvious reason for this disparity is the requirements of lending institutions.
- Because Florida is typically flood prone, flood insurance promotion for virtually all properties is advisable.

Narrative Summary

The committee 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 committee also identified coastal areas as a target area for flood insurance promotion. Improvements should include all 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 insurance
- Increasing the number of non-condominium policies
- Increasing the number of policies for properties outside the SFHA

Coverage Improvement Plan:

Identification of Target Areas and Audiences

The committee identified the same target areas and audiences as were previously identified in this PPI Report:

Target Areas

1. Target area #1: Properties within the Repetitive Loss Areas
2. Target area #2: Coastal businesses and residents

Target Audiences

1. Target audience #1: Homeowner and condominium associations
2. Target audience #2: Realtors, lenders and insurance companies
3. Target audience #3: Schools
4. Target audience #4: Property Management Companies
5. Target audience #5: Chamber of Commerce
6. Target audience #6: Construction Contractors

Projects Designed to Increase Flood Insurance Participation

In addition to the activities 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 Lakitsia Gaines 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. This letter could also be disseminated through utility bills.
2. Outreach to property owners in Target Areas: The committee 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. This service is advertised, and will be in the *Hallandale Happenings* newsletter that is delivered to every address in the community and on the City's website.

Adoption

This Program for Public Information Update will become effective when it is adopted by the City of Hallandale Beach Commission. The adoption is anticipated at the October 6, 2021 Commission Meeting.

Table 6. 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	Semiannually (The publication has recently been suspended due to the pandemic, but its re-publication is anticipated.)	
	1-10	1-10	Hurricane Preparedness Forum	Broward County Sheriff's Department	May (This was not done this year, but its implementation in future years is recommended.	Broward County
	1-10	1-10	Messages on Water (Utility) Bills	CRS Coordinator and Finance Dept	Monthly	
	1 - 10	1 - 10	Twitter and Facebook postings of flood information	CRS Coordinator / Sustainability & Resiliency 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	CRS Coordinator	At least annually	City Hall lighted sign is temporarily out of service
	1 - 10	1 - 10	Hallandale Beach (HB) TV advisements	Public Information Officer	At least annually	

Table 6. PPI Projects and Initiatives

Outreach Projects (OP)						
Target Audience	Message(s) (See Table 2)	Outcome (See Table 2)	Project	Assignment	Schedule	Stakeholder
	3-4, 7, 9-10	3, 4, 7 and 9	Everbridge Messages to subscribers	Public Information Officer	As needed for emergencies	
	1-10	1-10	Social Media Messages to Local Businesses	CRS Coordinator in collaboration with Chamber of Commerce	Year-round	Hallandale Beach Chamber of Commerce
Repetitive Loss property areas	1 - 10	1 - 10	Repetitive Loss Areas Outreach – with Flood Hazard brochure enclosed	CRS Coordinator	May	
Homeowner and Condo Associations	1 - 10	1 - 10	Email concerning flood awareness	CRS Coordinator	July	
Coastal properties	1 - 10	1 - 10	Distribution of flood awareness material	CRS Coordinator	May – general outreach; followed by Flood Insurance Promotion Outreach	
Special Flood Hazard Areas	1-10	1-10	Flood Awareness Information including Flood Insurance	CRS Coordinator	May	
Property Management Companies	6-7	6-7	Annual community flood hazard publication with accompanying letter	CRS Coordinator	March	
Schools	1-10	1-10	Dissemination of brochures for parents	CRS Coordinator	Year-round	
Insurance Agencies, Realtors, Lenders	7	7	Flood Awareness Information including Flood insurance	CRS Coordinator	Annually	
Contractors	1-10	1-10	Dissemination of brochures with cover letter	CRS Coordinator	May	

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	Digital Engagement Team	Before the storm	N/A
FRP #2	N/A	3, 4	3, 4	<i>Twitter PSAs</i>	Digital Engagement Team	Before the storm	N/A
FRP #3	N/A	2, 3, 4, 10	2, 3, 4, 10	<i>Email PSAs</i>	Digital Engagement Team	Before the storm	N/A
FRP #4	N/A	2, 3, 10	2, 3, 10	Brochure handouts	Digital Engagement Team	Before the storm	N/A
FRP #5	N/A	3, 4	3, 4	<i>TV/ Radio PSAs</i>	Digital Engagement Team	Before the storm	N/A
FRP #6	N/A	3, 4	3, 4	<i>Reverse 911 messages</i>	Digital Engagement Team	Before the storm	N/A
FRP #7	N/A	3, 4, 7, 10	3, 4, 7, 10	Newspaper PSAs	Digital Engagement Team	Before the storm	N/A
FRP#8	N/A	1, 3, 4, 7	1, 3, 4, 7	<i>EOC communications</i>	Digital Engagement Team	Before the storm	N/A
FRP#9	N/A	3	3	<i>Facebook PSAs</i>	Digital Engagement Team	During the storm	N/A
FRP#10	N/A	3	3	Twitter PSAs	Digital Engagement Team	During the storm	N/A
FRP#11	N/A	3	3	<i>Email PSAs</i>	Digital Engagement Team	During the storm	N/A
FRP#12	N/A	3	3	<i>Brochure handouts</i>	Digital Engagement Team	During the storm	N/A
FRP#13	N/A	3	3	TV/ Radio PSAs	Digital Engagement Team	During the storm	N/A
FRP#14	N/A	3	3	<i>Reverse 911 messages</i>	Digital Engagement Team	During the storm	N/A
FRP#15	N/A			<i>Newspaper PSAs</i>	Digital Engagement Team	During the storm	N/A

FRP Number	Target Audience	Message(s) (See Table 2)	Outcome (See Table 2)	Project	Assignment	Schedule	Stakeholder
FRP#16	N/A			EOC communications	Digital Engagement Team	During the storm	N/A
FRP#17	N/A	2, 3, 4, 5, 7	2, 3, 4, 5, 7	Facebook PSAs	Digital Engagement Team	After the storm	N/A
FRP#18	N/A			Twitter PSAs	Digital Engagement Team	After the storm	N/A
FRP#19	N/A	2, 3, 4, 5, 7	2, 3, 4, 5, 7	Email PSAs	Digital Engagement Team	After the storm	N/A
FRP#20	N/A			Brochure handouts	Digital Engagement Team	After the storm	N/A
FRP#21	N/A	10	10	TV/ Radio PSAs	Digital Engagement Team	After the storm	N/A
FRP#23	N/A			Newspaper PSAs	Digital Engagement Team	After the storm	N/A
FRP#24	N/A	1 – 5, 7	1 – 5, 7	EOC communications	Digital Engagement Team	After the storm	N/A
FRP#25	N/A			Public Address System	Digital Engagement Team		N/A