



PROGRAM FOR PUBLIC INFORMATION (PPI)



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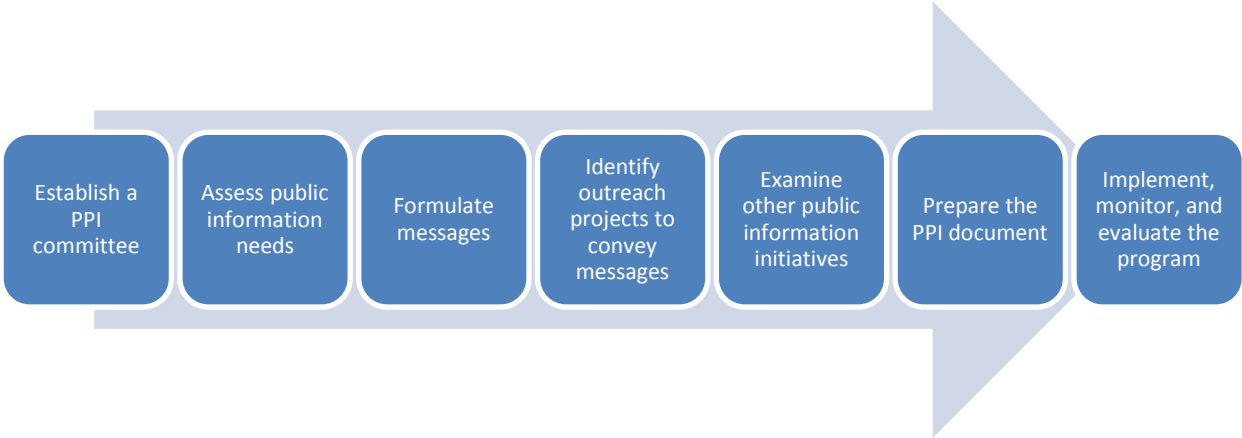
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# 1 BACKGROUND

Pinellas County is impacted by riverine, storm surge, and localized flooding in low lying areas. As such, Pinellas County has a number of ongoing outreach efforts with goals to increase flood hazard awareness and to motivate actions to reduce flood damage, encourage flood insurance coverage, and protect the natural functions of floodplains. Additionally, agencies, such as Sea Grant and Tampa Bay Regional Planning Council, and the County’s 24 municipalities have outreach centered on flood protection and awareness. The County initiated this Program for Public Information (PPI) in 2014 to coordinate public information activities and develop activities that will lead to more effective programs.

The PPI was introduced by the Federal Emergency Management Agency (FEMA) as a new planning tool to provide a step-by-step coordinated approach to flood hazard outreach, which Pinellas County followed in developing this PPI (Figure 1). The County’s purpose in developing this plan is to improve communication with citizens, and to provide information about flood hazards, flood safety, flood insurance, and ways to protect property and natural floodplain functions to those who can benefit from it. Although this information is being effectively shared throughout the County, this program will better coordinate messages and materials, standardize the information being shared, and make it more accessible to County staff as well as the other local governments and agencies within the County.

**Figure 1 PPI Planning Process**



# 2 PPI COMMITTEE

The role of the PPI Committee is to provide input about target audiences, types and delivery of messages, and insight into ongoing efforts in the community. The Pinellas County PPI committee has members from both inside and outside the local government. Staff from Pinellas County Public Works, Marketing and Communications, Environmental Management, Planning and Development Services, and Department of Emergency Management worked together with active members of the community, including representatives of the insurance, real-estate, mortgage-lending industries, neighborhood associations, and Tampa Bay Regional Planning Council (TBRPC), to develop and implement this plan (Table 1 and Figure 2). Formation of the committee and preparation of the PPI Document followed the steps outlined in the 2013 CRS Coordinators Manual, Section 330, Developing a Program for Public Information. The Committee met four times during the initial development of this plan and continues to meet several times each year to monitor and update the plan.

**Table 1 PPI Committee Members**

<b>Name</b>	<b>Affiliation</b>
Lisa Foster, CFM	Pinellas County Public Works Stormwater Engineering, Floodplain Coordinator
Irena Karolak	Pinellas County Marketing and Communications, Senior Public Information Coordinator
Anamarie Rivera	Pinellas County Environmental Management, Senior Environmental Specialist
Mary Burell	Pinellas County Emergency Management, Community Education, Outreach & Program Coordinator
Chris Moore	Pinellas County Planning, Principal Planner
Dawn Lindgren	Pinellas County Public Works CIP Tracking & Coordination, Project Coordinator
Cece McKienan	Florida Floodplain Managers Association, Executive Director
Brady Smith	Tampa Bay Regional Planning Council Principal Planner
Tom Shelly	Town of Belleair, Commissioner; Florida Real Estate Broker, Owner Realtor of Sunshine Home Sales & Commercial Brokerage
Joe Farrell	Pinellas Realtor Organization, Director of Governmental Affairs
Noah Taylor	Resident; City of St. Petersburg, Community Rating System Coordinator
Sarah Kessler	Resident; City of Clearwater CRS Coordinator
Kimberly Harr	Harr & Associates Insurance, Inc.
Betty Ryals	Wright Flood, Regional Sales Manager
Ashley Tharp	Wright Flood, Corporate Agent Training Manager
Katherine Howington	Bankers Insurance
Owen Gechter	FRE (Flood Risk Evaluator)
Nelson Garcia	Sunpoint Home Loans
Cheryl Morales	Pinellas Public Library Cooperative (PPLC), Executive Director
John Hibbard	Weisner Insurance
Rick Haupricht	Greenleaf Title
Brad Hubbard	National Flood Experts
Pete Travis	Torrent Technologies
Christopher Weaver	Florida Strategic Insurance

**Figure 2 PPI Committee and Meeting Attendees, June 2017**



## 2.1. PARTNERSHIP DEVELOPMENT STRATEGY

The PPI Partnership Development Strategy is the PPI Committee's plan for identifying and recruiting new committee members to improve upon and facilitate the long-term success of the PPI and to coordinate with stakeholders to assist with outreach efforts. The Committee recognizes the importance of having extensive input and partners to ensure appropriate target audiences are receiving the best messages at the right time.

One objective is to increase coordination with agencies and organizations that may have information relative to the County's floodplain management efforts. Members of the PPI Committee have coordinated with ONE BAY to host an annual presentation to their members at one of their meetings to provide an overview of the County's floodplain management efforts, including the PPI and LMS, ask for input or relative data or studies that they may have, and offer them an opportunity to participate in the County efforts. The presenter will either be a member of the PPI Committee or a stakeholder.

The second objective is to increase dissemination of time sensitive information. For example, Neighborhood Association board members can help relay pertinent information, such as the procedure for residents returning to their homes after a flood has occurred. Although the County's Flood Response Preparations Package also includes numerous notifications for residents, adding another avenue to relay information will ensure more people are notified and will reinforce the messages.

The Members of the PPI Committee will compile a contact list and reach out to active members of the community, such as:

- Contacts in Flood-prone areas
- Neighborhood association boards
- City managers

## 3 PUBLIC INFORMATION NEEDS ASSESSMENT

Each year, the PPI committee considers the County's flood problems, evaluates who needs to be informed about flood related topics, and reviews the inventory of projects that are already underway.

### 3.1. TARGET AREAS AND AUDIENCES

Pinellas County was established January 1, 1912. With almost a million residents, Pinellas County is the most densely populated County in Florida with over 3,300 people per square mile. Much of the development in the County occurred prior to implementation of floodplain management and flood damage prevention requirements in the 1970s. Additionally, much of that development occurred in areas that are now classified as Special Flood Hazard Areas (SFHA) on the FEMA Flood Insurance Rate Maps (FIRM), County identified flood hazard areas, and storm surge areas.

Structures, such as homes and businesses, that were built prior to the adoption of the first FIRM are considered pre-FIRM and may not have been built above the base flood elevation (BFE). Properties developed after the FIRM adoption, post-FIRM, were built to the BFE at the time of development, which may have changed after construction if a more accurate study and map update was done. Therefore, some post-FIRM properties may be subject to flood risk as well. Figure 3 shows the pre-FIRM and Post-FIRM development across the County.

The latest FIRMs show over 20,000 acres of Special Flood Hazard Area in Unincorporated Pinellas County. Unincorporated Pinellas County has over 30,000 structures in the SFHA. In addition to the SFHA flood risk identified in the FIRMs, there is a risk of flooding from storm surge in Pinellas County (Figure 4). Although many of the properties in the storm surge area are included in the SFHA, there are some that are not. There are also historically flood prone areas throughout the County, some of which are located outside of the SFHA and storm surge areas, such as low lying areas where conveyance is susceptible to back up from tidal tailwater (



Figure 5). Additionally, there are repetitive loss areas, which include properties for which two or more claims of more than \$1,000 have been paid by the National Flood Insurance Program (NFIP) within any 10-year period since 1978 and all nearby properties with the same or similar flooding conditions. Many of the properties that do not fall into these flood prone areas are in a FIRM low-risk area, where, with severe precipitation (500-year storm), may experience flooding.

**Figure 3 Pinellas County Age of Development**

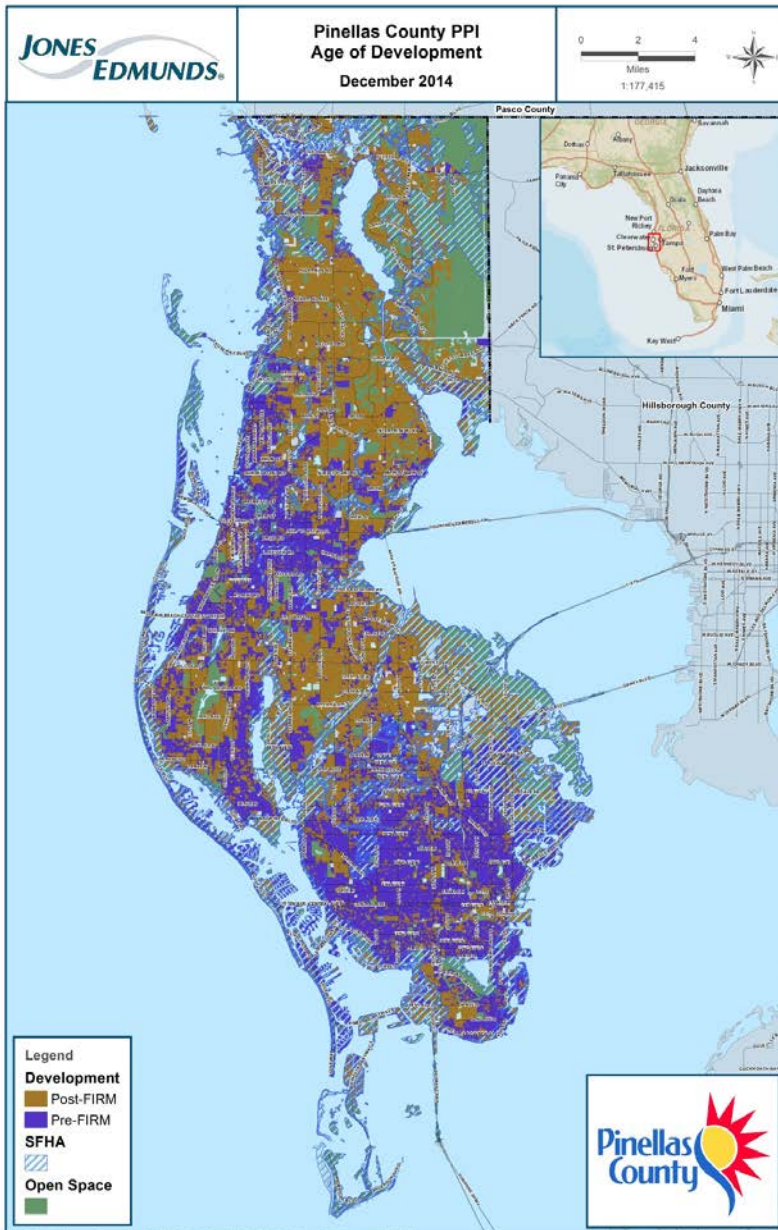


Figure 4 Storm Surge

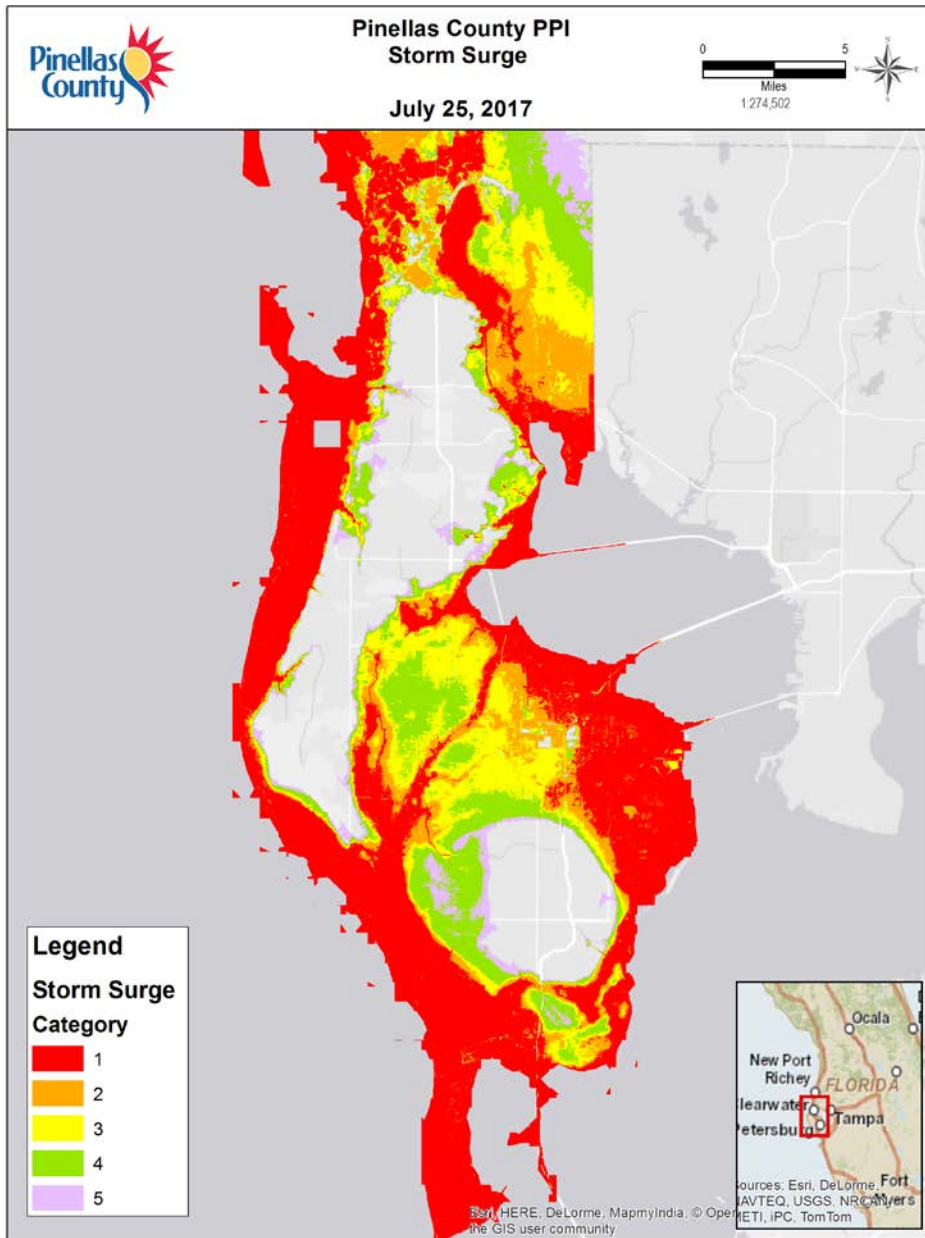
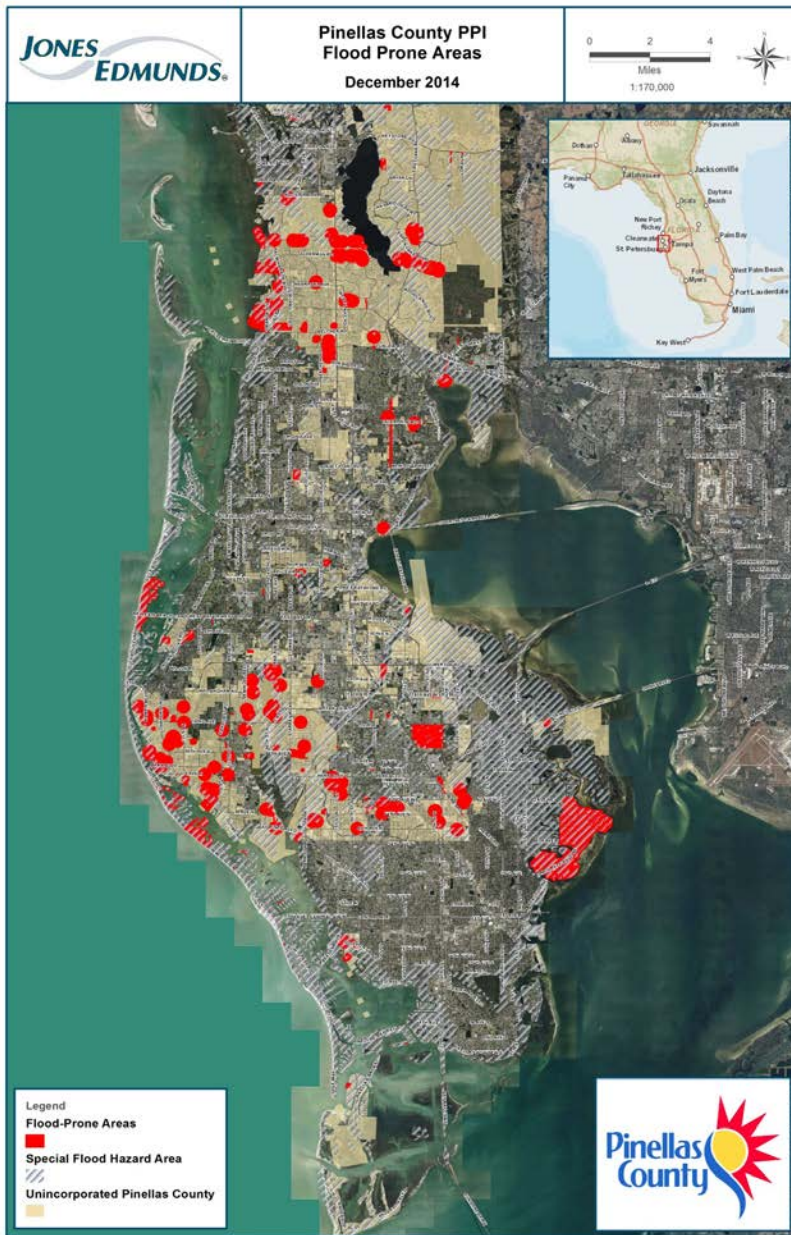


Figure 5 Flood Prone Areas



### 3.1.1. FLOOD INSURANCE COVERAGE ANALYSIS

A summary of Unincorporated Pinellas County flood insurance data was provided to the Pinellas County Floodplain Administrator by the Florida Division of Emergency Management (FDEM) in February 2017. There are 32,893 individual policies with \$7,690,831,200 of flood insurance in force (Table 2).

**Table 2 Insurance Overview (As of 12/31/2016)**

<b>Total by Community</b>		<b>Group Flood Insurance</b>	
Total Number of Policies:	32,893	Total Number of Policies:	5
Total Premiums:	\$20,957,054	Total Premiums:	\$3,000
Insurance in Force:	\$7,690,831,200	Insurance in Force:	\$166,500
Total Number of Closed Paid Losses:	2,013	Total Number of Closed Paid Losses:	1
\$ of Closed Paid Losses:	\$22,528,873	\$ of Closed Paid Losses:	\$8,776

<b>Post Firm Minus Rated Policies</b>		<b>Manufactured Homes</b>	
Total Number of Minus Rated Policies:	1,905	Total Number of Policies:	323
A Zone Minus Rated Policies:	1,834	Total Number of Closed Paid Losses:	101
V Zone Minus Rated Policies:	71	\$ of Closed Paid Losses:	\$525,203

The Pinellas County Floodplain Coordinator evaluated the number of structures in each FIRM flood zone compared to the policy summary by zone. There are 348 policies in force in the VE zone, 22,373 in the AE Zone, 719 in the A zone, and 9,446 in the non-SFHA (Table 3). Of the policies in force, there are 60% fewer policies than there are structures in the VE zone. The AE zone shows more policies than structures, though, likely due to condominium and rental policies, which are included in the summary policy data. In the A zone, there are 75% fewer policies than there are structures. In the shaded X zone (0.2 pct annual chance flood hazard) and unshaded X zone (area of minimal flood hazard) there are about 90% fewer policies than structures. Because the summary data includes several types of policies, the percent of total structures covered by flood insurance cannot be determined. However, from this and the information the PPI Committee was able to identify several target audiences and areas, such as the VE zone, to include in the Flood Insurance Plan (Appendix 5). A more detailed study is underway so that the PPI committee can refine the target audiences and projects on annual review of this plan.

**Table 3 Insurance Zone (As of 12/31/2016)**

	<b>Policies in Force</b>	<b>Premium</b>	<b>Insurance in Force</b>	<b>Number of Closed Paid Losses</b>	<b>\$ of Closed Paid Losses</b>	<b>Adjustment Expense</b>
<b>A01-30 &amp; AE Zones</b>	22,373	\$15,171,180	\$4,951,309,400	1,302	\$14,863,792.97	\$615,570.68
<b>A Zones</b>	719	\$557,614	\$157,254,100	36	\$487,772.15	\$22,658.82
<b>AO Zones</b>	1	\$687	\$73,700	2	\$45,714.56	\$1,250.00
<b>AH Zones</b>	0	\$0	\$0	0	\$0.00	\$0.00
<b>AR Zones</b>	0	\$0	\$0	0	\$0.00	\$0.00
<b>A99 Zones</b>	0	\$0	\$0	0	\$0.00	\$0.00
<b>V01-30 &amp; VE Zones</b>	348	\$1,054,478	\$69,968,700	224	\$3,651,886.25	\$110,020.00
<b>V Zones</b>	0	\$0	\$0	0	\$0.00	\$0.00
<b>D Zones</b>	1	\$2,755	\$193,500	37	\$295,532.47	\$12,055.00
<b>B, C &amp; X Zone</b>						
<b>Standard</b>	2,122	\$1,481,935	\$371,298,300	269	\$1,977,786.96	\$95,015.30
<b>Preferred</b>	7,324	\$2,685,405	\$2,140,567,000	142	\$1,197,611.96	\$105,860.77
<b>Total</b>	32,888	\$20,954,054	\$7,690,664,700	2,012	\$22,520,093.00	\$962,428.00

Based on the flooding and development information described above, the Committee identified the residents and businesses within certain areas as target audiences to whom projects should be directed. In addition to identifying these audiences based on their location and flood insurance coverage information the Committee identified additional groups of stakeholders from across the County that would also benefit from information on flood related topics. For example, people looking to purchase properties



in the County, should be apprised of their flood risk and flood insurance requirements. The complete list of target audiences is described in Table 4.

**Table 4 Target Audiences**

	Audience(s)	Description	Flood Insurance Plan Audience
1	Residents and businesses in Repetitive Loss Areas	This audience should understand their surroundings and the likelihood of flood from multiple sources; insurance and mitigation are strongly recommended.	Yes
2	Residents and businesses in pre-FIRM buildings in the VE zone	This audience should become aware of their extraordinarily high risk of being both below the BFE and surge depth associate with tropical event; elevating and insurance is strongly recommended and often required.	Yes
3	Residents and businesses in County identified flood hazard areas, but outside of the SFHA	This audience may not understand that they have a flood risk and that insurance is available at a highly discounted rate. This audience should become aware of their risk; insurance and preparing ahead strongly recommended.	Yes
4	Residents and businesses in the Storm Surge, but outside of the Special Flood Hazard Area (SFHA)	This audience should become aware of their risk; insurance and preparing ahead strongly recommended. This audience may not understand that they have a flood risk and that insurance is available at a highly discounted rate.	Yes
5	Residents and businesses in Flood Response Hazard Areas	This audience will be identified by Emergency Management to receive flood warning and response information.	No
6	Owners of Substantially Damaged buildings	These owners will specifically need information about substantial damage and substial improvement and about flood insurance claims. This audience will need guidance after a flood about filing their claim and if uninsured will want to consider a policy in the future.	Yes
7	Real Estate Professionals	These professionals are in contact with a lot of current and potential residents and buisness owners, therefore need to be informed about flood related topics. They are also in an ideal position to educate their colleagues and clients, and to disclose flood risk and insurance information to potential buyers or renters.	Yes
8	Insurance Agents	These professionals are in contact with a lot of current and potential residents and buisness owners, therefore need to be informed about flood related topics. They are also in an ideal position to educate their colleagues and clients.	Yes
9	Lenders	These professionals are in contact with a lot of current and potential residents and buisness owners, therefore need to be informed about flood related topics. They are also in an ideal position to educate their colleagues and clients.	Yes
10	Buyers of real estate	Individuals purchasing or renting property should be made aware of their flood risk and insurance options, requirements, and recommendations.	Yes
11	Contractors and builders	This audience should be kept apprised of floodplain regulations and available Pinellas County Services. They are also in the position to communicate information about building with flood risk in mind to their clients.	No
12	Surveyors	Surveyors need to receive updated information about survey related flood information, such as elevation certificates.	No
13	Landscapers	The Pinellas County Environmental Management office has ongoing outreach efforts targeted at landscapers to educate them about impacts to water quality. Messages regarding flood risk and protection of natural systems will be incorporated into their programs and materials.	No

Audience(s)	Description	Flood Insurance Plan Audience
14 Stormwater managers and staff (e.g. NPDES)	The Pinellas County Environmental Management office has ongoing outreach efforts targeted at stormwater managers to educate them about impacts to water quality. Messages regarding flood risk and protection of natural systems will be incorporated into their programs and materials.	No
15 Customers of Pinellas County services	There is an opportunity inform people that are calling or visiting the Pinellas County Offices, using the Pinellas County website, following Pinellas County social media, and/or or watching PCC-TV, which airs on Spectrum 622, WOW! 18, Frontier 44 and it streams live on the web at pinellascounty.org/tv.	Yes
16 Park and preserve patrons	This audience should understand the natural functions of the County parks and preserves that they are visiting.	No
17 English Speakers of Other Languages (ESOL)	Informational material should be made available in languages other than English to ensure the ESOL is informed about flooding.	No
18 Pinellas County Municipality Elected Officials, City Managers, Floodplain Managers, and relevant staff	There are 24 municipalities with over 300,000 parcels in the County. Neighboring communities can use materials and messages developed by Pinellas County to educate their residents. Municipal staff may also benefit from learning about other County floodplain management efforts, such as flood risk, mitigation, and insurance outreach.	Yes
19 Special Interest	Special interest groups, that an outreach project may target, such as: • Organizations or agencies that may also be involved in flood related projects • A group of volunteers or a neighborhood interest group	Yes
20 Pinellas County Schools students and parents	Flood risk lessons should be incorporated into the curriculum. Students will likely take the message home to parents.	No
21 General population	Important flood and hurricane related information may be distributed via ALERT Pinellas, the website and social media, news and media releases and media outlets, utility bill quarterly insert, and commissioner newsletters.	Yes
22 Residents and businesses that will be affected by map changes.	This audience will need to be made aware of the change in flood risk and about flood risk and insurance implications and options.	Yes

### 3.2. ONGOING PUBLIC INFORMATION EFFORTS

Various departments within the County and other governmental agencies have an array of ongoing flood-related public information activities. Each year, the PPI Committee evaluates the existing flood information and flood response outreach efforts that are being implemented throughout the County, including the PPI projects. The Committee may add, modify, or remove projects to the PPI as appropriate to ensure to ensure the community at large is receiving pertinent information and PPI messages are adequately reaching the identified target audiences. Sections 5 and 6 detail the efforts that have been incorporated into the Pinellas County PPI. Appendix 2 contains the inventory of flood related outreach by other organizations.

## 4 MESSAGES AND OUTCOMES

Outreach campaign messages must be accurate and concise to result in action and positive outcomes. The PPI Committee used the information from the public information needs assessment to develop specific topics, messages, and expected outcomes based on the NFIP CRS floodplain management

topics. The Committee also identified four additional topics with messages and outcomes for flood information projects that are implemented throughout the year (Table 5). The County also has prescribed key messages that are disseminated before, during, and after a flood (Appendix 4). These messages are reviewed by the Committee annually and are relayed via flood warning and response outreach tools, which are detailed in the Flood Response Preparations Package (Appendix 4).

The County encourages its municipalities to incorporate all of these messages into their outreach efforts to promote message recognition throughout the County.

**Table 5 PPI Messages & Outcomes**

Topic		Message		Outcome	
1	Know your flood hazard	A1	Find out your flood risk.	a1	Better prepared and informed residents and businesses
1	Know your flood hazard	A2	Stay Connected.	a1	Better prepared and informed residents and businesses
2	Insure your property for your flood hazard	B1	Purchase flood insurance for your home, business, or rental.	b1	Increase in number of flood insurance policies
2	Insure your property for your flood hazard	B2	Anywhere it rains it can flood. Take advantage of a Preferred Risk Policy.	b2	More preferred risk policies
3	Protect people from the hazard	C1	Turn Around Don't Drown.	c1	Reduced number of rescue calls
3	Protect people from the hazard	C2	Stay Connected.	c2	Improved efficiency of evacuations
3	Protect people from the hazard	C3	Don't play in flood waters.	c3	Reduced illness and injury
4	Protect your property from the hazard	D1	Keep debris and trash out of the streets, streams, and ditches.	d1	Reduced localized flooding
4	Protect your property from the hazard	D2	Clear storm drains to prevent flooding.	d1	Reduced localized flooding
4	Protect your property from the hazard	D3	Elevate your equipment, such as water heaters, AC units, etc.	d2	Reduced property loss from flooding

Topic		Message		Outcome	
4	Protect your property from the hazard	D4	Brake, Don't Wake! Wake from vehicles traveling on flooded roads causes more damage than the rising water alone. You are liable for damages incurred from your wake.	d2	Reduced property loss from flooding
4	Protect your property from the hazard	D5	Remove leaves and debris from gutters and downspouts.	d2	Reduced property loss from flooding
5	Build responsibly	E1	Find out what permits are required.	e1	Increased compliance and reduced flood loss
5	Build responsibly	E2	Get required permits before you start any home repair, improvement, or construction.	e1	Increased compliance and reduced flood loss
5	Build responsibly	E3	Be aware of the substantial improvement rules.	e1	Increased compliance and reduced flood loss
5	Build responsibly	E4	Build Responsibly. Higher keeps you dryer.	e1	Increased compliance and reduced flood loss
5	Build responsibly	E5	Do not renovate the space below your elevated home. It is illegal to add plumbing or electrical or to convert the space below an elevated home into living space.	e1	Increased compliance and reduced flood loss
6	Protect natural floodplain functions	F1	Only Rain Down the Drain. It is illegal to dump anything into stormdrains, waterways or waterbodies.	f1	Improvement in water quality and natural storage capacity
6	Protect natural floodplain functions	F2	Use Low Impact Development (LID), such as rain barrels, bioretention systems, green roofs, pervious pavers, and vegetative buffers, on your property.	f1	Improvement in water quality and natural storage capacity
6	Protect natural floodplain functions	F3	It is illegal to dump anything into the stormwater or sewer system. Do not open manholes and allow water into the systems. This will overload the system and cause backups or overflows.	f1	Improvement in water quality and natural storage capacity
7	Hurricane preparedness	G1	Know Your Zone.	g1	Improved efficiency of hurricane evacuations
8	General preparedness	H1	Get A Plan.	h1	Less damage and injury from a storm
8	General preparedness	H2	Prepare Ahead.	h1	Less damage and injury from a storm
9	Flood Economics	I1	Find out how much flood damage could cost you.	i1	Increase in awareness of the expense of flooding



Topic		Message		Outcome	
9	Flood Economics	i2	Get involved with flood information outreach to support the County's participation in the NFIP CRS to provide flood insurance discounts. Visit <a href="http://www.pinellascounty.org/volserv">www.pinellascounty.org/volserv</a> to volunteer.	i2	Increased awareness of flood insurance discounts
9	Flood Economics	i3	Because Pinellas County has a proactive Floodplain Management Program and participates in the National Flood Insurance Program (NFIP) Community Rating System (CRS), you may get a discount on your flood insurance premium. Look for your CRS discount on your flood insurance bill or ask your agent.	i2	Increased awareness of flood insurance discounts
10	Understand flood insurance	J1	Check with your flood insurance agent to make sure your flood insurance policy is rated correctly and you are receiving the correct CRS discount.	j1	More accurate policy ratings
10	Understand flood insurance	J2	There is a 30-day waiting period before coverage goes into effect. Contact your insurance agent or a Pinellas County Flood Insurance Advocate to find out more.	j2	Increased understanding of policy and options and number of policies kept in force
10	Understand flood insurance	J3	Flood insurance is available at a highly discounted rate if you are outside of the FEMA high risk area. Contact your insurance agent or a Pinellas County Flood Insurance Advocate to find out more.	b2	More preferred risk policies
10	Understand flood insurance	J4	If you have a National Flood Insurance Program (NFIP) policy, you may receive a letter from FEMA requesting an Elevation Certificate so that they can determine your true risk rate, which could be higher or lower than what you are currently rated. Visit the Pinellas County Flood Map Information Service or your City's website to see if there is an elevation certificate available online. Check with your jurisdiction and insurance company to see if there is already an Elevation Certificate on file for your property.	j1	More accurate policy ratings
10	Understand flood insurance	J5	Keep your flood policy in force. If you let your flood policy lapse your policy will go to a full-risk rate.	j2	Increased understanding of policy and options and number of policies kept in force

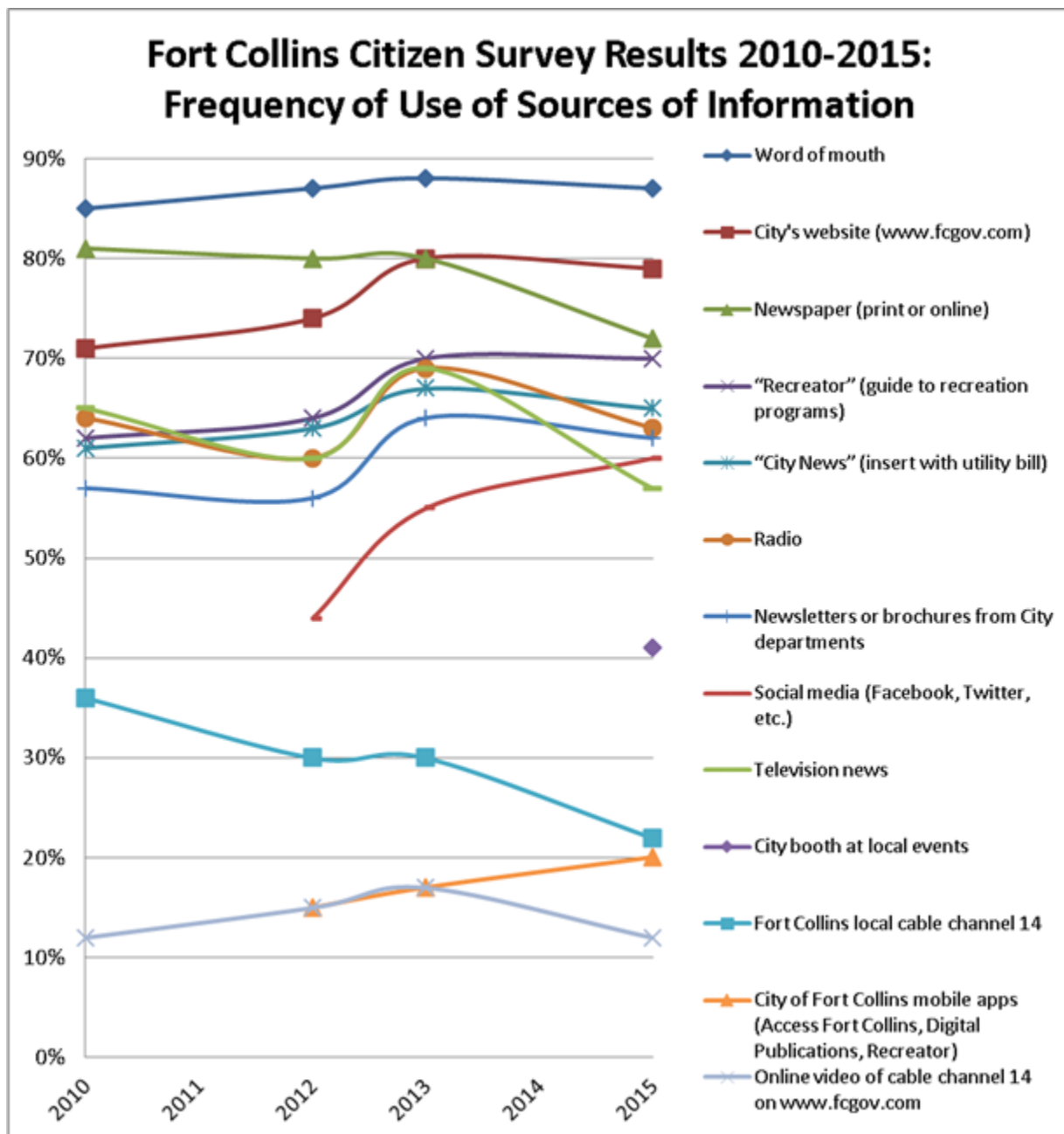
### 3.3. PUBLICITY AND DISSEMINATION OF MESSAGES

Today, most people, including senior citizens, are looking to the internet for information in lieu of traditional sources of information like newspapers or magazines. They are using search engines for specific information and social media threads for answers to posted questions and news. People have

come to expect instant answers when they search for information. (Smith, 2014) The internet is more popular than newspapers and radio as a news source, ranking just behind TV. (Kristen Purcell, 2010)

The City of Fort Collins has conducted eight citizen surveys since 2001, which provides the residents the opportunity to rank and rate a number of things, such as how well the City performs at providing City information (National Research Center, 2015). Respondents indicated the extent to which they used various information sources about City issues, services and programs. Survey results indicate that word of mouth, the community website, and newspaper (online or print) are the preferred ways to receive information (Figure 6). Residents are also getting information from several other sources, such as recreational guides and utility bill inserts. Social media has the greatest increase in use in recent years, while use of newspapers, radio, and television for information are on the decline.

Figure 6 Frequency of Use of Sources of Information (Data from Fort Collins Citizen Survey, 2015)



Based on this research, the Committee concluded that the most effective way to reach the community at large is through a combination of communication tools, including:

- Pinellas County Flood Information Website
- Pinellas County Social Media (Facebook, Twitter, Nextdoor, Instagram)
- Email blasts (e-Lert, e-News)
- UtiliTalk, the quarterly utility bill newsletter
- Informational materials at static locations and events throughout the County
- Direct mail to select target audiences
- Flood and Hurricane Information events
- Professional training sessions
- Press Releases for Flood Warning and Response

To conserve resources, both environmental and financial, the use of print materials will be reduced and will contain succinct information and direct residents to the flood information website for additional information. This combination of outreach will relay pertinent information to residents and businesses, including how they will be warned and the safety measures they should take during a flood and about the County regulation that prohibits dumping in waterways. This combination of communication tools will also publicize flood related services, including flood map information, property protection assistance, and flood insurance guidance, to the entire community.

## 5 PPI PROJECTS

Based on the public information needs assessment (Section 3), the PPI Committee identified new, or improvements to existing, general flood information projects to increase flood awareness and motivate residents to take action.

General outreach projects include:

1. Flood Information Brochure
2. E-News/E-Lert
3. Social Media
4. UtiliTalk Newsletter
5. All-Hazard Guide
6. Real Estate Agents Flood Disclosure and Information Brochure
7. Flood Map Service Center Training
8. Training for Contractors & Builders
9. Training for Surveyors
10. CRS Users Group Meetings
11. Only Rain Down the Drain Campaign
12. Landscape BMP Certification classes (English & Spanish)
13. Parks & Recreation Educational Materials
14. Outreach Materials for Speakers of Other Languages
15. Flood Information Messages for County On-hold Recordings
16. Informational Videos
17. Home Owners Associations Meetings

18. Stakeholder Flood Insurance and Mitigation Techniques community workshops
19. Events and Meetings via Pinellas County's Speakers Bureau
20. Tampa Bay Home Show
21. New Homeowner Brochure
22. Local Mitigation Strategy (LMS) Stakeholder Meetings
23. Protecting your Property from Flood Damage brochure or flyer
24. After the Flood Brochure
25. Flood Info Postcard
26. Commissioner Newsletter

Some of these projects are directly related to other CRS activities and/or serve to publicize many flood related services offered by the County (Section 6). These projects will be disseminated in multiple ways to multiple audiences on an annual or more frequent basis. A comprehensive project sheet including a detailed project description, audience(s), topic(s), message(s), outcome(s), related CRS activities and services, schedule, project administrator, and stakeholder(s) for each of these PPI projects is in Appendix 3.

The Committee also identified new, or improvements to existing, public information activities prepared in advance of the next flood. There are key messages that need to be disseminated before, during, and after a flood. The County's flood response messages and the tools used to disseminate them are consolidated into a Flood Warning and Response Preparations Package (Appendix 4). The messages and dissemination tools in this package are centered on flood warning and response. They were prepared in advance, and will not be delivered until a flood is impending or occurs. The procedures for implementing the materials should be followed in accordance with the Pinellas County Emergency Management Warning and Notification SOG and the Marketing and Communications Emergency Support Function (ESF) #14 - Public Information Office Standard Operating Procedures (SOG), which are part of the County's overall flood warning and response plan. Both the procedures and the project materials are reviewed annually and updated as needed.

The following projects are included in the Flood Response Preparations Package:

- Emergency Alert System (EAS) via EMNet
- Alert Pinellas
- Wireless Emergency Alerts (WEA)
- Intelligent Transportation System (ITS)
- Digital Billboards
- Pinellas County Website ([www.pinellascounty.org](http://www.pinellascounty.org))
- E-Lert
- E-News
- Press Release
- Media Alert
- PCC TV
- Social Media
  - Facebook
  - NextDoor
  - Twitter
  - Instagram
- Substantial Damage Door Hanger
- Ready Pinellas app

These tools will be used to disseminate select flood warning and response messages on an as-needed basis depending on the time and type of event.

## 6 OUTREACH INITIATIVES

### 6.1. FLOOD INFORMATION BRANDING

One of the County's objectives is to provide recognizable flood information and messages to residents and businesses across the County, including its municipalities. As such the County developed the "It's Not All Sunshine" logo. The County is incorporating the logo and the PPI messages into the PPI projects. The County is also developing their projects such that municipalities may implement them in their own communities. For example, the County will update the Flood Information Brochure with the municipal logo, website, and contact information for any Pinellas County municipality that is interested in implementing a brochure project in their community. The Real Estate Disclosure Program was developed as a County-wide effort, therefore municipal communities will also benefit from the project. The same logo and messages were also incorporated into the Real Estate Brochure. This combination of projects with like messages and branding will promote message recognition throughout the County.

### 6.2. FLOOD INFORMATION WEBSITE

The Pinellas County Flood Information website was identified as a project in the 2014 PPI. As such, the content was revised to elaborate on the all of the CRS priority topics and the additional messages developed by the PPI Committee (Section 4). The content also includes publicity for or flood related County services and regulations. The County also included interactive flood maps on the Flood Map Service center section of the site. Real-time gage information is included as well for users to see current water levels.

The structure and hierarchy of the site and of each page were revised to ensure the pathways to specific information are concise and easily navigable. Additionally, the flood information site is linked directly from the PinellasCounty.org homepage and can be found using the search feature. The flood information home page has a directory of the flood protection information provided, along with links to the appropriate pages and all links are checked monthly and updates as needed. To enhance recognition of the County Floodplain Management Program, the site follows the design and content in the Flood information brochure, "It's Not All Sunshine", which is the main avenue for publicity of the website.

The website also includes specific information on warning, safety, and evacuation when there is an impending flood, during a flood, and immediately after a flood, such as:

- Where flooding will likely occur
- Evacuation routes
- Shelter locations
- Flood Safety precautions

The website is continually edited and updated and each month hyperlinks are checked and fixed if needed. Each year the PPI committee reviews the site in detail and content is updated if needed.

### **6.3. FLOOD MAP INFORMATION SERVICE**

Pinellas County developed an online Flood Map Information Service to provide residents and businesses with FEMA Flood Insurance Rate Map (FIRM) and other sources of information about the local flood hazard and natural floodplain functions 24 hours a day, 7 days a week. This service is searchable by address or map location. The Flood Map Information webpage also includes additional maps to find out potential storm surge depth, evacuation zones, shelter locations, and current water levels. Additionally, the County has a flood information phone line with a designated option to get flood map information from County staff during regular business hours. The Online Flood Map Information Service is publicized in the widely distributed All Hazard Guide and in the flood information brochure, *It's Not All Sunshine*. The PPI committee identified realtors as the target audience to receive information about the service, as it supports the realtor disclosure program. The County sends information about the Pinellas County Flood Map Information Service to the Pinellas Realtor Organization to distribute in their newsletter annually. Additionally, the County provides at least one Real Estate Disclosure and Online Map Service Center training in coordination with the Pinellas Realtor Organization each year.

### **6.4. FLOOD INFORMATION PHONE LINE**

Pinellas County designated a phone number for all flood information phone calls, 727-464-7700, which is displayed on the flood information website. The line contains a directory to ensure callers are connected with the proper department to address inquiries. The recorded menu message includes the Flood Information Services hours and directs callers to [www.pinellascounty.org/flooding](http://www.pinellascounty.org/flooding) for additional information. The directory options include:

- 1 Report ditch obstruction or flooding issue
- 2 Flood zone
- 3 Hurricane and flood preparedness and evacuation
- 4 Protecting your floodplain or flood insurance
- 5 Property protection
- 6 Other

### **6.5. REAL ESTATE DISCLOSURE PROGRAM**

The Pinellas County Real Estate Agents Disclosure Program is a joint effort between the County and its real estate agents, through the Pinellas Realtor Organization, which covers the entire County, including its municipalities. Real estate agents are in an ideal position to inform buyers whether a property is in a flood zone and if flood insurance is required. As such, the PPI Committee identified two projects:

- Real Estate Disclosure and Flood Information Brochure
- Real Estate Disclosure and Flood Map Information Service Training

With input from representatives of the Pinellas Realtor Association, the County developed a real estate centered flood disclosure and information brochure with a fillable section for agents to enter the property's flood hazard and insurance requirement information. The County provides training to agents on using the online Flood Map Information Service to obtain flood information and how to complete the brochure. The training sessions are taught by County staff in coordination with the Pinellas Realtor Association at least once per year. The County also developed a flyer, which is distributed by the Pinellas Realtor Association to publicize the training and brochure.

Real estate agents will advise house hunters about the flood hazard and provide the brochure to clients interested in purchasing properties located in the SFHA, countywide, so that they are made aware of the flood hazard and the flood insurance purchase requirement.

## **6.6. FLOOD PROTECTION ASSISTANCE AND ADVISORY SERVICE**

Pinellas County Building Department Staff provide one-on-one consultations, and site visits as appropriate, to advise inquirers about property protection measures, such as retrofitting techniques and drainage improvements. The objectives of Including the Pinellas County Flood Protection Assistance Advisory Program in this PPI are to

- Increase awareness and use of the service,
- Enhance mitigation information provided

This will increase the likelihood that residents will undertake activities to reduce the flood hazard to their property and in turn could decrease property loss due to flooding.

This service is available to all residents, and the service is publicized on the County's Flood Information website and in the flood information brochure. Those most likely to experience flooding and benefit from this assistance include residents and businesses in repetitive loss areas. Therefore, a letter and the flood information brochure, containing information about the service is mailed directly to residents and businesses in Repetitive Loss Areas (Target Audience 2) annually in February to coincide with Emergency Management hurricane awareness outreach. Additionally, the real estate flood information brochure, which also includes information about this service, will be provided by real estate agents to buyers of properties in the SFHA (Target Audience 5).

Staff providing this service should discuss flood mitigation options and recommend discussing retrofit options further with their insurance agent. Staff should also urge inquirers to work closely with design professionals. Staff should also offer supplemental materials to inquirers, such as:

- FEMA [Repairs, Remodeling, Additions, and Retrofitting –Flood](#)
- FEMA [Reducing Flood Risk to Residential Buildings That Cannot Be Elevated](#)
- [Homeowner's Guide to Retrofitting - Six Ways to Protect Your Home From Flooding](#)

## **6.7. FLOODPLAIN MANAGEMENT PLANNING**

Pinellas County, its municipalities, and other stakeholders have developed a Multi-jurisdictional Local Mitigation Strategy (LMS) through a systematic process of identifying hazards, including flooding, and their causes, and planning preventive and corrective measures to reduce the risk of current and future hazards. This strategy also serves as the County's and many municipality's floodplain management plans. The Pinellas County LMS has been in effect since 1998, and is reviewed and updated annually. Public and stakeholder input is an important part of the planning and update process. The Pinellas County PPI Committee also serves on the LMS Stakeholder Working Group and provides support to the LMS Working Group by providing input on the LMS during the planning and update process and assisting with outreach efforts to inform the public, stakeholders, and other organizations about the LMS.

## 6.8. NATURAL FUNCTIONS OPEN SPACE EDUCATIONAL MATERIALS

The County has a great number of parks and preserves that provide natural floodplain functions. This provides a venue to educate visitors about the importance of floodplains and emphasize the County's Only Rain Down the Drain campaign. The PPI Committee prioritized the list of over 130 open space preservation areas in the County and will evaluate the outreach materials available for the parks and preserves ranked 1-20 (Table 6). The committee is recommending revisions or additional projects as appropriate for these locations for the Parks Department to implement.

Additionally, Pinellas County and the Parks Department met to develop a trash management action plan and discuss potential pilot outreach projects for some small urban parks. Ridgecrest Park on Walsingham Road in Largo was selected to serve as a pilot project. The County installed a Watergoat to collect trash that enters the lake from the community and a flood information kiosk. The kiosk poster describes stormwater conveyance and explains the importance of natural floodplain areas and the impacts of trash/debris, including flooding potential.

Members of the PPI Committee also held a meeting with Pinellas County Community Development, Keep Pinellas Beautiful, YMCA, and local community groups & churches to discuss additional projects. Subsequently, a community-wide street cleanup to address the trash/debris problems and educate attendees about the relationship between stormwater conveyance, natural floodplain areas, and the impacts of trash/debris in and around Ridgecrest Park was organized by the County after the Watergoat and kiosk installation.

Table 6 Pinellas County Parks and Preserves Selected for Outreach Evaluation

ID	NAME	Area (ac TOTAL)	Area (ac in SFHA)	PPI Outreach Evaluation Priority
OSP01	BROOKER CREEK PRESERVE	6878.72	3333.08	1
OSP02	FORT DE SOTO PARK	827.68	827.68	2
OSP05	JOES CREEK MANAGEMENT AREA	230.06	227.76	3
OSP06	LAKE SEMINOLE MANAGEMENT AREA	164.89	164.89	4
OSP09	SHELL KEY PRESERVE	125.63	125.63	5
OSP11	WEEDON ISLAND PRESERVE	91.36	91.36	6
OSP12	ANCLOTE KEY PRESERVE & PARK	78.85	78.85	7
OSP13	CABBAGE KEY MANAGEMENT AREA	60.11	60.11	8
OSP15	COW BRANCH MANAGEMENT AREA	81.01	52.59	9
OSP17	LAKE TARPON MANAGEMENT AREA	60.18	47.85	10
OSP21	EAST LAKE MANAGEMENT AREA	22.59	22.57	11



OSP22	ALLEN'S CREEK MANAGEMENT AREA	22.06	22.06	12
OSP23	ALLIGATOR LAKE MANAGEMENT AREA	35.87	19.19	13
OSP30	TRAVATINE ISLAND MANAGEMENT AREA	10.11	10.11	14
OSP35	MOBBLY BAYOU PRESERVE	7.86	7.86	15
OSP36	LONG BRANCH MANAGEMENT AREA	7.4	7.4	16
OSP44	OZONA MANAGEMENT AREA	5	5	17
OSP04	SAWGRASS LAKE PARK	274.51	271.84	18
OSP07	JOHN CHESTNUT SENIOR PARK	217.57	142.04	19
OSP08	WALL SPRINGS PARK	183.22	139.57	20

## 6.9. STREAM DUMPING REGULATION

The County has and enforces a regulation that prohibits dumping or disposal of debris in the drainage system. Landscapers and stormwater managers were identified as the target audiences to be notified about the regulation. Landscapers are in a position to prevent materials from getting into the County's natural floodplains and drainage and conveyance systems. Additionally, they are required to attend the Pinellas County Landscape BMP Certification classes, which include information about the regulation and about protecting natural floodplain functions. Stormwater managers facilitate distribution of the County-wide Only Rain Down the Drain campaign materials and information within their jurisdictions. The campaign includes outreach to publicize this regulation and educate businesses, residents, and visitors about natural floodplains and how they can protect watersheds and prevent flooding caused by drainage system blockages. This outreach includes stormdrain markers, door hangers, informational website, brochures, and neighborhood presentations.

## 6.10. EMERGENCY WARNINGS AND NOTIFICATIONS

The extent of the damage caused by a flood is related not just to its severity, but also the level of public awareness and preparedness, early warning systems, and dissemination of timely and effective information to the public. As such, the County's efforts to reduce flood loss are focused on education and outreach, early warning systems, and distributing information that enables people and communities to respond when severe weather hits.

The County's annual flood and hurricane information outreach informs the public about flood zones, storm surge, evacuation zones, and how they will be warned and the safety measures they should take, should a hurricane and/or flooding occur. The most effective way to reach the community at large is through a combination of communication tools (Section 3.3), therefore, this information is provided to the public throughout the year via:

- All-hazard guide
- Flood Info brochure
- Utilitalk newsletter
- E-Lert and E-news
- Social media
- County website
- Presentations/events
- Videos
- Ready Pinellas app

Pinellas County Emergency Management participates with the National Weather Service (NWS) alert system, an automated flood warning system, as its primary means of notification of impending flood. County EM staff evaluate each NWS notification and respond as appropriate, which may include notifying emergency management partners, the media, and/or residents via one or more of the County's several notification avenues.

The Pinellas County Flood Warning and Response Preparations Package (Appendix 4) includes numerous messages and outreach projects that are prepared in advance, but not implemented until a flood is impending or occurs. The public will be warned via numerous Flood Warning and Response Preparations outreach projects, such as press releases, Alert Pinellas, and social media.

## **6.11. CRS SUPPORT FOR MUNICIPALITIES**

Although the CRS Community of Pinellas County only encompasses the unincorporated area, many of the County's floodplain management efforts extend county-wide, benefitting its municipalities. One of the goals of the Pinellas County PPI is to develop outreach projects with consistent messages and services that may serve all of Pinellas County, including its municipalities. This will save municipal resources and support consistent flood information across the County. Pinellas County, for example, included flood map data for the entire county, including its municipalities when they developed their online map information service and provides flood warning and response services county-wide.

Pinellas County also offers CRS support to its municipalities to ensure they are aware of countywide efforts and to guide them with their own floodplain management programs. This support includes presentations and training at the Tampa Bay Regional CRS Users group meetings, an ftp site that contains County floodplain management documentation and information, and one-on-one meetings and communication with municipal CRS coordinators.

## **7 ANNUAL EVALUATION AND UPDATES**

The PPI Committee meets at least two times per year to assess the implementation of the outreach projects. The Committee also convenes annually specifically to evaluate the PPI for the effectiveness of its projects, audiences, messages, and outcomes. The committee reviews each project identified the previous year and evaluates which projects need to be modified and may refine the messages as needed to increase the effectiveness to existing audiences or to reach new audiences. The PPI document is updated each year and the annual evaluation summary is included as an appendix in the document (Appendix 7 Annual UpdateAppendix 7 Annual Update).

The Committee also evaluates the need for additional projects each year. In addition to the projects included in this PPI (Section 5), the Committee discussed a few potential future projects, including:

1. Post Cards with flood and insurance information for flood hazard areas outside of the SFHA
2. Flood Information and Insurance Training for target audiences via stakeholders (Realtors, insurance industry, and lenders) for target audiences and through the Speakers Bureau
3. Flood risk and insurance Information from Commissioners of districts with floodprone areas via quarterly newsletter (Including incorporated areas)
4. Map information for flooded areas and road closures during and after a rain or tropical event
5. Flood Information Lessons for School Curricula
6. Flood Information Lessons for School ESOL Curricula
7. "Training for Contractors & Builders" Video

Each year the updated PPI is approved by the Committee, and then submitted to the Pinellas County Commission (Appendix 7).

## 8 PLAN ADOPTION

The Pinellas County PPI was initiated in August 2014. The first PPI Committee meeting took place in September 2014, with several subsequent meetings to develop this comprehensive PPI. The Pinellas County PPI was adopted by the Pinellas County Commission on April 7, 2015. Each year the plan update is submitted to the County Administrator for acceptance by the Board of County Commissioners.

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## **APPENDIX 1 PPI COMMITTEE MEETINGS**



## MEETING AGENDA

**PROJECT NAME:** CRS Support/Program for Public Information (PPI)

**MEETING DATE:** Tuesday, October 18, 2016

**LOCATION:** Tampa Bay Regional Planning Council

- 11:30 AM – Collect lunch and be seated
- 11:40 AM – Call meeting to order – Introduction of participants and latest status of CRS Program & PPI (Cece / Lisa)
- 11:50 AM – Committee Members/New Members Commitment for the year (group)
- 11:55 AM – PPI Projects and Initiatives Implementation (Lisa)
- Flood Information Brochure
  - E-News/E-Lert
  - Social Media
  - UtiliTalk Newsletter
  - All-Hazard Guide
  - Real Estate Agents Flood Disclosure and Information Brochure
  - Flood Map Service Center Training
  - Training for Contractors & Builders
  - Training for Surveyors
  - CRS Users Group Meetings
  - Only Rain Down the Drain Campaign
  - Landscape BMP Certification classes (English & Spanish)
  - Parks & Recreation Educational Materials
  - Outreach Materials for Speakers of Other Languages

- Flood Information Messages for County On-hold Recordings
- Informational Videos
- Home Owners Associations Meetings
- Flood Map Service Center Plug-In
- Stakeholder Flood Insurance and Mitigation Techniques community workshops
- Events and Meetings via Pinellas County's Speakers Bureau
- Tampa Bay Home Show
- FRP
- Potential new project: New Home Owner Brochure (provided at closing via real estate professionals and lenders),
- Floodplain Management Planning Initiative: LMS Stakeholder Working Group

1:00 PM – Flood Insurance Improvement Plan Kick off(Lisa)

1:10 PM – Review of format for Real Estate Disclosure Training scheduled for November 18<sup>th</sup>, 11 – 1:30 at the Pinellas Realtor Organization Building on Ulmerton Rd. Insurance Advocate Volunteers for Real Estate Disclosure Training.

1:20 PM – Action Items/Tasks/Next Meeting (Cece)

1:30 PM – Adjourn



### MEETING PARTICIPANTS

**PROJECT NAME:** CRS Support/Program for Public Information (PPI)

**MEETING DATE:** Tuesday, October 18, 2016

**LOCATION:** Tampa Bay Regional Planning Council

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## MEETING MINUTES

**PROJECT NAME:** CRS Support/Program for Public Information (PPI)

**MEETING DATE:** Tuesday, October 18, 2016

**LOCATION:** Tampa Bay Regional Planning Council

### 1.0 INTRODUCTION OF PARTICIPANTS AND LATEST STATUS OF CRS PROGRAM & PPI (LISA & CECE)

Please see sign-in sheet for a list of attendees.

There were additional new faces at the table so we went around the room and introduced ourselves. Additional participation from the Lending Industry was welcomed.

Review of CRS status. Lisa notified the Committee that Pinellas County officially received their CRS Class 5 plaque at the County Commission Meeting on September 27th. Collis Brown represented FEMA Region IV for the presentation and praised the efforts of the County.

### 2.0 REVIEW COMMITTEE MEMBERS/COMMITMENT FOR THE YEAR (GROUP)

Because there were new Committee Members present the Committee discussed the commitment for the coming year agreeing to three meetings in 2016/2017 October, February and June.

### 3.0 REVIEW PPI PROJECTS AND INITIATIVES (LISA)

Lisa updated the PPI with project status and the September 1, 2016 Annual Update document is online at [https://www.pinellascounty.org/flooding/pdf/PinellasCounty\\_PPI.pdf](https://www.pinellascounty.org/flooding/pdf/PinellasCounty_PPI.pdf)

Lisa reviewed the PPI Project list.

The following items were discussed:

- Flood Information Brochure (*has been updated*)
- E-News/E-Lert (*continuing*)
- Social Media (*continuing*)
- UtiliTalk Newsletter (*continuing*)
- All-Hazard Guide (*continuing*)
- Real Estate Agents Flood Disclosure and Information Brochure (*was updated and will be presented at the upcoming training*)
- Flood Map Service Center Training (*upcoming training*)



- Training for Contractors & Builders (*project awaiting outcome of Real Estate Training effort*)
- Training for Surveyors (*project awaiting outcome of Real Estate Training effort*)
- CRS Users Group Meetings (*continuing*)
- Only Rain Down the Drain Campaign (*continuing*)
- Landscape BMP Certification classes (English & Spanish) (*continuing*)
- Parks & Recreation Educational Materials (*continuing*)
- Outreach Materials for Speakers of Other Languages (*continuing*)
- Flood Information Messages for County On-hold Recordings (*continuing*)
- Informational Videos (*continuing*)
- Home Owners Associations Meetings (*Lisa updated the PPI Committee on recent neighborhood meetings that have occurred in North County*)
- Flood Map Service Center Plug-In (*in production*)
- Stakeholder Flood Insurance and Mitigation Techniques community workshops (*under development*)
- Events and Meetings via Pinellas County's Speakers Bureau (*continuing*)
- Tampa Bay Home Show (*inquire when next show will be held and if Pinellas County is participating*)
- FRP (*continuing*)
- Potential new project: New Home Owner Brochure (provided at closing via real estate professionals), *It was recommended that we request a review of this flyer from the title companies. This comment came from our new committee member with the lending industry.*
- Floodplain Management Planning Initiative: LMS Stakeholder Working Group (*continuing*)

#### 4.0 REVIEW OF CONTINUING & NEW PPI PROJECTS (LISA AND PPI COMMITTEE)

##### **CURRENT PROJECT TRACKING:**

- Flood Insurance Improvement Plan Kick off (Lisa)
- Review of format for Real Estate Disclosure Training scheduled for November 18th, 11 – 1:30 at the Pinellas Realtor Organization Building on Ulmerton Rd. Insurance Advocate Volunteers for Real Estate Disclosure Training.



## 5.0 NEXT PPI MEETING

- To be scheduled sometime in February.
- Meeting Objective:
  - Discuss Project Status
  - Set Next Meeting





## MEETING AGENDA

**PROJECT NAME:** CRS Support/Program for Public Information (PPI)

**MEETING DATE:** Friday, February 24, 2017

**LOCATION:** Tampa Bay Regional Planning Council

- 11:30 AM – Collect lunch and be seated, play Ray Neri memorial video
- 11:40 AM – Call meeting to order – Introduction of participants and latest status of CRS Program & PPI (Cece / Lisa)
- 11:50 AM – Committee Members/New Members and review Commitment for the year (group) (two more 2017 meetings, June and October)
- 11:55 AM – PPI Initiatives Updates and Committee Input (Lisa)
- Flood Information Website (<http://www.pinellascounty.org/flooding/>)
    - Updates: Added Before/During/After menu item and updated content, needed info about what to do after a flood
    - More revisions needed, committee input requested
  - Flood Map Information Service (<http://pinellascounty.org/flooding/maps.htm>)
    - *Overhaul underway, flood info report, flood info/disclosure brochure, elevation certificates*
    - *Beta site: <https://pinellas-egis.maps.arcgis.com/apps/MapSeries/index.html?appid=5fa37e98d1bb4ffaafc8e164c04e191c>*
  - Real Estate Disclosure Program
    - Real Estate Agents Flood Disclosure and Information Brochure (*has been updated*)
    - Flood Map Service Center Training
      - Friday March 17th, 11 – 1:30 at the Pinellas Realtor Organization (PRO) Building on Ulmerton Rd.
      - Committee Volunteers



- <https://pinellas-egis.maps.arcgis.com/apps/MapSeries/index.html?appid=5fa37e98d1bb4ffaafc8e164c04e191c>
- New Home Owner Brochure Review draft (Committee)
  - Discuss distribution - Title Companies? (Committee)
- Flood Protection Assistance and Advisory Service
  - Working with DRS – website updates, handout/flyer
- Flood Insurance Coverage Improvement Plan
  - Flood Insurance Assessment
  - Flood Insurance Target audiences
  - Flood Insurance Projects
  - Repetitive Loss Area Analysis
    - Letter review (Committee)
    - Survey vs phone #
- Floodplain Management Planning
  - LMS annual update complete
  - LMS Stakeholder Working Group
    - *Kick off in 2018*
    - *PPI committee*
- Stream Dumping Regulation
  - ISO looking into for municipalities piggy back
- Emergency Warnings and Notifications
  - ISO looking into for municipalities piggy back
- CRS Support for Municipalities
  - CRS Users Group Meeting 3/15/2017





1:10 PM – Projects Implementation (Lisa)

- Flood Information Brochure (*has been updated, will be sent to target audience 1 in March/April*)
- E-News/E-Lert (*continuing – need to do one on flood info before hurricane season*)
- Social Media (*continuing*)
- UtiliTalk Newsletter (*continuing – need to do one with SDR, Warnings/Notifications, and flood info before hurricane season*)
- All-Hazard Guide (*currently being updated*)
- Training for Contractors & Builders (*project awaiting outcome of Real Estate Training effort*)
- Training for Surveyors (*continuing to notify local surveyors about relevant FFMA classes*)
- Only Rain Down the Drain Campaign (*continuing*)
- Landscape BMP Certification classes (English & Spanish) (*continuing, need pdf of class materials that say it is illegal to dump*)
- Parks & Recreation Educational Materials (*continuing*)
- Outreach Materials for Speakers of Other Languages (*continuing*)
- Flood Information Messages for County On-hold Recordings (*continuing*)
- Informational Videos (*continuing*)
- Home Owners Associations Meetings (*continuing via speaker's bureau, need volunteers*)
- Flood Map Service Center Plug-In (*Service center overhaul underway, plug-in to follow*)
- Events and Meetings via Pinellas County's Speakers Bureau (*continuing*)
  - Stakeholder Flood Insurance and Mitigation Techniques community workshops
- Tampa Bay Home Show (*EM annual*)
- FRP (*continuing*)

1:20 PM – Action Items/Tasks/Next Meeting (Cece)

1:30 PM – Adjourn



## MEETING PARTICIPANTS

**NAME:** CRS Support/Program for Public Information (PPI)

**DATE:** Friday February 24, 2017

**LOCATION:** Tampa Bay Regional Planning Council

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## MEETING MINUTES

**PROJECT NAME:** CRS Support/Program for Public Information (PPI)

**MEETING DATE:** Friday, February 24, 2017

**LOCATION:** Tampa Bay Regional Planning Council

### 1.0 INTRODUCTION OF PARTICIPANTS AND LATEST STATUS OF CRS PROGRAM & PPI (LISA & CECE)

After collecting lunch the group viewed a memorial video for our friend and fellow PPI stakeholder Ray Neri who passed away in January. Ray was a true neighborhood advocate and will be missed on our committee. Cece asked for suggestions for new neighborhood liaisons.

Please see sign-in sheet for a list of attendees.

We continue with a good balance of County staff and local stakeholders including Real Estate, Mortgage and Insurance professionals.

Review of CRS status. Lisa notified the Committee that Pinellas County continues to pull information together for annual reviews.

### 2.0 REVIEW COMMITTEE MEMBERS/COMMITMENT FOR THE YEAR (GROUP)

There will be two more meetings for 2017 in June and October. Cece will send out a Doodle Poll for available dates in June in mid-April.

### 3.0 REVIEW PPI PROJECTS AND INITIATIVES (LISA)

Lisa updated the PPI with project status and the September 1, 2016 Annual Update document is online at [https://www.pinellascounty.org/flooding/pdf/PinellasCounty\\_PPI.pdf](https://www.pinellascounty.org/flooding/pdf/PinellasCounty_PPI.pdf)

Lisa reviewed the PPI Project list.

The following items were discussed:

- Flood Information Website (<http://www.pinellascounty.org/flooding/>)
  - The link is still available to local governments
- Flood Map Information Service
  - *Beta site:*
    - Flood Map Information report is under development..
- Real Estate Disclosure Program
  - Brochure will auto populate
  - Flood Map Service Center Training



- Upcoming training at PRO 3/17/2017
- Recommendation to be aware of device variations
- New Home Owner Brochure Review draft
  - Make flyer digital, Nelson Garcia (SunPoint Home Loans) suggested we might put this on a thumb drive that can be distributed to other companies
- Flood Protection Assistance and Advisory Service
  - This is buried in the website – recommend one stop shopping with DRS & flood
- Flood Insurance Coverage Improvement Plan
  - Flood Insurance Assessment
  - Flood Insurance Target audiences
  - Flood Insurance Projects
    - Very few communities nationwide do this
    - Countywide data is proving difficult to analyze (FEMA pulling together a better County-wide dataset)
    - Target audiences Identified: Rep Loss Areas, Real Estate Professionals, Flood Insurance Providers.
    - Projects Identified: Information in direct mail to RL Areas, Additional Flood Insurance info in Flood Disclosure and Map Trainings for Real Estate Professionals.
    - Ashley discussed the possibility of a presentation at an upcoming PAIA Luncheon
    - Perhaps using mortgage info suggested by Nelson
    - Lisa asked Insurance representatives to come talk with her for additional brainstorming
- Repetitive Loss Area Analysis is underway for unincorporated area
- Floodplain Management Planning
  - LMS annual update complete
  - LMS Stakeholder Working Group
    - Lisa Foster and Noah Taylor will be our liaisons
- Stream Dumping Regulation
  - ISO looking into for municipalities piggy back
    - Lisa & Anamarie are watching this
- Emergency Warnings and Notifications
  - ISO looking into for municipalities piggy back
    - Proposed project for doorhangers placed by building inspectors on substantially damaged structures following an event
    - Tom Shelly recommended that Code Enforcement and the Building Department might be good sources to assist us with delivery of door hangars



- CRS Support for Municipalities
  - CRS Users Group Meeting 3/15/2017
  - Lisa compiling County-wide Documentation package.

#### 4.0

### REVIEW PPI PROJECTS AND INITIATIVES

Lisa provided an update on all the projects and initiatives

- Flood Information Brochure
  - *(has been updated, will be sent to target audience 1 in March/April)*
- E-News/E-Lert
  - *(continuing – need to do one on flood info before hurricane season)*
- Social Media
  - *(continuing)*
- UtiliTalk Newsletter
  - *(continuing – need to do one with SDR, Warnings/Notifications, and flood info before hurricane season)*
- All-Hazard Guide
  - *(currently being updated)*
- Training for Contractors & Builders
  - *(project awaiting outcome of Real Estate Training effort)*
    - Perhaps through Speakers Bureau
- Training for Surveyors
  - *(continuing to notify local surveyors about relevant FFMA classes)*
- Only Rain Down the Drain Campaign
- Landscape BMP Certification classes (English & Spanish)
  - *The Certification Class for Landscapers has been updated with our messages as well as vehicle wraps and billboards. New message, “Road Trash makes a Splash” is being introduced.*
- Parks & Recreation Educational Materials
- Outreach Materials for Speakers of Other Languages
  - *Anamarie updated the group on several efforts in her group including revising door hangers, adding a second side with Spanish translation, displaying*





*posters for Watergoats at parks. Additional Spanish documents include those for Landscapers and the watershed information brochure.*

- Flood Information Messages for County On-hold Recordings
- Informational Videos
- Home Owners Associations Meetings
  - Noah Taylor recommended getting on the CONA agenda
- Flood Map Service Center Plug-In
- Events and Meetings via Pinellas County's Speakers Bureau
  - Stakeholder Flood Insurance and Mitigation Techniques community workshops
- Tampa Bay Home Show
  - Emergency Management will cover
- FRP
- Brady Smith told the Committee that a Parallel Flood Seminar would be held the following Friday at the TBRPC.
- A question was asked where residents could purchase “flood doors”. We asked Owen Gechter from Smart Vent to help us with that question.

Cece will send a Doodle Poll for the next meeting.

Action Items:

- Add additional flood insurance info to Realtor Training – Lisa
- Flood door purchase and price options – Owen
- New home-owners brochure – Josie and Pinellas Marketing and Communications
- Contact Title Co’s for distribution of new homeowner brochure - Nelson
- Utilitalk – Lisa and Pinellas Marketing and Communications
- County-wide CRS documentation package – Lisa
- LMS Stakeholder Committee – PPI committee / Lisa and Noah
- All-Hazard Guide update – Irena and Mary
- Doorhangers for SD – Lisa and Pinellas Building Dept.
- Beta Flood Map Service Center – Lisa and Pinellas BTS
- Flood Insurance Plan Document – Lisa
- Rep Loss Analysis and Outreach (Flood Info, Flood Insurance, Flood Services) - Lisa

Adjourn



## MEETING AGENDA

**PROJECT NAME:** CRS Support/Program for Public Information (PPI)

**MEETING DATE:** Tuesday, June 13<sup>th</sup>, 2017

**LOCATION:** Tampa Bay Regional Planning Council

- 11:30 AM – Collect lunch and be seated
- 11:40 AM – Call meeting to order – Introduction of participants (Cece / Lisa)
- 11:50 AM – Status of CRS Program & PPI (Cece / Lisa)
- 12:00 PM – February Meeting Action Items Status:
- Add additional flood insurance info to Realtor Training – Lisa
  - Flood door purchase and price options – Owen
  - New home-owners brochure – Josie and Pinellas Marketing and Communications
  - Contact Title Co's for distribution of new homeowner brochure - Nelson
  - Utilitalk – Lisa and Pinellas Marketing and Communications
  - County-wide CRS documentation package – Lisa
  - LMS Stakeholder Committee – PPI committee / Lisa and Noah
  - All-Hazard Guide update – Irena and Mary
  - Doorhangers for SD – Lisa and Pinellas Building Dept.
  - Beta Flood Map Service Center – Lisa and Pinellas BTS
  - Flood Insurance Plan Document - Lisa and Khan
  - Rep Loss Analysis and Outreach (Flood Info, Flood Insurance, Flood Services) – Lisa
- 12:20 PM – PPI Annual Review and 2017 Update Report
- I. Committee
    - Members/New Members commitment for the year (group) (one more 2017 meeting, October), including Flood Insurance planning
    - LMS Stakeholder Working Group
  - II. Target Audiences
  - III. Messages
  - IV. Initiatives



- Flood Information Website (<http://www.pinellascounty.org/flooding/>)
- Flood Map Information Service (<http://pinellascounty.org/flooding/maps.htm>)
- Real Estate Disclosure Program
  - Flood Map Service Center Training
    - Thursday July 13th, 11 – 1:30 at the Pinellas Realtor Organization (PRO) Building on Ulmerton Rd.
    - Committee Volunteers
  - New Home Owner Brochure Review draft (Committee)
- Flood Protection Assistance and Advisory Service
- Flood Insurance Assessment, Plan, and Implementation
- Floodplain Management Planning
- Stream Dumping Regulation
- Emergency Warnings and Notifications
- CRS Support for Municipalities

#### V. Projects

- Flood Information Brochure
- E-News/E-Lert
- Social Media
- UtiliTalk Newsletter
- All-Hazard Guide
- Training for Contractors & Builders
- Training for Surveyors
- Only Rain Down the Drain Campaign
- Landscape BMP Certification classes (English & Spanish)
- Parks & Recreation Educational Materials
- Outreach Materials for Speakers of Other Languages
- Flood Information Messages for County On-hold Recordings
- Informational Videos
- Home Owners Associations Meetings
- Flood Map Service Center Plug-In
- Events and Meetings via Pinellas County's Speakers Bureau
- Tampa Bay Home Show

#### VI. FRP

1:20 PM – New Action Items/Tasks/Next Meeting (Cece)

1:30 PM – Adjourn



### MEETING PARTICIPANTS

**PROJECT NAME:** CRS Support/Program for Public Information (PPI)

**MEETING DATE:** Tuesday, June 13<sup>th</sup>, 2017

**LOCATION:** Tampa Bay Regional Planning Council

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			-		
			-		
			-		
			-		



## MEETING MINUTES

**PROJECT NAME:** CRS Support/Program for Public Information (PPI)

**MEETING DATE:** Tuesday June 13, 2017

**LOCATION:** Tampa Bay Regional Planning Council

### 1.0 INTRODUCTION OF PARTICIPANTS AND LATEST STATUS OF CRS PROGRAM & PPI (LISA & CECE)

After collecting lunch Cece asked our new participants about their familiarity with CRS and the PPI effort and provided a brief review. We went around the room and introduced ourselves.

Please see sign-in sheet for a list of attendees.

We have continued to increase our participation from Stakeholders. Several new attendees from the insurance, lending, and title professions volunteered to participate in three meetings over the next year to contribute to the PPI, Flood Insurance Plan, and LMS plan development and annual reviews. Lisa added names to the official PPI Committee roster for the 2017 PPI update.

Review of CRS status. Lisa notified the Committee that Pinellas County will have a verification visit at the "end of summer". She continues to prepare documentation for the upcoming visit and will be updating the PPI based on today's meeting.

### 2.0 REVIEW COMMITTEE MEMBERS/COMMITMENT FOR THE YEAR (GROUP)

There will be one more meetings for 2017 in October. Cece will send out a Doodle Poll for available dates in October by mid-August.

### 3.0 REVIEW OF ACTION ITEMS FROM FEBRUARY MEETING

- Add additional flood insurance info to Realtor Training – Lisa reviewed updates incorporated into the training with the committee and provided notice of upcoming training at PRO on July 13<sup>th</sup> (<http://pinellasrealtor.org/education-and-events-calendar/>). Recommendation by Pete Travis, Torrent Technologies, to add "Highly Discounted Policy" and "Call your Flood Insurance Advocates".
- Flood door purchase and price options – Owen said vents range from \$200 up. He will get more information on door prices for next meeting. Betty Ryals mentioned a foam product that is new on the market. She will get more information for us.
- New home-owners brochure (Josie and Pinellas Marketing and Communications)
  - Content is drafted, communications will design by August.
  - Contact Title Co's for distribution of new homeowner brochure – Nelson will continue to work with us on this effort and has added Rick Haupricht from Greenleaf Title to the team for this project.
- Utilitalk – Lisa and Pinellas Marketing and Communications will look at ensuring it is available to those who get e-bills. Irena will see if there is a way to blast this out to everyone in unincorporated Pinellas.





- County-wide CRS documentation package – Lisa continues to provide updates and make available to all municipalities who can customize this information for their own use. Updated County-wide relevant documentation will be provided to munis via the CRS Users group after the County’s verification.
- LMS Stakeholder Committee – PPI committee / Lisa and Noah head this effort and for the fall meeting, the PPI Committee will serve as stakeholders and that meeting will follow our next PPI meeting.
- All-Hazard Guide update – Irena and Mary advised that 80,000 have been distributed County wide in both English and Spanish.
- Doorhangers for SD – Lisa and Pinellas Building Dept. would like to have these ready for mid-July. The draft doorhanger is currently under review. (Add “Don’t sign anything until you speak with your agent” recommended by John Hibbard, Weisner Insurance Network).
- Beta Flood Map Service Center – Lisa and Pinellas BTS have this available now. Lisa demonstrated the new capabilities including easier tabs, less confusing than turning map layers on and off.
- Flood Insurance Plan Document - Lisa and Khan are finalizing the numbers for the assessment portion of this plan.
- Rep Loss Area Analysis and Outreach (Flood Info, Flood Insurance, Flood Services) – Lisa has about 48 areas that are being field reviewed with project staff.

#### 4.0 **PPI ANNUAL REVIEW AND 2017 UPDATE REPORT**

- I. Committee –
  1. Commitments made by members for upcoming year.
  2. This committee will also serve as Stakeholders for upcoming LMS.
- II. Target Audiences – PPI and FIA
  1. Recommendation to provide training for insurance providers. Contacts and a training venue in coordination with PAIA and/or FAIR offered by Chris Weaver, Florida Strategic.
  2. Committee decided to break audience 8 (Real Estate Professionals, Insurance Agents, and/or Lenders) into three separate audiences, all of which will have a project for flood insurance training/presentations by stakeholder members of the PPI committee.
  2. Committee discussed adding a project to send postcards to PreFirm VZone residents and Storm surge that is not in the SFHA that provide information about the availability of Preferred Risk Policy (Highly Discounted Policy language recommended by Pete Travis, Torrent Technologies). Committee recommended getting data from JE study to assess number of postcards that will be needed.
- III. Messages – Remain the same
- IV. Initiatives and Projects were reviewed by Lisa and those not mentioned above included
  - E-News/E-Lert continuing by Irena



- Social Media ongoing, sample message displayed. Need to add “Ready Pinellas” App to materials as they are revised and reprinted.
- Training for Contractors & Builders awaiting development.
- Training for Surveyors continues and Cece will provide contact for surveyor’s mailing list.
- Only Rain Down the Drain Campaign continues with three new vehicle wraps.
- Landscape BMP Certification classes (English & Spanish) continues with updates to the presentation to include additional flood messages
- Parks & Recreation Educational Materials continue to be reviewed and/or developed
- Outreach Materials for Speakers of Other Languages continues to be developed and is available for many of the current materials.
- Flood Information Messages for County On-hold Recordings ongoing.
- Informational Videos will be updated as time permits
- Home Owners Associations Meetings continuing and requests should go through the Speakers Bureau.
- Flood Map Service Center Plug-In on hold
- Events and Meetings via Pinellas County's Speakers Bureau. Request for a speaker from Nelson Garcia, SunPoint Home Loans, for a lender industry luncheon at Brio.
- Tampa Bay Home Show in July

V. Flood Insurance Assessment and Plan

- Highlights of the analysis added to the target audience section of PPI and entire plan will be added as an appendix. Includes target audiences, messages, and projects vetted by the Committee at this and the previous PPI meeting. Irena is working on an elected official project. Each municipality will need to disseminate their own projects, but can use the analysis data.

VI. FRP

- Highlights reviewed by Lisa, no changes suggested.

5.0 ACTION ITEMS

Committee asked to review projects under development or being updated, including flood info brochure, realtor brochure, substantial damage door hanger, and new homeowners brochure, and provide comments to Lisa by Friday June 23rd. Committee also asked to review revised PPI report once complete.

Cece will send Doodle poll for next meeting in October by mid-August.

Adjourn

**APPENDIX 2    ONGOING OUTREACH AND FLOOD RESPONSE  
PROJECTS**

## Pinellas County and Stakeholder Flood Information Outreach Projects

<b>Ongoing PPI Projects</b>
Flood Information Brochure mailouts
E-News/E-Lert newsletters
Social Media posts
UtiliTalk Newsletter - Flood info content
All-Hazard Guide - English and Spanish - Countywide distribution
Real Estate Agents Flood Disclosure and Information Brochure distribution by real estate professionals
Flood Map Service Center Training Sessions
CRS Users Group Meetings
Only Rain Down the Drain Campaign activities and informational materials
Landscape BMP Certification classes (English & Spanish)
Watergoat and informational kiosk at community park
Watershed Brochure in Vietnamese
Flood Information Messages for County On-hold customers
Informational Videos
News releases
Alert Pinellas app
Ready Pinellas app
<b>Events</b>
FFMA Elevation Certificate training
Redington Shores Flood and Hurricane Awareness Town Meeting - Presentation by Pinellas County Emergency Management
Flood Insurance and mitigation techniques community workshops by Flood Risk Evaluator (f.r.e.)
Home Depot Hurricane Expo - Palm Harbor
Seminole Hurricane Expo
Science Center of Pinellas County
City of Indian Rocks Beach Public Safety Day
Lakes & Ponds Education Day
Cross Bayou Cleanup
Landscape BMP Certification classes (English)
Landscape BMP Certification classes (Spanish)
Stormdrain Marking Projects
Adopt-A-Pond HOA Presentations
Tampa Bay Regional Planning Council ONE BAY CRS Workshop
Events and Meetings via Pinellas County's Speakers Bureau

## Non-County Flood Information Outreach

Organization	Outreach	Type	url
FEMA	Clear Communication Letters to NFIP Policyholders	Letter	<a href="https://www.fema.gov/media-library/collections/553">https://www.fema.gov/media-library/collections/553</a>
FEMA	Multiple	Publications, Website, Tools	<a href="https://www.fema.gov/national-flood-insurance-program">https://www.fema.gov/national-flood-insurance-program</a>
FDEM	Multiple	Publications and Website	<a href="http://www.floridadisaster.org/EMTOOLS/Severe/floods.htm">http://www.floridadisaster.org/EMTOOLS/Severe/floods.htm</a>
FDEM	Flood Info Rack Cards	Publication	<a href="http://www.floridadisaster.org/mitigation/CRS/">http://www.floridadisaster.org/mitigation/CRS/</a>
FDEP	Multiple	Publications and Website	<a href="http://www.dep.state.fl.us/beaches/">http://www.dep.state.fl.us/beaches/</a>
FDEP	<i>Building Near the Beach?</i>	Interactive Map	<a href="http://ca.dep.state.fl.us/mapdirect/?focus=beaches">http://ca.dep.state.fl.us/mapdirect/?focus=beaches</a>
Municipalities	Flood Information Websites and Brochures	Publications and Website	multiple
UF IFIS Extension	Multiple	Publications and Website	<a href="http://solutionsforyourlife.ufl.edu/">http://solutionsforyourlife.ufl.edu/</a>
UF IFIS Extension	Disasters: Preparation and Recovery	Publications and Website	<a href="http://solutionsforyourlife.ufl.edu/disaster_prep/general_info.shtml">http://solutionsforyourlife.ufl.edu/disaster_prep/general_info.shtml</a>
UF IFIS Extension	HOMEOWNERS HANDBOOK TO PREPARE FOR NATURAL HAZARDS	Publications and Website	<a href="http://solutionsforyourlife.ufl.edu/pdf/FL_homeowners_handbook.pdf">http://solutionsforyourlife.ufl.edu/pdf/FL_homeowners_handbook.pdf</a>
UF IFIS Extension	The Disaster Handbook (Chaper 1-4 preparedness through recovery; Chapter 9 Flooding)	Publications and Website	<a href="http://disaster.ifas.ufl.edu/chap9fr.htm">http://disaster.ifas.ufl.edu/chap9fr.htm</a>
SWFWMD	Understanding Flooding & Floodplains A Guide to Protecting Lives and Property From Flooding	Publications and Website	<a href="http://www.swfwmd.state.fl.us/publications/files/understanding_flooding.pdf">http://www.swfwmd.state.fl.us/publications/files/understanding_flooding.pdf</a>
SWFWMD	Watershed Management Program Floodplain Map Viewer	Interactive Map	<a href="https://www.swfwmd.state.fl.us/projects/wmp/disclaimer.php">https://www.swfwmd.state.fl.us/projects/wmp/disclaimer.php</a>
SWFWMD	Federal Flood Map Updates General Information	Publications and Website	<a href="https://www.swfwmd.state.fl.us/emergency/floodriskprojects/fema-generalinfo.pdf">https://www.swfwmd.state.fl.us/emergency/floodriskprojects/fema-generalinfo.pdf</a>
Nature Conservancy	Multiple	Publications and Website	<a href="http://www.nature.org/ourinitiatives/habitats/riverslakes/natural-solutions-for-reducing-flood-risk-factsheet.pdf">http://www.nature.org/ourinitiatives/habitats/riverslakes/natural-solutions-for-reducing-flood-risk-factsheet.pdf</a>
Sea Grant	Multiple	Publications and Website	<a href="https://www.flseagrant.org/climate-change/coastalplanning/">https://www.flseagrant.org/climate-change/coastalplanning/</a>

Organization	Outreach	Type	url
Sea Grant	Volunteer Recruitment	Events and Research	<a href="https://www.flseagrant.org/climatechange/coastalplanning/">https://www.flseagrant.org/climatechange/coastalplanning/</a>
Sea Grant	Social Media	Web	<a href="https://twitter.com/pinellaseagrant">https://twitter.com/pinellaseagrant</a>
Storm Team 8 WFLA-TV	Hurricane-Ready	Website	<a href="http://wfla.com/category/weather/hurricanes/">http://wfla.com/category/weather/hurricanes/</a>
Storm Team 8 WFLA-TV	Hurricane-Ready Guide 2016	Publication	<a href="http://wx.wfla.com/specialprojects/hurricane2016/wfla_hurricane_guide.pdf">http://wx.wfla.com/specialprojects/hurricane2016/wfla_hurricane_guide.pdf</a>
Storm Team 8 WFLA-TV	Surviving the Storm	Website	<a href="http://wx.wfla.com/specialprojects/hurricane2016/">http://wx.wfla.com/specialprojects/hurricane2016/</a>
Storm Team 8 WFLA-TV	News and weather	TV, Social Media, Website	
Bay News 9	News and weather	TV, Social Media, Website, App	<a href="http://www.baynews9.com/flooding.html">http://www.baynews9.com/flooding.html</a>
Bay News 9	Storm Threat 2016 - Keeping you Safe	Publications and Website	<a href="http://www.baynews9.com/hurricane.html">http://www.baynews9.com/hurricane.html</a>
Bay News 9	Hurricane Guide	Publication	<a href="http://www.baynews9.com/hurricane.html">http://www.baynews9.com/hurricane.html</a>
TBO Hurricane Guide	Information and tracking map	Website and Interactive Map	<a href="http://www.tbo.com/hurricane-guide/">http://www.tbo.com/hurricane-guide/</a>
Tampa Bay Times	2016 HURRICANE PREPAREDNESS GUIDE	Website	<a href="http://www.tampabay.com/topics/specials/hurricane-preparedness.page">http://www.tampabay.com/topics/specials/hurricane-preparedness.page</a>
Tampa Bay Times	2017 HURRICANE PREPAREDNESS GUIDE	Newspaper insert	<a href="https://issuu.com/timescreative/docs/hurricaneguide2016_lores?e=10555583/35952277">https://issuu.com/timescreative/docs/hurricaneguide2016_lores?e=10555583/35952277</a>
Tampa Bay Times	News	Website and Newspaper	<a href="http://www.tampabay.com/news/weather/hurricanes/still-tropical-depression-nine-drenching-tampa-bay-morning-commuters/2291644">http://www.tampabay.com/news/weather/hurricanes/still-tropical-depression-nine-drenching-tampa-bay-morning-commuters/2291644</a>
ABC Action News	PERSONALIZED HURRICANE SURVIVAL GUIDE	Interactive Map	<a href="http://www.abcactionnews.com/hurricane">http://www.abcactionnews.com/hurricane</a>
ABC Action News	Storm Shield: Get severe weather alerts for ANY type of phone	App	<a href="http://www.abcactionnews.com/weather/storm-shield-a-sophisticated-weather-radio-on-your-iphone-and-android">http://www.abcactionnews.com/weather/storm-shield-a-sophisticated-weather-radio-on-your-iphone-and-android</a>
ABC Action News	News and weather	TV, Social Media, Website, App	<a href="http://www.abcactionnews.com/">http://www.abcactionnews.com/</a>
CBS Tampa Bay, CW44	Hurricane Guide	Website	<a href="http://tampa.cbslocal.com/hurricane-guide/">http://tampa.cbslocal.com/hurricane-guide/</a>

Organization	Outreach	Type	url
CBS Tampa Bay, CW45	News and weather	TV, Social Media, Website, App	<a href="http://tampa.cbslocal.com/">http://tampa.cbslocal.com/</a>

**APPENDIX 3 PPI PROJECTS SUMMARY AND PROJECT SHEETS**



Table 7 PPI Projects Overview

Project	Description	Assignment Administrator	Status	FIAP	Stakeholder
1 Flood Information Brochure	<p>The Pinellas County Flood Information brochure was identified as a project in the 2014 PPI. The brochure content was revised to include succinct information on the CRS priority topics and additional messages developed by the PPI, and provide publicity for flood related County services and regulations. The brochure was also redesigned so readers will be able to quickly grasp the main points and are directed to the flood information website and/or staff for additional information.</p> <p>The PPI Committee also identified several target audiences that may benefit from the brochure and will receive the brochure in the mail. The brochure will be mailed annually prior to hurricane season and in conjunction with Hazardous Weather Week in Feb. Pinellas County municipalities will also receive the brochure via email, with an option to update it with their logo and contact information to use in their own communities. The brochure is available to customers of County services by request and at County offices and will be provided to attendees of events that the County participates in, such as the Hurricane Expo and municipal preparedness meetings.</p>	Floodplain Coordinator, Marketing and Communications, Planning	ACTIVE	Yes	Yes (multiple)
2 E-News/E-Lert	<p>Email blasts sent to registrants of the service. E-lert is a self-subscription monthly electronic newsletter that provides the latest emergency education information compiled from local and national sources. E-news is also a self-subscription, but is sent when there is County news or urgent messages. Press releases are also sent through e-news. Both are implemented via the Constant Contact service.</p>	Floodplain Coordinator, Emergency Management, Marketing and Communications	ACTIVE	Yes	No
3 Social Media	<p>Pinellas County is active on Facebook, Twitter, Nextdoor, Instagram social media sites. Flood information messages are included throughout the year in the social media posts. Social media is also use to replay information when there is an impending storm and during and after an event.</p>	Floodplain Coordinator to provide content to Web Services to disseminate.	ACTIVE	Yes	Yes (followers sharing posts)
4 UtiliTalk Newsletter	<p>The County's UtiliTalk newsletter is mailed with the utility bills quarterly. This provides the County an opportunity to relay flood information messages throughout the County. Each quarter the County will highlight one or more messages in the newsletter. For example, prior</p>	Floodplain Coordinator to provide info to	ACTIVE	Yes	No

Project	Description	Assignment Administrator	Status	FIAP	Stakeholder
	to hurricane season, the newsletter will feature information on preparedness and flood insurance. The summer newsletter may include "Know Your Zone" and information about the County's Map Information Service to find out what your flood risk is.	Public Information Office			
5 All Hazards Preparedness Guide	The Pinellas County All Hazards Preparedness Guide, was identified as a PPI project in 2015. Each year the comprehensive guide is reviewed and updated. The 2016 guide includes messages identified in the Pinellas County PPI. The guide is distributed County-wide and is available at County and municipal buildings, libraries, fire stations, and most Walgreens stores.	Emergency Management	ACTIVE	Yes	Yes (Distributed by County businesses and organizations)
6 Real Estate Agents Flood Disclosure and Information Brochure	The Real Estate Agents Flood Disclosure and Information Brochure is one of the Real Estate Agents Disclosure Program projects. The real estate centered flood informational brochure has a fillable section for agents to enter the property's flood hazard and insurance requirement information. Real estate agents will complete and provide the brochure to clients interested in purchasing properties located in the SFHA so that they are made aware of the flood hazard and the flood insurance purchase requirement.	Floodplain Coordinator	ACTIVE	Yes	Yes (Real estate professionals provide brochure to clients)
7 Flood Map Service Center Training	The County will develop an instructional video and users guide for the online map information service and will provide training to stakeholders, including lenders, insurance agents, and real estate agents.	Floodplain Coordinator	ACTIVE	Yes	Yes (Insurance Advocates)

Project	Description	Assignment Administrator	Status	FIAP	Stakeholder
					providing trainings to Real Estate offices )
8 Training for Contractors & Builders	Pinellas County works with area contractors and builders to maintain compliance with building regulations. By providing comprehensive training, contractors and builders will be more informed about building regulations and guidelines related to development in the Special Flood Hazard Area and rebuilding after a flood. Topics to be covered in the training include: Pinellas County Floodplain Ordinance updates, PPI topics, Substantial Damage, Substantial Improvement, and the 50% rule, and the Online Map Information Service.	Floodplain Coordinator and Building Department	ON HOLD	Yes	No
9 Training for Surveyors	Publicize and provide training sessions, such as Elevation Certificate Training, in partnership with FFMA and the municipalities.	Floodplain Coordinator	ACTIVE	No	Yes (FFMA )
10 CRS Users Group Meetings	One of the goals of the Pinellas County PPI is to develop outreach projects with consistent messages and services that may serve all of Pinellas County, including its municipalities. This will save municipal resources and support consistent flood information across the County. Pinellas County participates in the quarterly Tampa Bay Regional CRS Users group meetings to coordinate with and provide information about county-wide efforts that will benefit its municipalities.	Division Manager, Community Development & Planning	ACTIVE	Yes	Yes (Industry professionals )
11 Only Rain Down the Drain Campaign	Pinellas County's "Only Rain Down the Drain" campaign is a highly successful program that targets educating citizens about the need to keep storm drains free of debris and contaminants. The campaign projects include: -Door hangers (Only Rain Down the Drain; We All Live in a Watershed) -Vehicle wraps -Watershed brochure The campaign was identified as a project in the 2014 PPI. The County revised the content of all of the campaign projects to include PPI Flood Information messages under topics 4 and 6,	Senior Environmental Specialist Environmental Management	ACTIVE	No	Yes (Special Interest groups )

Project	Description	Assignment Administrator	Status	FIAP	Stakeholder
	<p>“Keep debris and trash out of the streets, streams, and ditches” and “Only Rain Down the Drain” and publicize the no dumping regulation. The content is reviewed annually and revised as appropriate.</p> <p>In addition to the outreach materials for this campaign, the stream dumping regulations and the Only Rain Down the Drain message and campaign will be publicized via the flood information brochure and on the flood information website.</p>				
12	<p>Landscape BMP Certification classes (English &amp; Spanish)</p> <p>The County provides Landscape BMP Certification classes in English &amp; Spanish to landscape professionals. The class is centered on “Only Rain Down the Drain” and provides an opportunity for the County’s Environmental professionals to educate this audience about water quality, natural floodplain functions, and flood prevention from a drainage standpoint.</p>	Watershed Unit Floodplain Manager	ACTIVE	No	No
13	<p>Parks &amp; Recreation Educational Materials</p> <p>Pinellas County has a variety of informational materials available at area parks and preserves and online. The PPI Committee will review these materials, including web page content and brochures to identify opportunities to include additional Priority Topics and additional messages developed by the PPI and communicate the importance of natural functions open space.</p>	Watershed Unit Floodplain Manager	ACTIVE	No	No
14	<p>Outreach Materials for Speakers of Other Languages</p> <p>Pinellas County currently provides the All-Hazard Guide in Spanish. The County will translate the Flood Information Brochure to Spanish. Pinellas County Communications will coordinate with Spanish Organizations to distribute the brochure to the Spanish Speaking population. The County will also evaluate other outreach projects to determine what other materials that may be translated into Spanish or other languages as appropriate.</p>	Watershed Unit Floodplain Manager	ACTIVE	Yes	Yes (Organizations of other languages, churches, etc.)
15	<p>Flood Information Messages for County On-</p> <p>Pinellas County offers helpful information to callers needing services while they wait on the phone. A series of messages to better target important flood risk information and direct residents where to locate resources on the web as well as phone numbers of contacts, will be recorded and played.</p>	Watershed Unit Floodplain Manager	ACTIVE	No	No

Project	Description	Assignment Administrator	Status	FIAP	Stakeholder
hold Recordings					
16 Informational Videos	<p>The County continuously develops an array of informational videos, including flood, hurricane, and safety informational videos. The County's video library is available on youtube and throughout the County website. Additionally, these videos are played on PCC-TV and in County office waiting areas. PCC-TV is played on county's TV station, which airs on Spectrum 622, WOW! 18, Frontier 44 and streams live on the web at <a href="http://pinellascounty.org/tv">pinellascounty.org/tv</a>.</p> <p>The Emergency Management section of the County website also contains a video library of relevant videos, including County videos and and relevant videos produced externally. There are links to these videos throughout the website on relevant pages, as well, including in the flood information section of the site. Statewide, public service announcements about flooding are shown on television as well.</p> <p>The County will be developing additional short informational videos using messages from the 10 PPI flood information topics to better target important flood risk information and direct residents as to where to locate resources on the web as well as phone numbers, titles of contacts and physical addresses where the offices are located.</p>	Floodplain Coordinator, Emergency Management, Marketing and Communications	ACTIVE	No	Yes (May be shown in presentations by speakers bureau volunteers)
17 Home Owners Associations Meetings	<p>The County will present and provide flood related information, including maintenance and storm prep for private water bodies, to the Council of North County Neighborhoods (CNCN) Pinellas County annually. The CNCN can then present and provide the information to the member associations. Materials to be presented and provided will include a power point presentation, tour of flood information website, videos, and the flood information brochure and All-hazard guide. The partial 2016 CNCN members include:</p> <p>Carlyle Homeowners Association, ELW Community Association, Highgate Homeowners Assoc, Friends of Brooker Creek, East Lake Youth Sports Assoc, Eagle Watch/North Boot Ranch, Homeowners of Old Keystone Rd, Fallbrook at Lansbrook, Bridlewood at Tarpon Woods, Chateaux des Lacs HOA, Coventry at Crescent Oaks, Crescent Oaks, Cypress Run Property Owners Assoc, Ridgemoor Master, Tarpon Woods Entrance &amp; Islands Alliance, Townhomes at Lost Oaks HOA, Wentworth Property Owners, Woodfield Community Association, and Myrtle Point Homeowner's Assoc.</p>	Floodplain Coordinator, Emergency Management, Marketing and Communications	ACTIVE	Yes	Yes (HOA BoDs)

Project	Description	Assignment Administrator	Status	FIAP	Stakeholder
19 Stakeholder Flood Insurance and Mitigation Techniques community workshops	Each year organizations and private companies hold community workshops throughout the County to consult residents and businesses on their flood insurance policies and flood mitigation options. The County attends these events when possible to provide map information and distribute All Hazard guides and flood information brochures to attendees.	Stakeholder, Floodplain Coordinator	ACTIVE	Yes	Yes (Insurance Advocates and other Insurance Professionals)
20 Events and Meetings via Pinellas County's Speakers Bureau	Pinellas County's Speakers Bureau provides speakers knowledgeable in more than 120 topics of interest, including the PPI topics. Organizations County-wide may request speakers on their topic of interest for their event. Depending on the topic and the event, the speaker may be a volunteer or County staff.	Floodplain Coordinator, Emergency Management, Marketing and Communications	ACTIVE	Yes	Yes (Speakers Bureau volunteers)
21 Tampa Bay Home Show	Tampa Bay Home Show is a 3 day event in July at Tropicana Field in Pinellas County. The County has a booth at the event and staff provide attendees the Pinellas County All-Hazard Guide, Flood information brochure, and other materials.	Floodplain Coordinator, Emergency Management, Marketing and Communications	ACTIVE	No	No
22 New Homeowner Brochure	A brochure with info about flooding, non-conversion, storm sewer description and regulations, car washing, gutter spouts, pools water and mosquitoes, municipalities, watering, fertilizing, flood zone, utilities, etc will be provided to new buyers via title companies and made available on the website, and promoted on social media.	Stormwater and Vegetation Project Coordinator, Marketing and	ACTIVE	Yes	Yes (Title Companies, Real

Project	Description	Assignment Administrator	Status	FIAP	Stakeholder
		Communications			Estate professionals)
23 Local Mitigation Strategy (LMS) Stakeholder Meetings	Public and stakeholder input is an important part of the LMS planning and update process. The Pinellas County PPI Committee provides support to the LMS Working Group by serving on the Stakeholder Working Group to providing input on the LMS during the planning and update process and assisting with outreach efforts.	Floodplain Coordinator, Planning, PPI Committee	ACTIVE	Yes	No
24 Protecting your Property from Flood Damage brochure or flyer	A handout will be developed and distributed to users of the Property Protection Advice Service.	Floodplain Coordinator, DRS Engineering Specialist, Marketing and Communications	ON HOLD	No	Yes (Contractors)
26 Flood Info Postcard	A postcard with PPI messages and reference to online or phone Flood Info Service to be mailed to target audiences.	Floodplain Coordinator, Marketing and Communications	ACTIVE	Yes	No
27 Commissioner Newsletter	Flood risk and insurance Information from Commissioners of districts with floodprone areas via quarterly newsletter (Including incorporated areas)	Floodplain Coordinator, Marketing and Communications	ACTIVE	Yes	No
28 Press Release	Each year in advance of hurricane season a press release with a message from the Pinellas County Board of County Commissioners will be distributed by the Pinellas County Marketing	Floodplain Coordinator, Marketing and	ACTIVE	Yes	No

Project	Description	Assignment Administrator	Status	FIAP	Stakeholder
	and Communications Department. The press release includes information about flood risks and availability of and facts about flood insurance.	Communications			



**Description**

The Pinellas County Flood Information brochure was identified as a project in the 2014 PPI. The brochure content was revised to include succinct information on the CRS priority topics and additional messages developed by the PPI, and provide publicity for flood related County services and regulations. The brochure was also redesigned so readers will be able to quickly grasp the main points and are directed to the flood information website and/or staff for additional information.

The PPI Committee also identified several target audiences that may benefit from the brochure and will receive the brochure in the mail. The brochure will be mailed annually prior to hurricane season and in conjunction with Hazardous Weather Week in Feb. Pinellas County municipalities will also receive the brochure via email, with an option to update it with their logo and contact information to use in their own communities. The brochure is available to customers of County services by request and at County offices and will be provided to attendees of events that the County participates in, such as the Hurricane Expo and municipal preparedness meetings.

**Stakeholder**

Yes (multiple)

**Message**

- A1 Find out your flood risk.
- A2 Stay Connected.
- B1 Purchase flood insurance for your home, business, or rental.
- C1 Stay Connected.
- C2 Turn Around Don't Down.
- D1 Keep debris and trash out of the streets, streams, and ditches.
- D2 Clear storm drains to prevent flooding.
- D3 Elevate your equipment, such as water heaters, AC units, etc.
- E1 Find out what permits are required.
- E2 Get required permits before you start any home repair, improvement, or construction.
- E3 Be aware of the substantial improvement rules.
- F1 Only Rain Down the Drain.
- F2 Use Low Impact Development (LID), such as rain barrels, bioretention systems, green roofs, pervious pavers, and vegetative buffers, on your property.
- G1 Know Your Zone.
- H1 Get A Plan.
- I1 Find out how much flood damage could cost you.
- I2 Get involved with flood information outreach to support the County's participation in the NFIP CRS to provide flood insurance discounts.
- J1 Because Pinellas County has a proactive Floodplain Management Program and participates in the National Flood Insurance Program (NFIP) Community Rating System (CRS), you may get a discount on your flood insurance premium. Look for your CRS discount on your flood insurance bill or ask your agent.
- J3 Check with your flood insurance agent to make sure your flood insurance policy is rated correctly and you are receiving the correct CRS discount.

**Audience(s)**

- Residents and businesses in flood-prone areas
- Residents and businesses in moderate to low risk flood areas (Shaded X zones)
- Residents and businesses in Repetitive Loss Areas
- Residents and businesses in Repetitive Loss or Severe Repetitive Loss properties that have been identified by FEMA as eligible to receive FEMA mitigation grants.
- Residents and businesses in the Special Flood Hazard Area
- Residents and businesses in the storm surge area

**Assignment Administrator**

Floodplain Coordinator, Marketing and Communications, Planning

**Schedule**

Complete - Annual Evaluation

**Activity**

- 320
- 330-OP
- 350
- 360
- 370
- 540-SDR
- 610

**Topic**

- 1 Know your flood hazard
- 2 Insure your property for your flood hazard
- 3 Protect people from the hazard
- 4 Protect your property from the hazard
- 5 Build responsibly
- 6 Protect natural floodplain functions
- 7 Hurricane preparedness
- 8 General preparedness
- 9 Flood Economics
- 10 Understand flood insurance

**Outcome**

- a1 Better prepared and informed residents and businesses
- b1 Increase in number of flood insurance policies.
- c1 Reduced number of rescue calls
- d1 Reduced localized flooding
- d2 Reduced property loss from flooding
- e1 Increased compliance and reduced flood loss
- f1 Improvement in water quality and natural storage capacity
- g1 Improved efficiency of hurricane evacuations.
- h1 Less damage and injury from a storm
- i1 Increase in awareness of the expense of flooding.
- i2 Increase in number of flood insurance policies.
- j1 More accurate policy ratings.

**Distribution**

- Website
- Stakeholders: Realtors, Neighborhood Associations, Interest Groups, etc.
- Events and Meetings (e.g. Expos, meetings, trainings, etc...)
- Direct Mail
- Libraries, Government offices

**Description**

Email blasts sent to registrants of the service. E-lert is a self-subscription monthly electronic newsletter that provides the latest emergency education information compiled from local and national sources. E-news is also a self-subscription, but is sent when there is County news or urgent messages. Press releases are also sent through e-news. Both are implemented via the Constant Contact service.

**Stakeholder**

No

**Message**

- A1 Find out your flood risk.
- A2 Stay Connected.
- B1 Purchase flood insurance for your home, business, or rental.
- C1 Stay Connected.
- C2 Turn Around Don't Drown.
- D1 Keep debris and trash out of the streets, streams, and ditches.
- D2 Clear storm drains to prevent flooding.
- D3 Elevate your equipment, such as water heaters, AC units, etc.
- E1 Find out what permits are required.
- E2 Get required permits before you start any home repair, improvement, or construction.
- F1 Only Rain Down the Drain.
- G1 Know Your Zone.
- H1 Get A Plan.
- H2 Prepare Ahead.
- I1 Find out how much flood damage could cost you.
- I2 Get involved with flood information outreach to support the County's participation in the NFIP CRS to provide flood insurance discounts.
- J1 Because Pinellas County has a proactive Floodplain Management Program and participates in the National Flood Insurance Program (NFIP) Community Rating System (CRS), you may get a discount on your flood insurance premium. Look for your CRS discount on your flood insurance bill or ask your agent.
- J2 Take advantage of a Preferred Risk Policy.
- J3 Check with your flood insurance agent to make sure your flood insurance policy is rated correctly and you are receiving the correct CRS discount.

**Audience(s)**

General population

**Assignment Administrator**

Floodplain Coordinator, Emergency Management, Marketing and Communications

**Schedule**

In progress

**Activity**

- 320
- 330-FRP
- 330-OP
- 350
- 360
- 370
- 540-SDR
- 610

**Topic**

- 1 Know your flood hazard
- 2 Insure your property for your flood hazard
- 3 Protect people from the hazard
- 4 Protect your property from the hazard
- 5 Build responsibly
- 6 Protect natural floodplain functions
- 7 Hurricane preparedness
- 8 General preparedness
- 9 Flood Economics
- 10 Understand flood insurance

**Outcome**

- a1 Better prepared and informed residents and businesses
- b1 Increase in number of flood insurance policies.
- c1 Reduced number of rescue calls
- d1 Reduced localized flooding
- d2 Reduced property loss from flooding
- e1 Increased compliance and reduced flood loss
- f1 Improvement in water quality and natural storage capacity
- g1 Improved efficiency of hurricane evacuations.
- h1 Less damage and injury from a storm
- i1 Increase in awareness of the expense of flooding.
- i2 Increase in number of flood insurance policies.
- j1 More accurate policy ratings.
- j2 More preferred risk policies.

**Distribution**

Email

3 Social Media

<p><b>Description</b></p>	<p><b>Assignment Administrator</b></p>
<p>Pinellas County is active on Facebook, Twitter, Nextdoor, and Instagram social media sites. Flood information messages are included throughout the year in the social media posts. Social media is also use to replay information when there is an impending storm and during and after an event.</p>	<p>Floodplain Coordinator to provide content to Web Services to disseminate.</p>
<p><b>Stakeholder</b></p>	<p><b>Schedule</b></p>
<p>Yes (followers sharing posts)</p>	<p>In progress</p>
<p><b>Message</b></p>	<p><b>Activity</b></p>
<p>A1 Find out your flood risk.  A2 Stay Connected.  B1 Purchase flood insurance for your home, business, or rental.  C1 Stay Connected.  C2 Turn Around Don't Drown.  D1 Keep debris and trash out of the streets, streams, and ditches.  D2 Clear storm drains to prevent flooding.  D3 Elevate your equipment, such as water heaters, AC units, etc.  E1 Find out what permits are required.  E2 Get required permits before you start any home repair, improvement, or construction.  F1 Only Rain Down the Drain.  G1 Know Your Zone.  H1 Get A Plan.  H2 Prepare Ahead.  I1 Find out how much flood damage could cost you.  I2 Get involved with flood information outreach to support the County's participation in the NFIP CRS to provide flood insurance discounts.  J1 Because Pinellas County has a proactive Floodplain Management Program and participates in the National Flood Insurance Program (NFIP) Community Rating System (CRS), you may get a discount on your flood insurance premium. Look for your CRS discount on your flood insurance bill or ask your agent.  J2 Take advantage of a Preferred Risk Policy.  J3 Check with your flood insurance agent to make sure your flood insurance policy is rated correctly and you are receiving the correct CRS discount.</p>	<p>320  330-FRP  330-OP  350  360  370  540-SDR  610</p> <p><b>Topic</b></p> <ol style="list-style-type: none"> <li>1 Know your flood hazard</li> <li>2 Insure your property for your flood hazard</li> <li>3 Protect people from the hazard</li> <li>4 Protect your property from the hazard</li> <li>5 Build responsibly</li> <li>6 Protect natural floodplain functions</li> <li>7 Hurricane preparedness</li> <li>8 General preparedness</li> <li>9 Flood Economics</li> <li>10 Understand flood insurance</li> </ol> <p><b>Outcome</b></p> <ol style="list-style-type: none"> <li>a1 Better prepared and informed residents and businesses</li> <li>b1 Increase in number of flood insurance policies.</li> <li>c1 Reduced number of rescue calls</li> <li>d1 Reduced localized flooding</li> <li>d2 Reduced property loss from flooding</li> <li>e1 Increased compliance and reduced flood loss</li> <li>f1 Improvement in water quality and natural storage capacity</li> <li>g1 Improved efficiency of hurricane evacuations.</li> <li>h1 Less damage and injury from a storm</li> <li>i1 Increase in awareness of the expense of flooding.</li> <li>i2 Increase in number of flood insurance policies.</li> <li>j1 More accurate policy ratings.</li> <li>j2 More preferred risk policies.</li> </ol>
<p><b>Audience(s)</b></p>	<p><b>Distribution</b></p> <p>Facebook, Twitter, NextDoor</p>
<p>General population</p>	

<b>Description</b>	<b>Assignment Administrator</b>
<p>The County's UtiliTalk newsletter is mailed with the utility bills quarterly. This provides the County an opportunity to relay flood information messages throughout the County. Each quarter the County will highlight one or more messages in the newsletter. For example, prior to hurricane season, the newsletter will feature information on preparedness and flood insurance. The summer newsletter may include "Know Your Zone" and information about the County's Map Information Service to find out what your flood risk is.</p>	<p>Floodplain Coordinator to provide info to Public Information Office</p>
	<b>Schedule</b>
	<p>In progress</p>
	<b>Activity</b>
	<p>320</p>
	<p>330-FRP</p>
	<p>330-OP</p>
	<p>350</p>
	<p>360</p>
	<p>370</p>
	<p>540-SDR</p>
	<p>610</p>
	<b>Topic</b>
	<p>1 Know your flood hazard</p>
	<p>2 Insure your property for your flood hazard</p>
	<p>3 Protect people from the hazard</p>
	<p>4 Protect your property from the hazard</p>
	<p>5 Build responsibly</p>
	<p>6 Protect natural floodplain functions</p>
	<p>7 Hurricane preparedness</p>
	<p>8 General preparedness</p>
	<p>9 Flood Economics</p>
	<b>Outcome</b>
	<p>a1 Better prepared and informed residents and businesses</p>
	<p>b1 Increase in number of flood insurance policies.</p>
	<p>c1 Reduced number of rescue calls</p>
	<p>d1 Reduced localized flooding</p>
	<p>e1 Increased compliance and reduced flood loss</p>
	<p>f1 Improvement in water quality and natural storage capacity</p>
	<p>g1 Improved efficiency of hurricane evacuations.</p>
	<p>h1 Less damage and injury from a storm</p>
	<p>i1 Increase in awareness of the expense of flooding.</p>
	<p>i2 Increase in number of flood insurance policies.</p>
	<b>Distribution</b>
	<p>Direct Mail</p>
	<p>Libraries, Government offices</p>
<b>Audience(s)</b>	
<p>General population</p>	

Description

The Pinellas County All-Hazard Guide, Surviving the Storm — It's Everyone's Responsibility, was identified as a PPI project in 2015. Each year the comprehensive guide is reviewed and updated. The 2016 guide includes messages identified in the Pinellas County PPI. The guide is distributed County-wide and is available at County and municipal buildings, libraries, fire stations, and most Walgreens stores.

Stakeholder

Yes (Distributes by County businesses and organizations)

Message

- A1 Find out your flood risk.
- A2 Stay Connected.
- B1 Purchase flood insurance for your home, business, or rental.
- C1 Stay Connected.
- C2 Turn Around Don't Drown.
- D1 Keep debris and trash out of the streets, streams, and ditches.
- D3 Elevate your equipment, such as water heaters, AC units, etc.
- E1 Find out what permits are required.
- F1 Only Rain Down the Drain.
- G1 Know Your Zone.
- H1 Get A Plan.
- H2 Prepare Ahead.

Audience(s)

English Speakers of Other Languages (ESOL)

Assignment Administrator

Emergency Management

Schedule

Activity

330-OP

610

Topic

- 1 Know your flood hazard
- 2 Insure your property for your flood hazard
- 3 Protect people from the hazard
- 4 Protect your property from the hazard
- 5 Build responsibly
- 6 Protect natural floodplain functions
- 7 Hurricane preparedness
- 8 General preparedness

Distribution

Facebook, Twitter, NextDoor

Website

Email

Stakeholders: Realtors, Neighborhood Associations, Interest Groups, etc.

Events and Meetings (e.g. Expos, meetings, trainings, etc...)

Direct Mail

Businesses/stakeholder offices (e.g. pharmacies, doctor offices, churches, real estate offices, etc.)

Libraries, Government offices

**Description**

The Real Estate Agents Flood Disclosure and Information Brochure is one of the Real Estate Agents Disclosure Program projects. The real estate centered flood informational brochure has a fillable section for agents to enter the property's flood hazard and insurance requirement information. Real estate agents will complete and provide the brochure to clients interested in purchasing properties located in the SFHA so that they are made aware of the flood hazard and the flood insurance purchase requirement.

**Stakeholder**

Yes (Real estate professionals)

**Message**

- A1 Find out your flood risk.
- A2 Stay Connected.
- B1 Purchase flood insurance for your home, business, or rental.
- C1 Stay Connected.
- C2 Turn Around Don't Drown.
- D1 Keep debris and trash out of the streets, streams, and ditches.
- D2 Clear storm drains to prevent flooding.
- D3 Elevate your equipment, such as water heaters, AC units, etc.
- E1 Find out what permits are required.
- E2 Get required permits before you start any home repair, improvement, or construction.
- E3 Be aware of the substantial improvement rules.
- F1 Only Rain Down the Drain.
- F2 Use Low Impact Development (LID), such as rain barrels, bioretention systems, green roofs, pervious pavers, and vegetative buffers, on your property.
- G1 Know Your Zone.
- H1 Get A Plan.
- H2 Prepare Ahead.
- I1 Find out how much flood damage could cost you.
- I2 Get involved with flood information outreach to support the County's participation in the NFIP CRS to provide flood insurance discounts.
- J1 Because Pinellas County has a proactive Floodplain Management Program and participates in the National Flood Insurance Program (NFIP) Community Rating System (CRS), you may get a discount on your flood insurance premium. Look for your CRS discount on your flood insurance bill or ask your agent.
- J2 Take advantage of a Preferred Risk Policy.
- J3 Check with your flood insurance agent to make sure your flood insurance policy is rated correctly and you are receiving the correct CRS discount.

**Audience(s)**

Buyers of real estate  
 Real Estate Professionals, Insurance Agents, and/or Lenders

**Assignment Administrator**

Floodplain Coordinator

**Schedule**

Summer 2016

**Activity**

- 320
- 330-OP
- 350
- 360
- 370
- 610

**Topic**

- 1 Know your flood hazard
- 2 Insure your property for your flood hazard
- 3 Protect people from the hazard
- 4 Protect your property from the hazard
- 5 Build responsibly
- 6 Protect natural floodplain functions
- 7 Hurricane preparedness
- 8 General preparedness
- 9 Flood Economics
- 10 Understand flood insurance

**Outcome**

- a1 Better prepared and informed residents and businesses
- b1 Increase in number of flood insurance policies.
- c1 Reduced number of rescue calls
- d1 Reduced localized flooding
- d2 Reduced property loss from flooding
- e1 Increased compliance and reduced flood loss
- f1 Improvement in water quality and natural storage capacity
- g1 Improved efficiency of hurricane evacuations.
- h1 Less damage and injury from a storm
- i1 Increase in awareness of the expense of flooding.
- i2 Increase in number of flood insurance policies.
- j1 More accurate policy ratings.
- j2 More preferred risk policies.

**Distribution**

Website  
 Email  
 Stakeholders: Realtors, Neighborhood Associations, Interest Groups, etc.  
 Events and Meetings (e.g. Expos, meetings, trainings, etc...)



7 Flood Map Service Center Training

Description

The County will develop an instructional video and users guide for the online map information service and will provide training to the main users of the service (lenders, insurance agents, and real estate agents).

Stakeholder

No

Message

- A1 Find out your flood risk.
- A2 Stay Connected.
- B1 Purchase flood insurance for your home, business, or rental.
- D3 Elevate your equipment, such as water heaters, AC units, etc.
- E1 Find out what permits are required.
- E2 Get required permits before you start any home repair, improvement, or construction.
- G1 Know Your Zone.
- I1 Find out how much flood damage could cost you.
- I2 Get involved with flood information outreach to support the County's participation in the NFIP CRS to provide flood insurance discounts.
- J1 Because Pinellas County has a proactive Floodplain Management Program and participates in the National Flood Insurance Program (NFIP) Community Rating System (CRS), you may get a discount on your flood insurance premium. Look for your CRS discount on your flood insurance bill or ask your agent.
- J2 Take advantage of a Preferred Risk Policy.
- J3 Check with your flood insurance agent to make sure your flood insurance policy is rated correctly and you are receiving the correct CRS discount.

Audience(s)

- Contractors and builders
- Pinellas County Municipality Elected Officials, City Managers, Floodplain Managers, and relevant staff
- Real Estate Professionals, Insurance Agents, and/or Lenders
- Special Interest
- Surveyors

Assignment Administrator

Floodplain Coordinator

Schedule

Activity

- 320
- 330-OP
- 370

Topic

- 1 Know your flood hazard
- 2 Insure your property for your flood hazard
- 4 Protect your property from the hazard
- 5 Build responsibly
- 7 Hurricane preparedness
- 9 Flood Economics
- 10 Understand flood insurance

Outcome

- a1 Better prepared and informed residents and businesses
- b1 Increase in number of flood insurance policies.
- d2 Reduced property loss from flooding
- e1 Increased compliance and reduced flood loss
- g1 Improved efficiency of hurricane evacuations.
- i1 Increase in awareness of the expense of flooding.
- i2 Increase in number of flood insurance policies.
- j1 More accurate policy ratings.
- j2 More preferred risk policies.

Distribution

Events and Meetings (e.g. Expos, meetings, trainings, etc...)

<b>Description</b>	<b>Assignment Administrator</b>
<p>Pinellas County works with area contractors and builders to maintain compliance with building regulations. By providing comprehensive training, contractors and builders will be more informed about building regulations and guidelines related to development in the Special Flood Hazard Area and rebuilding after a flood. Topics to be covered in the training include: Pinellas County Floodplain Ordinance updates, PPI topics, Substantial Damage, Substantial Improvement, and the 50% rule, and the Online Map Information Service.</p>	<p>Floodplain Coordinator and Building Department</p>
<b>Stakeholder</b>	<b>Schedule</b>
<p>No</p>	<p>Summer 2017</p>
<b>Message</b>	<b>Activity</b>
<p>A1 Find out your flood risk.</p> <p>A2 Stay Connected.</p> <p>B1 Purchase flood insurance for your home, business, or rental.</p> <p>C1 Stay Connected.</p> <p>C2 Turn Around Don't Drown.</p> <p>D1 Keep debris and trash out of the streets, streams, and ditches.</p> <p>D2 Clear storm drains to prevent flooding.</p> <p>D3 Elevate your equipment, such as water heaters, AC units, etc.</p> <p>E1 Find out what permits are required.</p> <p>E2 Get required permits before you start any home repair, improvement, or construction.</p> <p>E3 Be aware of the substantial improvement rules.</p> <p>F1 Only Rain Down the Drain.</p> <p>F2 Use Low Impact Development (LID), such as rain barrels, bioretention systems, green roofs, pervious pavers, and vegetative buffers, on your property.</p> <p>G1 Know Your Zone.</p> <p>H1 Get A Plan.</p> <p>H2 Prepare Ahead.</p> <p>I1 Find out how much flood damage could cost you.</p> <p>I2 Get involved with flood information outreach to support the County's participation in the NFIP CRS to provide flood insurance discounts.</p> <p>J1 Because Pinellas County has a proactive Floodplain Management Program and participates in the National Flood Insurance Program (NFIP) Community Rating System (CRS), you may get a discount on your flood insurance premium. Look for your CRS discount on your flood insurance bill or ask your agent.</p> <p>J2 Take advantage of a Preferred Risk Policy.</p> <p>J3 Check with your flood insurance agent to make sure your flood insurance policy is rated correctly and you are receiving the correct CRS discount.</p>	<p>330-OP</p>
<b>Audience(s)</b>	<b>Topic</b>
<p>Contractors and builders</p>	<p>1 Know your flood hazard</p> <p>2 Insure your property for your flood hazard</p> <p>3 Protect people from the hazard</p> <p>4 Protect your property from the hazard</p> <p>5 Build responsibly</p> <p>6 Protect natural floodplain functions</p> <p>7 Hurricane preparedness</p> <p>8 General preparedness</p> <p>9 Flood Economics</p> <p>10 Understand flood insurance</p>
	<b>Outcome</b>
	<p>a1 Better prepared and informed residents and businesses</p> <p>b1 Increase in number of flood insurance policies.</p> <p>c1 Reduced number of rescue calls</p> <p>d1 Reduced localized flooding</p> <p>d2 Reduced property loss from flooding</p> <p>e1 Increased compliance and reduced flood loss</p> <p>f1 Improvement in water quality and natural storage capacity</p> <p>g1 Improved efficiency of hurricane evacuations.</p> <p>h1 Less damage and injury from a storm</p> <p>i1 Increase in awareness of the expense of flooding.</p> <p>i2 Increase in number of flood insurance policies.</p> <p>j1 More accurate policy ratings.</p> <p>j2 More preferred risk policies.</p>
	<b>Distribution</b>
	<p>Events and Meetings (e.g. Expos, meetings, trainings, etc...)</p>



9 Training for Surveyors

Description	Assignment Administrator
Publicize and provide training sessions, such as Elevation Certificate Training, in partnership with FFMA and the municipalities.	Floodplain Coordinator
	Schedule
	2 per year starting in 2016
	Activity
	330-OP
Stakeholder	Topic
Yes (FFMA)	1 Know your flood hazard
Message	2 Insure your property for your flood hazard
A1 Find out your flood risk.	3 Protect people from the hazard
A2 Stay Connected.	4 Protect your property from the hazard
B1 Purchase flood insurance for your home, business, or rental.	5 Build responsibly
C1 Stay Connected.	7 Hurricane preparedness
D3 Elevate your equipment, such as water heaters, AC units, etc.	9 Flood Economics
E1 Find out what permits are required.	10 Understand flood insurance
E2 Get required permits before you start any home repair, improvement, or construction.	Outcome
G1 Know Your Zone.	a1 Better prepared and informed residents and businesses
I1 Find out how much flood damage could cost you.	b1 Increase in number of flood insurance policies.
I2 Get involved with flood information outreach to support the County's participation in the NFIP CRS to provide flood insurance discounts.	c1 Reduced number of rescue calls
J1 Because Pinellas County has a proactive Floodplain Management Program and participates in the National Flood Insurance Program (NFIP) Community Rating System (CRS), you may get a discount on your flood insurance premium. Look for your CRS discount on your flood insurance bill or ask your agent.	d2 Reduced property loss from flooding
J2 Take advantage of a Preferred Risk Policy.	e1 Increased compliance and reduced flood loss
J3 Check with your flood insurance agent to make sure your flood insurance policy is rated correctly and you are receiving the correct CRS discount.	g1 Improved efficiency of hurricane evacuations.
	i1 Increase in awareness of the expense of flooding.
	i2 Increase in number of flood insurance policies.
	j1 More accurate policy ratings.
	j2 More preferred risk policies.
Audience(s)	Distribution
Pinellas County Municipality Elected Officials, City Managers, Floodplain Managers, and relevant staff	Events and Meetings (e.g. Expos, meetings, trainings, etc...)
Surveyors	

**Description**

One of the goals of the Pinellas County PPI is to develop outreach projects with consistent messages and services that may serve all of Pinellas County, including its municipalities. This will save municipal resources and support consistent flood information across the County. Pinellas County participates in the quarterly Tampa Bay Regional CRS Users group meetings to coordinate with and provide information about county-wide efforts that will benefit its municipalities.

**Stakeholder**

Yes (Industry professionals)

- Message**
- A1 Find out your flood risk.
  - A2 Stay Connected.
  - B1 Purchase flood insurance for your home, business, or rental.
  - C1 Stay Connected.
  - C2 Turn Around Don't Drown.
  - D1 Keep debris and trash out of the streets, streams, and ditches.
  - D2 Clear storm drains to prevent flooding.
  - D3 Elevate your equipment, such as water heaters, AC units, etc.
  - E1 Find out what permits are required.
  - E2 Get required permits before you start any home repair, improvement, or construction.
  - F1 Only Rain Down the Drain.
  - G1 Know Your Zone.
  - H1 Get A Plan.
  - H2 Prepare Ahead.
  - I1 Find out how much flood damage could cost you.
  - I2 Get involved with flood information outreach to support the County's participation in the NFIP CRS to provide flood insurance discounts.
  - J1 Because Pinellas County has a proactive Floodplain Management Program and participates in the National Flood Insurance Program (NFIP) Community Rating System (CRS), you may get a discount on your flood insurance premium. Look for your CRS discount on your flood insurance bill or ask your agent.
  - J2 Take advantage of a Preferred Risk Policy.
  - J3 Check with your flood insurance agent to make sure your flood insurance policy is rated correctly and you are receiving the correct CRS discount.

**Audience(s)**

Pinellas County Municipality Elected Officials, City Managers, Floodplain Managers, and relevant staff

**Assignment Administrator**

Division Manager, Community Development & Planning

**Schedule**

Oct 2015

**Activity**

320  
330-OP

- Topic**
- 1 Know your flood hazard
  - 2 Insure your property for your flood hazard
  - 3 Protect people from the hazard
  - 4 Protect your property from the hazard
  - 5 Build responsibly
  - 6 Protect natural floodplain functions
  - 7 Hurricane preparedness
  - 8 General preparedness
  - 9 Flood Economics
  - 10 Understand flood insurance

- Outcome**
- a1 Better prepared and informed residents and businesses
  - b1 Increase in number of flood insurance policies.
  - c1 Reduced number of rescue calls
  - d1 Reduced localized flooding
  - d2 Reduced property loss from flooding
  - e1 Increased compliance and reduced flood loss
  - f1 Improvement in water quality and natural storage capacity
  - g1 Improved efficiency of hurricane evacuations.
  - h1 Less damage and injury from a storm
  - i1 Increase in awareness of the expense of flooding.
  - i2 Increase in number of flood insurance policies.
  - j1 More accurate policy ratings.
  - j2 More preferred risk policies.

**Distribution**

Website  
Email  
Events and Meetings (e.g. Expos, meetings, trainings, etc...)

11 Only Rain Down the Drain Campaign

Description

Pinellas County's "Only Rain Down the Drain" campaign is a highly successful program that targets educating citizens about the need to keep storm drains free of debris and contaminants. The campaign projects include:  
 -Door hangers (Only Rain Down the Drain; We All Live in a Watershed)  
 -Vehicle wraps  
 -Watershed brochure  
 The campaign was identified as a project in the 2014 PPI. The County revised the content of all of the campaign projects to include PPI Flood Information messages under topics 4 and 6, "Keep debris and trash out of the streets, streams, and ditches" and "Only Rain Down the Drain" and publicize the no dumping regulation. The content is reviewed annually and revised as appropriate.  
 In addition to the outreach materials for this campaign, the stream dumping regulations and the Only Rain Down the Drain message and campaign will be publicized via the flood information brochure and on the flood information website.

Stakeholder

Yes (Special Interest groups)

Message

- D1 Keep debris and trash out of the streets, streams, and ditches.
- D2 Clear storm drains to prevent flooding.
- F1 Only Rain Down the Drain.

Audience(s)

Special Interest

Assignment Administrator

Senior Environmental Specialist  
 Environmental Management

Schedule

Complete - Annual Evaluation

Activity

- 330-OP
- 420-NFOS5
- 540-SDR

Topic

- 4 Protect your property from the hazard
- 6 Protect natural floodplain functions

Outcome

- d1 Reduced localized flooding
- f1 Improvement in water quality and natural storage capacity

Distribution

- Door Hangers
- Facebook, Twitter, NextDoor
- Website
- Email
- Stakeholders: Realtors, Neighborhood Associations, Interest Groups, etc.
- Events and Meetings (e.g. Expos, meetings, trainings, etc...)
- Direct Mail
- Libraries, Government offices

12 Landscape BMP Certification classes (English & Spanish)

Description

The County provides Landscape BMP Certification classes in English & Spanish to landscape professionals. The class is centered on “Only Rain Down the Drain” and provides an opportunity for the County’s Environmental professionals to educate this audience about water quality, natural floodplain functions, and flood prevention from a drainage standpoint.

Stakeholder

No

Message

D1 Keep debris and trash out of the streets, streams, and ditches.

D2 Clear storm drains to prevent flooding.

F1 Only Rain Down the Drain.

Audience(s)

Landscapers

Assignment Administrator

Watershed Unit Floodplain Manager

Schedule

Complete - Annual Evaluation

Activity

330-OP

540-SDR

Topic

4 Protect your property from the hazard

6 Protect natural floodplain functions

Outcome

d1 Reduced localized flooding

f1 Improvement in water quality and natural storage capacity

Distribution

Events and Meetings (e.g. Expos, meetings, trainings, etc...)

Description

Pinellas County has a variety of informational materials available at area parks and preserves and online. The PPI Committee will review these materials, including web page content and brochures to identify opportunities to include additional Priority Topics and additional messages developed by the PPI and communicate the importance of natural functions open space.

Stakeholder

No

Message

D1 Keep debris and trash out of the streets, streams, and ditches.

D2 Clear storm drains to prevent flooding.

F1 Only Rain Down the Drain.

Assignment Administrator

Watershed Unit Floodplain Manager

Schedule

Fall 2017

Activity

330-OP

420-NFOS5

Topic

4 Protect your property from the hazard

6 Protect natural floodplain functions

Outcome

d1 Reduced localized flooding

f1 Improvement in water quality and natural storage capacity

Distribution

Website

Parks and Recreation Sites

Audience(s)

Park and preserve patrons

**Description**

Pinellas County currently provides the All-Hazard Guide in Spanish. The County will translate the Flood Information Brochure to Spanish. Pinellas County Communications will coordinate with Spanish Organizations to distribute the brochure to the Spanish Speaking population. The County will also evaluate other outreach projects to determine what other materials that may be translated into Spanish or other languages as appropriate.

**Stakeholder**

Yes (Organizations of other languages, churches, etc.)

**Message**

- A1 Find out your flood risk.
- A2 Stay Connected.
- B1 Purchase flood insurance for your home, business, or rental.
- C1 Stay Connected.
- C2 Turn Around Don't Drown.
- D1 Keep debris and trash out of the streets, streams, and ditches.
- D2 Clear storm drains to prevent flooding.
- D3 Elevate your equipment, such as water heaters, AC units, etc.
- E1 Find out what permits are required.
- E2 Get required permits before you start any home repair, improvement, or construction.
- F1 Only Rain Down the Drain.
- G1 Know Your Zone.
- H1 Get A Plan.
- H2 Prepare Ahead.
- I1 Find out how much flood damage could cost you.
- I2 Get involved with flood information outreach to support the County's participation in the NFIP CRS to provide flood insurance discounts.
- J1 Because Pinellas County has a proactive Floodplain Management Program and participates in the National Flood Insurance Program (NFIP) Community Rating System (CRS), you may get a discount on your flood insurance premium. Look for your CRS discount on your flood insurance bill or ask your agent.
- J2 Take advantage of a Preferred Risk Policy.
- J3 Check with your flood insurance agent to make sure your flood insurance policy is rated correctly and you are receiving the correct CRS discount.

**Audience(s)**

English Speakers of Other Languages (ESOL)

**Assignment Administrator**

Watershed Unit Floodplain Manager

**Schedule**

Fall 2016

**Activity**

- 320
- 330-OP
- 350
- 360
- 370
- 540-SDR
- 610

**Topic**

- 1 Know your flood hazard
- 2 Insure your property for your flood hazard
- 3 Protect people from the hazard
- 4 Protect your property from the hazard
- 5 Build responsibly
- 6 Protect natural floodplain functions
- 7 Hurricane preparedness
- 8 General preparedness
- 9 Flood Economics
- 10 Understand flood insurance

**Outcome**

- a1 Better prepared and informed residents and businesses
- b1 Increase in number of flood insurance policies.
- c1 Reduced number of rescue calls
- d1 Reduced localized flooding
- d2 Reduced property loss from flooding
- e1 Increased compliance and reduced flood loss
- f1 Improvement in water quality and natural storage capacity
- g1 Improved efficiency of hurricane evacuations.
- h1 Less damage and injury from a storm
- i1 Increase in awareness of the expense of flooding.
- i2 Increase in number of flood insurance policies.
- j1 More accurate policy ratings.
- j2 More preferred risk policies.

**Distribution**

- Website
- Stakeholders: Realtors, Neighborhood Associations, Interest Groups, etc.
- Events and Meetings (e.g. Expos, meetings, trainings, etc...)
- Businesses/stakeholder offices (e.g. pharmacies, doctor offices, churches, real estate offices, etc.)
- Parks and Recreation Sites

15 Flood Information Messages for County On-hold Recordings

Description	Assignment Administrator
Pinellas County offers helpful information to callers needing services while they wait on the phone. A series of messages to better target important flood risk information and direct residents where to locate resources on the web as well as phone numbers of contacts, will be recorded and played.	Watershed Unit Floodplain Manager
	Schedule
	Spring 2017
	Activity
	330-OP
Stakeholder	Topic
No	1 Know your flood hazard
Message	2 Insure your property for your flood hazard
A1 Find out your flood risk.	3 Protect people from the hazard
A2 Stay Connected.	4 Protect your property from the hazard
B1 Purchase flood insurance for your home, business, or rental.	5 Build responsibly
C1 Stay Connected.	6 Protect natural floodplain functions
C2 Turn Around Don't Drown.	7 Hurricane preparedness
D2 Clear storm drains to prevent flooding.	8 General preparedness
E1 Find out what permits are required.	9 Flood Economics
F1 Only Rain Down the Drain.	Outcome
G1 Know Your Zone.	a1 Better prepared and informed residents and businesses
H1 Get A Plan.	b1 Increase in number of flood insurance policies.
I1 Find out how much flood damage could cost you.	c1 Reduced number of rescue calls
	d1 Reduced localized flooding
	e1 Increased compliance and reduced flood loss
	f1 Improvement in water quality and natural storage capacity
	g1 Improved efficiency of hurricane evacuations.
	h1 Less damage and injury from a storm
	i1 Increase in awareness of the expense of flooding.
	i2 Increase in number of flood insurance policies.
	Distribution
Audience(s)	Other
Customers of Pinellas County services	

Description

The County continuously develops an array of informational videos, including flood, hurricane, and safety informational videos. The County's video library is available on youtube and throughout the County website. Additionally, these videos are played on PCC-TV and in County office waiting areas. PCC-TV is played on county's TV station, which airs on Spectrum 622, WOW! 18, Frontier 44 and streams live on the web at pinellascounty.org/tv. The Emergency Management section of the County website also contains a video library of relevant videos, including County videos and and relevant videos produced externally. There are links to these videos throughout the website on relevant pages, as well, including in the flood information section of the site. Statewide, public service announcements about flooding are shown on television as well. The County will be developing another informational video using messages from the 10 PPI flood information topics to better target important flood risk information and direct residents as to where to locate resources on the web as well as phone numbers, titles of contacts and physical addresses where the offices are located.

Stakeholder

Yes (May be shown in presentation by speakers bureau volunteers)

Message

- A1 Find out your flood risk.
- A2 Stay Connected.
- B1 Purchase flood insurance for your home, business, or rental.
- C1 Stay Connected.
- C2 Turn Around Don't Drown.
- D1 Keep debris and trash out of the streets, streams, and ditches.
- D2 Clear storm drains to prevent flooding.
- D3 Elevate your equipment, such as water heaters, AC units, etc.
- E1 Find out what permits are required.
- E2 Get required permits before you start any home repair, improvement, or construction.
- F1 Only Rain Down the Drain.
- G1 Know Your Zone.
- H1 Get A Plan.
- H2 Prepare Ahead.
- I1 Find out how much flood damage could cost you.
- I2 Get involved with flood information outreach to support the County's participation in the NFIP CRS to provide flood insurance discounts.
- J1 Because Pinellas County has a proactive Floodplain Management Program and participates in the National Flood Insurance Program (NFIP) Community Rating System (CRS), you may get a discount on your flood insurance premium. Look for your CRS discount on your flood insurance bill or ask your agent.
- J2 Take advantage of a Preferred Risk Policy.
- J3 Check with your flood insurance agent to make sure your flood insurance policy is rated correctly and you are receiving the correct CRS discount.

Audience(s)

General population

Assignment Administrator

Floodplain Coordinator, Emergency Management, Marketing and Communications

Schedule

Spring 2017

Activity

330-OP

Topic

- 1 Know your flood hazard
- 2 Insure your property for your flood hazard
- 3 Protect people from the hazard
- 4 Protect your property from the hazard
- 5 Build responsibly
- 6 Protect natural floodplain functions
- 7 Hurricane preparedness
- 8 General preparedness
- 9 Flood Economics
- 10 Understand flood insurance

Outcome

- a1 Better prepared and informed residents and businesses
- b1 Increase in number of flood insurance policies.
- c1 Reduced number of rescue calls
- d1 Reduced localized flooding
- d2 Reduced property loss from flooding
- e1 Increased compliance and reduced flood loss
- f1 Improvement in water quality and natural storage capacity
- g1 Improved efficiency of hurricane evacuations.
- h1 Less damage and injury from a storm
- i1 Increase in awareness of the expense of flooding.
- i2 Increase in number of flood insurance policies.
- j1 More accurate policy ratings.
- j2 More preferred risk policies.

Distribution

- Facebook, Twitter, NextDoor
- Website
- Lobby televisions
- Television broadcast



**Description**

The County will present and provide flood related information to the Council of North County Neighborhoods (CNCN) Pinellas County annually. The CNCN can then present and provide the information to the member associations. Materials to be presented and provided will include a power point presentation, tour of flood information website, videos, and the flood information brochure and All-hazard guide. The partial 2016 CNCN members include:

Carlyle Homeowners Association, ELW Community Association, Highgate Homeowners Assoc, Friends of Brooker Creek, East Lake Youth Sports Assoc, Eagle Watch/North Boot Ranch, Homeowners of Old Keystone Rd 424 Fallbrook at Lansbrook, Bridlewood at Tarpon Woods, Chateaux des Lacs HOA, Coventry at Crescent Oaks, Crescent Oaks, Cypress Run Property Owners Assoc, Ridgemoor Master, Tarpon Woods Entrance & Islands Alliance, Townhomes at Lost Oaks HOA, Wentworth Property Owners, Woodfield Community Association, and Myrtle Point Homeowner's Assoc.

**Stakeholder**

Yes (HOA BoDs)

**Message**

- A1 Find out your flood risk.
- A2 Stay Connected.
- B1 Purchase flood insurance for your home, business, or rental.
- C1 Stay Connected.
- C2 Turn Around Don't Drown.
- D1 Keep debris and trash out of the streets, streams, and ditches.
- D2 Clear storm drains to prevent flooding.
- D3 Elevate your equipment, such as water heaters, AC units, etc.
- E1 Find out what permits are required.
- E2 Get required permits before you start any home repair, improvement, or construction.
- E3 Be aware of the substantial improvement rules.
- F1 Only Rain Down the Drain.
- F2 Use Low Impact Development (LID), such as rain barrels, bioretention systems, green roofs, pervious pavers, and vegetative buffers, on your property.
- G1 Know Your Zone.
- H1 Get A Plan.
- I1 Find out how much flood damage could cost you.
- I2 Get involved with flood information outreach to support the County's participation in the NFIP CRS to provide flood insurance discounts.
- J1 Because Pinellas County has a proactive Floodplain Management Program and participates in the National Flood Insurance Program (NFIP) Community Rating System (CRS), you may get a discount on your flood insurance premium. Look for your CRS discount on your flood insurance bill or ask your agent.
- J3 Check with your flood insurance agent to make sure your flood insurance policy is rated correctly and you are receiving the correct CRS discount.

**Audience(s)**

Special Interest

**Assignment Administrator**

Floodplain Coordinator, Emergency Management, Marketing and Communications

**Schedule**

Feb 2017

**Activity**

- 320
- 330-OP
- 350
- 360
- 370
- 540-SDR
- 610

**Topic**

- 1 Know your flood hazard
- 2 Insure your property for your flood hazard
- 3 Protect people from the hazard
- 4 Protect your property from the hazard
- 5 Build responsibly
- 6 Protect natural floodplain functions
- 7 Hurricane preparedness
- 8 General preparedness
- 9 Flood Economics
- 10 Understand flood insurance

**Outcome**

- a1 Better prepared and informed residents and businesses
- b1 Increase in number of flood insurance policies.
- c1 Reduced number of rescue calls
- d1 Reduced localized flooding
- d2 Reduced property loss from flooding
- e1 Increased compliance and reduced flood loss
- f1 Improvement in water quality and natural storage capacity
- g1 Improved efficiency of hurricane evacuations.
- h1 Less damage and injury from a storm
- i1 Increase in awareness of the expense of flooding.
- i2 Increase in number of flood insurance policies.
- j1 More accurate policy ratings.

**Distribution**

Stakeholders: Realtors, Neighborhood Associations, Interest Groups, etc.  
 Events and Meetings (e.g. Expos, meetings, trainings, etc...)

18 Flood Map Service Center Plug-In

Description

The Pinellas County The Flood Map Service Center is a valuable tool that can be made available to a broader audience, such as lenders, with a “plugin” to allow interested parties to embed the service into their own websites.

Stakeholder

Yes (Real estate, insurance, and/or lender industries)

Message

A1 Find out your flood risk.

G1 Know Your Zone.

Assignment Administrator

Watershed Unit Floodplain Manager

Schedule

Summer 2017

Activity

320

330-OP

Topic

1 Know your flood hazard

7 Hurricane preparedness

Outcome

a1 Better prepared and informed residents and businesses

g1 Improved efficiency of hurricane evacuations.

Distribution

Website

Stakeholders: Realtors, Neighborhood Associations, Interest Groups, etc.

Audience(s)

Buyers of real estate

Real Estate Professionals, Insurance Agents, and/or Lenders

19 Stakeholder Flood Insurance and Mitigation Techniques community workshops

<b>Description</b>	<b>Assignment Administrator</b>
Each year organizations and private companies hold community workshops throughout the County to consult residents and businesses on their flood insurance policies and flood mitigation options. The County attends these events when possible to provide map information and distribute All Hazard guides and flood information brochures to attendees.	Stakeholder, Floodplain Coordinator
<b>Stakeholder</b>	<b>Schedule</b>
Yes (Insurance Companies)	annual
<b>Message</b>	<b>Activity</b>
A1 Find out your flood risk.	320
A2 Stay Connected.	330-OP
B1 Purchase flood insurance for your home, business, or rental.	350
C1 Stay Connected.	360
C2 Turn Around Don't Drown.	370
D1 Keep debris and trash out of the streets, streams, and ditches.	540-SDR
D2 Clear storm drains to prevent flooding.	610
D3 Elevate your equipment, such as water heaters, AC units, etc.	<b>Topic</b>
E1 Find out what permits are required.	1 Know your flood hazard
E2 Get required permits before you start any home repair, improvement, or construction.	2 Insure your property for your flood hazard
E3 Be aware of the substantial improvement rules.	3 Protect people from the hazard
F1 Only Rain Down the Drain.	4 Protect your property from the hazard
F2 Use Low Impact Development (LID), such as rain barrels, bioretention systems, green roofs, pervious pavers, and vegetative buffers, on your property.	5 Build responsibly
G1 Know Your Zone.	6 Protect natural floodplain functions
H1 Get A Plan.	7 Hurricane preparedness
H2 Prepare Ahead.	8 General preparedness
I1 Find out how much flood damage could cost you.	9 Flood Economics
I2 Get involved with flood information outreach to support the County's participation in the NFIP CRS to provide flood insurance discounts.	10 Understand flood insurance
J1 Because Pinellas County has a proactive Floodplain Management Program and participates in the National Flood Insurance Program (NFIP) Community Rating System (CRS), you may get a discount on your flood insurance premium. Look for your CRS discount on your flood insurance bill or ask your agent.	<b>Outcome</b>
J2 Take advantage of a Preferred Risk Policy.	a1 Better prepared and informed residents and businesses
J3 Check with your flood insurance agent to make sure your flood insurance policy is rated correctly and you are receiving the correct CRS discount.	b1 Increase in number of flood insurance policies.
<b>Audience(s)</b>	c1 Reduced number of rescue calls
General population	c2 Improved efficiency of evacuations.
	d1 Reduced localized flooding
	d2 Reduced property loss from flooding
	e1 Increased compliance and reduced flood loss
	f1 Improvement in water quality and natural storage capacity
	g1 Improved efficiency of hurricane evacuations.
	h1 Less damage and injury from a storm
	i1 Increase in awareness of the expense of flooding.
	i2 Increase in number of flood insurance policies.
	j1 More accurate policy ratings.
	j2 More preferred risk policies.
	<b>Distribution</b>
	Stakeholders: Realtors, Neighborhood Associations, Interest Groups, etc.

<b>Description</b>	<b>Assignment Administrator</b>
<p>Pinellas County's Speakers Bureau provides speakers knowledgeable in more than 120 topics of interest, including the PPI topics. Organizations County-wide may request speakers on their topic of interest for their event. Depending on the topic and the event, the speaker may be a volunteer or County staff.</p>	<p>Floodplain Coordinator, Emergency Management, Marketing and Communications</p>
	<b>Schedule</b>
	<p>Ongoing</p>
	<b>Activity</b>
	<p>320</p>
	<p>330-OP</p>
	<p>350</p>
	<p>360</p>
	<p>370</p>
	<p>540-SDR</p>
	<p>610</p>
	<b>Topic</b>
	<p>1 Know your flood hazard</p>
	<p>2 Insure your property for your flood hazard</p>
	<p>3 Protect people from the hazard</p>
	<p>4 Protect your property from the hazard</p>
	<p>5 Build responsibly</p>
	<p>6 Protect natural floodplain functions</p>
	<p>7 Hurricane preparedness</p>
	<p>8 General preparedness</p>
	<p>9 Flood Economics</p>
	<p>10 Understand flood insurance</p>
	<b>Outcome</b>
	<p>a1 Better prepared and informed residents and businesses</p>
	<p>b1 Increase in number of flood insurance policies.</p>
	<p>c1 Reduced number of rescue calls</p>
	<p>c2 Improved efficiency of evacuations.</p>
	<p>d1 Reduced localized flooding</p>
	<p>d2 Reduced property loss from flooding</p>
	<p>e1 Increased compliance and reduced flood loss</p>
	<p>f1 Improvement in water quality and natural storage capacity</p>
	<p>g1 Improved efficiency of hurricane evacuations.</p>
	<p>h1 Less damage and injury from a storm</p>
	<p>i1 Increase in awareness of the expense of flooding.</p>
	<p>i2 Increase in number of flood insurance policies.</p>
	<p>j1 More accurate policy ratings.</p>
	<b>Distribution</b>
	<p>Website</p>
	<p>Stakeholders: Realtors, Neighborhood Associations, Interest Groups, etc.</p>
<b>Stakeholder</b>	
<p>Yes (Speakers Bureau volunteers)</p>	
<b>Message</b>	
<p>A1 Find out your flood risk.</p>	
<p>A2 Stay Connected.</p>	
<p>B1 Purchase flood insurance for your home, business, or rental.</p>	
<p>C1 Stay Connected.</p>	
<p>C2 Turn Around Don't Drown.</p>	
<p>D1 Keep debris and trash out of the streets, streams, and ditches.</p>	
<p>D2 Clear storm drains to prevent flooding.</p>	
<p>D3 Elevate your equipment, such as water heaters, AC units, etc.</p>	
<p>E1 Find out what permits are required.</p>	
<p>E2 Get required permits before you start any home repair, improvement, or construction.</p>	
<p>E3 Be aware of the substantial improvement rules.</p>	
<p>F1 Only Rain Down the Drain.</p>	
<p>F2 Use Low Impact Development (LID), such as rain barrels, bioretention systems, green roofs, pervious pavers, and vegetative buffers, on your property.</p>	
<p>G1 Know Your Zone.</p>	
<p>H1 Get A Plan.</p>	
<p>I1 Find out how much flood damage could cost you.</p>	
<p>I2 Get involved with flood information outreach to support the County's participation in the NFIP CRS to provide flood insurance discounts.</p>	
<p>J1 Because Pinellas County has a proactive Floodplain Management Program and participates in the National Flood Insurance Program (NFIP) Community Rating System (CRS), you may get a discount on your flood insurance premium. Look for your CRS discount on your flood insurance bill or ask your agent.</p>	
<p>J3 Check with your flood insurance agent to make sure your flood insurance policy is rated correctly and you are receiving the correct CRS discount.</p>	
<b>Audience(s)</b>	
<p>Special Interest</p>	

Description

Tampa Bay Home Show is a 3 day event in July at Tropicana Field in Pinellas County. The County has a booth at the event and staff provide attendees the Pinellas County All-Hazard Guide, Flood information brochure, and other materials.

Stakeholder

No

Message

- A1 Find out your flood risk.
- A2 Stay Connected.
- B1 Purchase flood insurance for your home, business, or rental.
- C1 Stay Connected.
- C2 Turn Around Don't Drown.
- D1 Keep debris and trash out of the streets, streams, and ditches.
- D2 Clear storm drains to prevent flooding.
- D3 Elevate your equipment, such as water heaters, AC units, etc.
- E1 Find out what permits are required.
- E2 Get required permits before you start any home repair, improvement, or construction.
- E3 Be aware of the substantial improvement rules.
- F1 Only Rain Down the Drain.
- F2 Use Low Impact Development (LID), such as rain barrels, bioretention systems, green roofs, pervious pavers, and vegetative buffers, on your property.
- G1 Know Your Zone.
- H1 Get A Plan.
- I1 Find out how much flood damage could cost you.
- I2 Get involved with flood information outreach to support the County's participation in the NFIP CRS to provide flood insurance discounts.
- J1 Because Pinellas County has a proactive Floodplain Management Program and participates in the National Flood Insurance Program (NFIP) Community Rating System (CRS), you may get a discount on your flood insurance premium. Look for your CRS discount on your flood insurance bill or ask your agent.
- J3 Check with your flood insurance agent to make sure your flood insurance policy is rated correctly and you are receiving the correct CRS discount.

Audience(s)

General population

Assignment Administrator

Floodplain Coordinator, Emergency Management, Marketing and Communications

Schedule

Annual

Activity

- 320
- 330-OP
- 350
- 360
- 370
- 540-SDR
- 610

Topic

- 1 Know your flood hazard
- 2 Insure your property for your flood hazard
- 3 Protect people from the hazard
- 4 Protect your property from the hazard
- 5 Build responsibly
- 6 Protect natural floodplain functions
- 7 Hurricane preparedness
- 8 General preparedness
- 9 Flood Economics
- 10 Understand flood insurance

Outcome

- a1 Better prepared and informed residents and businesses
- b1 Increase in number of flood insurance policies.
- c1 Reduced number of rescue calls
- c2 Improved efficiency of evacuations.
- d1 Reduced localized flooding
- d2 Reduced property loss from flooding
- e1 Increased compliance and reduced flood loss
- f1 Improvement in water quality and natural storage capacity
- g1 Improved efficiency of hurricane evacuations.
- h1 Less damage and injury from a storm
- i1 Increase in awareness of the expense of flooding.
- i2 Increase in number of flood insurance policies.
- j1 More accurate policy ratings.

Distribution

Events and Meetings (e.g. Expos, meetings, trainings, etc...)

## **APPENDIX 4    FRP PACKAGE**

PINELLAS COUNTY COMMUNICATION DEPARTMENT

**Pinellas County Program for Public Information**

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**Flood Warning & Response Preparations (FWRP) Outreach Package**

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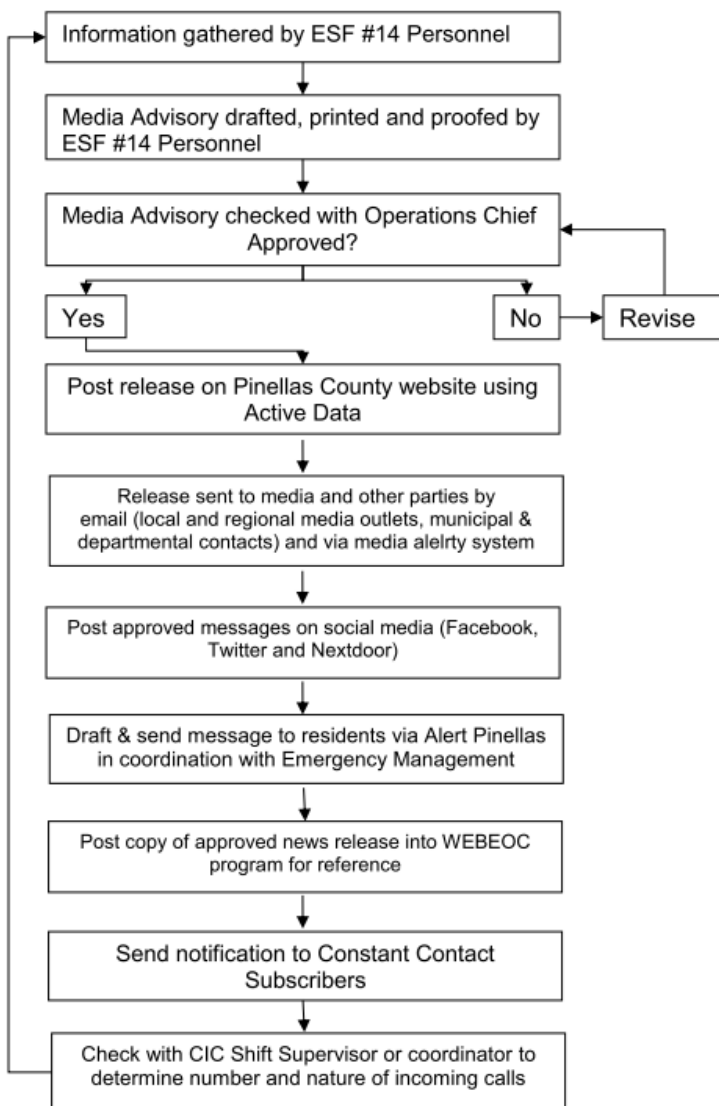


## 1 OVERVIEW

Pinellas County has a library of prescribed messages to be implemented prior to an impending flood, and during and after the flood event. These messages are intended to notify the public when flooding is predicted to occur, its expected severity, and appropriate response actions (e.g., evacuation routes, safe shelters, protective actions). These messages are conveyed via several flood response outreach tools to notify the public using a variety of methods before, during and after an event.

The Pinellas County Emergency Management Warning and Notification SOG and the Marketing and Communications Emergency Support Function (ESF) #14 - Public Information Office Standard Operating Procedures (SOP), provide detailed instructions for copying and distributing the flood response messages and outreach projects (Figure 1). Section 2 of this document lists the messages to convey to the public before, during and after a flooding event. Section 3 describes the outreach tools in place to convey these messages.

Figure 1 Excerpt from ESF #14 SOP - Media Advisories Procedure



## 2 FLOOD RESPONSE OUTREACH MESSAGES

The following messages were designed to help the public prepare for an impending flooding event, provide safety measures during and after an event, and provide recovery information following a flood.

Table 1 Messages – Impending

Topic	Timing	FRP Message	Outcome
1 Know your flood hazard	Impending	Dangerous flooding conditions are expected in the area of [neighborhood or municipality] near the [water body]. Stay tuned or visit website for up to date flood hazard info.	Fewer stranded people and/or pets vehicles
1 Know your flood hazard	Impending	Dangerous flooding conditions are expected throughout the County if [storm description / or name] makes landfall. Stay tuned or visit website for up to date flood hazard info.	Fewer stranded people and/or pets vehicles
1 Know your flood hazard	Impending	Pinellas County is under a [type] Warning. Stay tuned to local media for emergency updates and additional information.	Less property damage
3 Protect people from the hazard	Impending	Complete final preparations to evacuate or to shelter in your home.	Expedited evacuation
3 Protect people from the hazard	Impending	Turn Around, Don't Drown.	Reduced emergency response calls and injuries
3 Protect people from the hazard	Impending	The Citizen Information Center is open and residents can call (727) 464-4333 to report issues or for more information.]	County will know where response efforts are needed
3 Protect people from the hazard	Impending	Stay tuned to local television and radio stations for traffic advisories, reports of flooding or other critical information.	Informed residents will take appropriate actions
3 Protect people from the hazard	Impending	Stay Connected. Sign up for Alert Pinellas, e-news, and E-Alert to receive information and emergency alerts via e-mail, and follow us on Facebook, Twitter, and Nextdoor.	Informed residents will take appropriate actions
3 Protect people from the hazard	Impending	If you are registered for transportation to a public shelter, be sure you have everything you need for your "go bag".	Informed residents will take appropriate actions

	<b>Topic</b>	<b>Timing</b>	<b>FRP Message</b>	<b>Outcome</b>
3	Protect people from the hazard	Impending	Evacuation orders are anticipated. You can find evacuation and shelter information at <a href="http://egis.pinellascounty.org/apps/knowyourzone/">http://egis.pinellascounty.org/apps/knowyourzone/</a>	Fewer stranded people and/or pets vehicles
3	Protect people from the hazard	Impending	If you are registered for transportation to a public shelter, be ready to leave. Rescue workers will begin pick-ups shortly after an evacuation orders is issued.	Expadited evacuation
3	Protect people from the hazard	Impending	At this time, a mandatory evacuation order is in place for [LOCATION]. You can find evacuation and shelter information at <a href="http://egis.pinellascounty.org/apps/knowyourzone/">http://egis.pinellascounty.org/apps/knowyourzone/</a>	Fewer stranded people and/or pets vehicles
3	Protect people from the hazard	Impending	If your plan is to travel out of the local area and you can leave at this point, go.	Fewer stranded people and/or pets vehicles
4	Protect your property from the hazard	Impending	Installing storm shutter will make your home safer from wind damage.	Less property damage
4	Protect your property from the hazard	Impending	Bring in all large yard items; i.e. furniture, grills, bird baths.	Less property damage
4	Protect your property from the hazard	Impending	Dispose of any piles of loose tree limbs to reduce clogged storm drains.	Reduce localized flooding
4	Protect your property from the hazard	Impending	If your plans are to evacuate the area, secure your home so you can leave as soon as you an evacuation order is issued.	Expadited evacuation
4	Protect your property from the hazard	Impending	Sandbags will be available to residents of unincorporated Pin[Dat/Time] at [Locations].	Less property damage
4	Protect your property from the hazard	Impending	Clear storm drains to prevent flooding.	Reduced property damage and pollution
4	Protect your property from the hazard	Impending	Keep debris and trash out of the streets, streams, and ditches.	Reduced localized flooding

	<b>Topic</b>	<b>Timing</b>	<b>FRP Message</b>	<b>Outcome</b>
6	Protect natural floodplain functions	Impending	Report blocked ditches, swales and canals	Reduced localized flooding
6	Protect natural floodplain functions	Impending	Keep debris and trash out of the streets, streams, and ditches. Only Rain Down the Drain - It's the Law.	Reduce localized flooding
7	Hurricane preparedness	Impending	Let friends and family know your evacuation plans.	Fewer displaced people and emergency calls
8	General preparedness	Impending	Fill up your automobile gas tank and make sure your prescriptions are filled.	Fewer stranded people and/or pets vehicles
8	General preparedness	Impending	Closely monitor the track of [STORM NAME] and have your family's disaster preparedness plans in place.	Informed residents will take appropriate actions

Table 2 Messages – During

	<b>Topic</b>	<b>Timing</b>	<b>FRP Message</b>	<b>Outcome</b>
1	Know your flood hazard	During	Updates will continue to be posted on the Pinellas County website, and on social media using the hashtag #PinellasWx.	Informed residents will take appropriate actions
1	Know your flood hazard	During	The area of xxxx is flooded. Please use caution. Stay inside.	Fewer stranded people and/or pets vehicles
1	Know your flood hazard	During	Stay tuned to local news for updates	Informed residents will take appropriate actions
1	Know your flood hazard	During	Residents should stay tuned to local television and radio stations for traffic advisories, reports of flooding or other critical information	Informed residents will take appropriate actions
1	Know your flood hazard	During	Motorists are urged to use care when driving through flooded areas, and to follow posted detour signs	Fewer stranded people and/or pets vehicles
1	Know your flood hazard	During	If you live in flood prone areas, floodwater levels to remain higher than usual with water in the street present through at least [Date].	Informed residents will take appropriate actions

	<b>Topic</b>	<b>Timing</b>	<b>FRP Message</b>	<b>Outcome</b>
3	Protect people from the hazard	During	Residents in affected areas are advised to stay indoors if their home is safe.	Fewer stranded people and/or pets vehicles
3	Protect people from the hazard	During	The Citizen Information Center is open and residents can call (727) 464-4333 to report issues or for more information.]	County will know where response efforts are needed
3	Protect people from the hazard	During	Avoid downed or hanging power lines, always assume the power line is live.	Fewer injuries
3	Protect people from the hazard	During	Stay tuned to local media for emergency updates and additional information.	Informed residents will take appropriate actions
3	Protect people from the hazard	During	Residents in the [Flood Location] can expect floodwater levels to remain higher than usual with water in the street present through at least [Date].	Fewer stranded people and/or pets vehicles
3	Protect people from the hazard	During	Avoid rapidly-flowing water. Only 6 inches of fast-flowing water can sweep you off your feet.	Fewer stranded people and/or pets vehicles
3	Protect people from the hazard	During	Be especially cautious at night, when it is harder to see possible flood dangers.	Fewer stranded people and/or pets vehicles
3	Protect people from the hazard	During	Avoid contact with flood waters if possible. Those who do come into contact with flood waters should thoroughly rinse any exposed body parts with soap and sanitized or disinfected water.	Reduced infections/illnesses
3	Protect people from the hazard	During	Do not go into any room if water has submerged electrical outlets or cords.	Reduced infections/illnesses
4	Protect your property from the hazard	During	Pinellas County has made sandbags available to the public at [Locations].	Less property damage
8	General preparedness	During	If an area is barricaded, there is a reason. Find an alternate route.	Fewer stranded people and/or pets vehicles
8	General preparedness	During	Stay Connected. You can still sign up for Alert Pinellas by calling (866) 484-3264.	Informed residents will take appropriate actions
8	General preparedness	During	The American Red Cross has opened [Number] shelters for affected residents in the evacuation area. The shelters are: [Names/Locations]	Fewer displaced people
8	General preparedness	During	Pinellas County has issued an evacuation order for [location]	Fewer stranded people and/or pets vehicles

Table 3 Messages – After

	Topic	Timing	FRP Message	Outcome
1	Know your flood hazard	After	[Name of roads or areas] is still experiencing flooding conditions from yesterday's storm. Stay tuned or visit website for up to date flood hazard info.	Fewer stranded people and/or pets vehicles
1	Know your flood hazard	After	Updates will continue to be posted on the Pinellas County website, and on social media using the hashtag #PinellasWx.	Informed residents will take appropriate actions
1	Know your flood hazard	After	Follow reentry orders and avoid flooded areas.	Reduced emergency response calls and injuries
3	Protect people from the hazard	After	The Citizen Information Center is open and residents can call (727) 464-4333 to report issues.	County will know where response efforts are needed
3	Protect people from the hazard	After	Pinellas County officials are urging residents to avoid driving through high water.	Fewer stranded people and/or pets vehicles
3	Protect people from the hazard	After	[Emergency shelters remain opened at [locations] for residents whose homes were flooded during the storm.]	Fewer displaced people
3	Protect people from the hazard	After	Take extra care in the prevention of mosquitoes breeding in standing water and remember the 3 Ds: Drain water when possible; Dress in light colors and cover all parts of the body; Defend with DEET, Picaridin or Oil of Lemon Eucalyptus.	Reduced mosquitoes and resulting disease
3	Protect people from the hazard	After	Stay out of standing water or structures until authorities advise it is safe.	Fewer injuries
4	Protect your property from the hazard	After	Pinellas County emergency crews are being dispatched to areas affected by the heavy rain event that occurred [time].	Informed residents will take appropriate actions
4	Protect your property from the hazard	After	If your home or business has flooded, remove wet contents promptly to prevent mold. Wet carpeting, furniture, bedding and other items holding moisture can develop mold within 24 to 48 hours. Clean and disinfect everything that got wet. Mud left from floodwater can contain sewage and chemicals. Do not discard damaged carpet and contents until after the	Faster recovery and increased accuracy of flood insurance claims payments

Topic		Timing	FRP Message	Outcome
			adjuster's inspection. Visit <a href="http://www.pinellascounty.org/flooding/safety.htm">www.pinellascounty.org/flooding/safety.htm</a> for tips on cleaning up after a flood.	
5	Build responsibly	After	Hire a Licensed Contractor. To find a contractor or confirm a contractor's license is legitimate and current visit Pinellas County Construction Licensing Board PCCLB ( <a href="https://public.co.pinellas.fl.us/clbsearch/index.jsp">https://public.co.pinellas.fl.us/clbsearch/index.jsp</a> )	Properties damaged from flooding will be reconstructed to withstand future flooding. People will not be exploited.
5	Build responsibly	After	Build back safer and stronger. <a href="https://www.fema.gov/media-library/assets/documents/29837">https://www.fema.gov/media-library/assets/documents/29837</a>	Properties damaged from flooding will be reconstructed to withstand future flooding
5	Build responsibly	After	Find out what permits are required.	Properties damaged from flooding will be reconstructed to withstand future flooding.
5	Build responsibly	After	Get required permits before you start any home repair, improvement, or construction.	Properties damaged from flooding will be reconstructed to withstand future flooding.
6	Protect natural floodplain functions	After	Report blocked ditches, swales and canals. [Link to <a href="http://www.pinellascounty.org/reportanissue/">http://www.pinellascounty.org/reportanissue/</a> ]	Reduced localized flooding
6	Protect natural floodplain functions	After	Guidelines for disposing of sandbags used during the storm: <ul style="list-style-type: none"> <li>• Reuse - Sand that has not contacted floodwater can be stored or reused without restrictions. Empty sandbags may be placed in the household garbage.</li> <li>• Reuse - Sandbags that have not contacted floodwater can be stored or reused without restrictions.</li> </ul>	Faster recovery



Topic		Timing	FRP Message	Outcome
			<ul style="list-style-type: none"> <li>• Dispose – Sand or sandbags that are not contaminated by floodwater may be disposed of at the Pinellas County Solid Waste Landfill (\$37.50/ton or flat rate for qualifying vehicles).</li> <li>• Dispose – Sandbags that have been in contact with floodwater should be disposed of at Pinellas County Solid Waste (\$37.50/ton or flat rate for qualifying vehicles).</li> </ul>	
6	Protect natural floodplain functions	After	<p>Tips for yard debris disposal</p> <ul style="list-style-type: none"> <li>• Contact your garbage hauler or municipality for details on pick up times and costs related to collection of yard waste. For more information, visit: <a href="http://www2.pinellascounty.org/utilities/getridofit/yard_waste.pdf">www2.pinellascounty.org/utilities/getridofit/yard_waste.pdf</a>.</li> <li>• Residents who wish to have storm debris removed from private property may call a private company, but must pay for proper disposal of that debris through the company itself.</li> <li>• If you are placing yard debris on the curb for pick up, place stacked vegetation in a clear, flat area next to the curb. Do not block fire hydrants, mailboxes, storm drains, ditches or utility boxes.</li> <li>• Individuals can also dispose of yard waste at Pinellas County Solid Waste (\$37.50 ton or flat rate for qualifying vehicles).</li> </ul>	Faster recovery, reduced pollution
8	General preparedness	After	Residents with power should stay tuned to local television and radio stations for critical updates	Informed residents will take appropriate actions
9	Flood Economics	After	Take photos or video of the damage to document your losses for your insurance claim before you move any debris or remove damaged belongings.	Increased accuracy of flood insurance claims payments
9	Flood Economics	After	Make a List of Damaged Contents.	Increased accuracy of flood insurance claims payments
9	Flood Economics	After	Look out for price gouging. It is illegal for anyone to sell necessary goods or services at higher than normal prices during a state of emergency. Visit <a href="http://www.pinellascounty.org/consumer/price_gouging.htm">http://www.pinellascounty.org/consumer/price_gouging.htm</a> for more information.	Reduced exploitation of residents and business owners
10	Understand flood insurance	After	Contact your insurance Agent before starting work.	Faster recovery and Increased accuracy of

Topic		Timing	FRP Message	Outcome
				flood insurance claims payments
10	Understand flood insurance	After	Pinellas County Flood Insurance Advocates are available to answer any questions you have about your flood insurance or the claims process. Visit <a href="http://www.pinellascounty.org/flooding/advocates.htm">www.pinellascounty.org/flooding/advocates.htm</a> or call (727) 464-7700 for flood insurance assistance.	Faster recovery and increased accuracy of flood insurance claims payments
10	Understand flood insurance	After	File your insurance claims promptly [link to: <a href="https://www.fema.gov/media-library-data/1409252356253-ee460a21e69333f01eea03a8f55eb3c6/F-687_ClaimsHandbook_508XI_Aug2014.pdf">https://www.fema.gov/media-library-data/1409252356253-ee460a21e69333f01eea03a8f55eb3c6/F-687_ClaimsHandbook_508XI_Aug2014.pdf</a> ]. There are short and firm deadlines for submitting them.	Faster recovery
10	Understand flood insurance	After	Do not sign an Assignment of Benefits contract as a condition of having your home repaired.	Reduced exploitation of residents and business owners

### 3 FLOOD RESPONSE MESSAGE DISSEMINATION

Pinellas County has several tools in place to inform the public about flooding, and what steps may be taken to minimize the hazards to life and property (Table 4). These tools convey the template messages in Section 2 before, during and after flooding events. Procedures for copying and disseminating the messages in Section 2 via these tools are detailed in the County's Emergency Management Warning and Notification SOG and the Marketing and Communications Emergency Support Function (ESF) #14. The messages and the tools used to disseminate them are reviewed annually and updated as needed.

Table 4 Flood Response Message Dissemination Tools

TOOL		Trigger	WHAT IT IS
1	Emergency Alert System (EAS) via EMNet	Large scale event such as evacuation	An EAS message is a text and audio message that is intended for rebroadcast to public via Television, Radio and NWS Weather Alert Radio. These messages can be for severe weather, chemical spills, civil emergencies, etc. Weather warnings are the most common reason for an activation of the EAS
2	Alert Pinellas	Any event where the public needs to be notified	Alert Pinellas is powered by an emergency alert mass notification via land line, mobile phones, sms message, and email. The system also posts to social media sites.
3	Wireless Emergency Alerts (WEA)	Large scale event with impacts countywide	WEA is a public safety system that allows citizens who own certain wireless phone models and other enabled mobile devices to receive geographically-targeted, text-like messages alerting them of imminent threats to safety in their area. WEA and the EAS are part of FEMA's Integrated Public Alert and Warning System (IPAWS).
4	Intelligent Transportation System (ITS)	Any event where the public needs to be notified	The Intelligent Transportation System consists of a broad range of wireless and wire-line communications-based traffic and traveler information systems which are combined to help motorists make better decisions.
5	Digital Billboards	Large scale event such as evacuation; outreach	Clear Channel Communications has a number of digital billboards at different locations throughout Pinellas County that can display information to the public. NOTE—Action Item – EM to determine if Gannett also has digital billboards and request access--

TOOL		Trigger	WHAT IT IS
6	Pinellas County Website (www.pinellascounty.org)	Large scale event; also used for smaller scale with the normal county homepage	County's main website and Emergency Mgmt.'s site, www.pinellascounty.org/emergency, supply Pinellas County residents/visitors with emergency information
7	Elert	Monthly electronic newsletter	A self-subscription monthly newsletter that provides the latest emergency education information compiled from local and national sources.
8	Press Release	Any event where the public needs to be notified	A press release is an official statement issued to media outlets giving information to the public on a particular matter. Pinellas County Communications Department maintains contacts and relationships with the local and regional media.
9	PCC TV	During normal operations, PCC-TV carries county meetings & educational programs; During EOC activation, carries media briefings & emergency info.	PCC TV is the county's cable TV channel.
10	Twitter	Any event where the public needs to be notified or county wants to inform.	Social Media using brief messages
11	Facebook	Any event where the public needs to be notified or county wants to inform.	Social Media
12	Instagram	Any event where the public needs to be notified or county wants to inform.	Social Media generally used for promotional topics and targeted to younger audience
13	NextDoor	Any event where the public needs to be notified	Social Media for neighborhoods
14	E-News/Constant Contact	When Communications wants to post news or urgent messages	Press releases are sent through Constant Contact via e-mail.
15	Media Alert	When Communications needs to get out urgent & timely info.	Delivery service free to government to inform major media outlets who pay to subscribe.

<b>TOOL</b>		<b>Trigger</b>	<b>WHAT IT IS</b>
16	Post Flood / Substantial Damage Door Hangers	When building inspectors identify damaged structures during damage assessment.	Door Hangers will be hung on structures that have suffered substantial damage by building inspectors as they complete substantial damage assessments.
17	Ready Pinellas mobile app	Sunny day and any event where the public needs to be notified	Free mobile app that helps users prepare, including multiple readiness checklists that are aligned with the hurricane cone forecast system used by the National Hurricane Center. Includes checklists, evac info, shelter sign up, etc.
18	After the Flood Brochure	When flooding damage has occurred	A handout will be developed to guide residents and businesses through the recovery phase of a flood. They will be made available online and publicized via email blast and social media.

**APPENDIX 5 FLOOD INSURANCE PLAN**

# Pinellas County Program for Public Information Flood Insurance Coverage Plan

## I. Introduction

Floods are the number-one natural disaster in the United States. Wherever rain falls or coastal storms rage, there can be flooding. Just a few inches of water can cause tens of thousands of dollars in damage. Flood damage is not covered by most standard homeowner or business insurance policies. Disaster assistance, if it is available, is typically a loan that must be repaid with interest.

As noted by the Association of State Floodplain Managers (ASFPM),

The simple truth is that residents and business owners with adequate flood insurance rebuild and recover faster and return to normal faster than people without. This means faster and more complete community recovery.... Experience has shown that an insured community is a better prepared community....

For communities, the lesson is clear: preparing for flooding and pursuing flood mitigation strategies are important, however, it is equally critical to prepare for the financial burdens which will be placed on the community and its residents and businesses when the next flood occurs.... Self-reliant communities know that flood insurance is the only guaranteed vehicle to assure a smooth and complete recovery for everyone affected.

—ASFPM News & Views, October 2010

Many people are not aware that flood insurance is available, and many of those who are aware do not see a need to insure their property or do not have adequate coverage. Educating members of the community about flood insurance is of the utmost importance to help protect them from the consequences of flooding.

The purpose of this Flood Insurance Coverage Plan is to identify and implement projects to increase flood insurance awareness, help residents understand their flood risks and flood insurance options, and increase the number of structures protected with an active flood insurance policy.

## II. Methodology

The County's PPI Committee serves as the Flood Insurance Assessment and Improvement Plan Committee (PPI Section 2). Flood insurance data, including policies in force and historical claims was obtained from FEMA Region IV and assessed by the Floodplain Coordinator and the PPI Committee (PPI Section 3.1.1 and Table 1 - Table 6). The Committee also reviewed activities being implemented by other agencies, such as FDEM and FEMA (PPI Appendix 2).

The Committee identified target audiences, stakeholders, and a number of existing and new outreach projects in line with the objectives of increasing flood insurance awareness and understanding to ensure residents and businesses are protected from flooding. Additionally, the insurance advocates on the PPI

committee provide technical assistance to inquirers County-wide. This service is publicized to target audiences through projects described in this plan.

### III. Flood Insurance Coverage Assessment

The Flood insurance coverage summaries received from FDEM are shown in Table 1 - Table 6. An assessment of this data can be found in PPI Section 3.1.1. Flood Insurance Plan.

Table 1 Insurance Overview (As of 12/31/2016)

<b>Total by Community</b>		<b>Group Flood Insurance</b>	
Total Number of Policies:	32,893	Total Number of Policies:	5
Total Premiums:	\$20,957,054	Total Premiums:	\$3,000
Insurance in Force:	\$7,690,831,200	Insurance in Force:	\$166,500
Total Number of Closed Paid Losses:	2,013	Total Number of Closed Paid Losses:	1
\$ of Closed Paid Losses:	\$22,528,873	\$ of Closed Paid Losses:	\$8,776
<b>Post Firm Minus Rated Policies</b>		<b>Manufactured Homes</b>	
Total Number of Minus Rated Policies:	1,905	Total Number of Policies:	323
A Zone Minus Rated Policies:	1,834	Total Number of Closed Paid Losses:	101
V Zone Minus Rated Policies:	71	\$ of Closed Paid Losses:	\$525,203
<b>ICC</b>		<b>1316</b>	
Total Number of ICC Closed Paid Losses:	1	Number of Properties by Community:	1
\$ of ICC Closed Paid Losses:	\$20,000		
<b>Substantial Damage Losses</b>			
Number of Substantial Damage Closed Paid Losses:	70		



Table 2 Insurance Zone (As of 12/31/2016)

	Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
A01-30 & AE Zones	22,373	\$15,171,180	\$4,951,309,400	1,302	\$14,863,792.97	\$615,570.68
A Zones	719	\$557,614	\$157,254,100	36	\$487,772.15	\$22,658.82
AO Zones	1	\$687	\$73,700	2	\$45,714.56	\$1,250.00
AH Zones	0	\$0	\$0	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	348	\$1,054,478	\$69,968,700	224	\$3,651,886.25	\$110,020.00
V Zones	0	\$0	\$0	0	\$0.00	\$0.00
D Zones	1	\$2,755	\$193,500	37	\$295,532.47	\$12,055.00
B, C & X Zone						
Standard	2,122	\$1,481,935	\$371,298,300	269	\$1,977,786.96	\$95,015.30
Preferred	7,324	\$2,685,405	\$2,140,567,000	142	\$1,197,611.96	\$105,860.77
<b>Total</b>	<b>32,888</b>	<b>\$20,954,054</b>	<b>\$7,690,664,700</b>	<b>2,012</b>	<b>\$22,520,093.00</b>	<b>\$962,428.00</b>

Table 3 Insurance Pre-FIRM (As of 12/31/2016)

**Pre-FIRM**

	Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
A01-30 & AE Zones	6,896	\$6,962,742	\$1,292,630,100	1,059	\$13,794,840.26	\$523,515.91
A Zones	163	\$144,200	\$30,719,100	24	\$316,629.97	\$13,765.34
AO Zones	1	\$687	\$73,700	1	\$43,401.42	\$750.00
AH Zones	0	\$0	\$0	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	135	\$401,515	\$28,143,100	200	\$3,534,679.79	\$101,235.00
V Zones	0	\$0	\$0	0	\$0.00	\$0.00
D Zones	1	\$2,755	\$193,500	36	\$295,425.80	\$11,985.00
B, C & X Zone	2,634	\$1,178,799	\$648,666,600	276	\$1,961,590.81	\$114,830.41
Standard	779	\$518,112	\$142,345,600	211	\$1,444,103.43	\$67,974.40
Preferred	1,855	\$660,687	\$506,321,000	65	\$517,487.38	\$46,856.01
<b>Grand Total</b>	<b>9,830</b>	<b>\$8,690,698</b>	<b>\$2,000,426,100</b>	<b>1,596</b>	<b>\$19,946,564.00</b>	<b>\$766,080.00</b>

Table 4 Insurance Post-FIRM (As of 12/31/2016)

Post-FIRM

	Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
A01-30 & AE Zones	15,477	\$8,208,438	\$3,658,679,300	231	\$1,040,530.38	\$89,644.77
A Zones	556	\$413,414	\$126,535,000	11	\$170,132.88	\$8,713.48
AO Zones	0	\$0	\$0	1	\$2,313.14	\$500.00
AH Zones	0	\$0	\$0	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	213	\$652,963	\$41,825,600	23	\$84,597.46	\$8,205.00
V Zones	0	\$0	\$0	0	\$0.00	\$0.00
D Zones	0	\$0	\$0	0	\$0.00	\$0.00
B, C & X Zone	6,812	\$2,988,541	\$1,863,198,700	131	\$1,150,640.29	\$84,145.66
Standard	1,343	\$963,823	\$228,952,700	54	\$470,515.71	\$25,140.90
Preferred	5,469	\$2,024,718	\$1,634,246,000	77	\$680,124.58	\$59,004.76
Grand Total	23,058	\$12,263,356	\$5,690,238,600	397	\$2,448,212.00	\$191,207.00

Table 5 Insurance Occupancy (As of 12/31/2016)

	Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
Single Family	18,367	\$14,215,117	\$5,005,766,000	1,708	\$18,799,072.93	\$813,733.05
2-4 Family	1,281	\$744,508	\$219,615,300	66	\$467,980.22	\$27,974.86
All Other Residential	12,371	\$4,213,618	\$2,080,365,100	85	\$712,669.30	\$35,590.31
Non Residential	874	\$1,783,811	\$385,084,800	152	\$2,536,965.63	\$85,532.35
Total	32,893	\$20,957,054	\$7,690,831,200	2,011	\$22,516,686.00	\$962,829.00

	Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
Condo	13,567	\$4,676,386	\$2,220,701,200	107	\$886,093.11	\$44,590.31
Non Condo	19,326	\$16,280,668	\$5,470,130,000	1,906	\$21,642,780.02	\$918,940.26
Total	32,893	\$20,957,054	\$7,690,831,200	2,013	\$22,528,873.00	\$963,530.00

Table 6 Insurance Repetitive Losses (As of 12/31/2016)

	AE, A1-30, AO, AH, A	VE, V1-30, V	B, C, X	TOTAL
RL Buildings (Total)	79	8	19	107
RL Buildings (Insured)	32	5	7	44
RL Losses (Total)	213	25	44	284
RL Losses (Insured)	87	15		118
RL Payments (Total)	\$3,546,506.03	\$410,408.88	\$325,243.24	\$4,344,631.37
Building	\$2,334,527.95	\$276,301.22	\$238,374.47	\$2,870,250.60
Contents	\$1,211,978.08	\$134,107.66	\$86,868.77	\$1,474,380.77
RL Payments (Insured)	\$2,092,512.57	\$279,039.29	\$123,080.40	\$2,494,632.26
Building	\$1,371,670.22	\$184,282.93	\$116,698.28	\$1,672,651.43
Contents	\$720,842.35	\$94,756.36	\$6,382.12	\$821,980.83

#### IV. Target Audiences

In addition to addressing the general population of the County, the Committee identified the following target audiences, which will most benefit from receiving information about flood insurance (Table 7).

Table 7 Flood Insurance Target Audiences

Audience(s)	Description
1 Residents and businesses in Repetitive Loss Areas	This audience should understand their surroundings and the likelihood of flood from multiple sources; insurance and mitigation are strongly recommended.
2 Residents and businesses in pre-FIRM buildings in the VE zone	This audience should become aware of their extraordinarily high risk of being both below the BFE and surge depth associate with tropical event; elevating and insurance is strongly recommended and often required.
3 Residents and businesses in County identified flood hazard areas, but outside of the SFHA	This audience may not understand that they have a flood risk and that insurance is available at a highly discounted rate. This audience should become aware of their risk; insurance and preparing ahead strongly recommended.
4 Residents and businesses in the Storm Surge, but outside of the Special Flood Hazard Area (SFHA)	This audience should become aware of their risk; insurance and preparing ahead strongly recommended. This audience may not understand that they have a flood risk and that insurance is available at a highly discounted rate.
6 Owners of Substantially Damaged buildings	These owners will specifically need information about substantial damage and substial improvement and about flood insurance claims. This audience will need guidance after a flood about filing their claim and if uninsured will want to consider a policy in the future.
7 Real Estate Professionals	These professionals are in contact with a lot of current and potential residents and business owners, therefore need to be informed about flood related topics. They are also in an ideal position to educate their colleagues and clients, and to disclose flood risk and insurance information to potential buyers or renters.
8 Insurance Agents	These professionals are in contact with a lot of current and potential residents and business owners, therefore need to be informed about flood related topics. They are also in an ideal position to educate their colleagues and clients.
9 Lenders	These professionals are in contact with a lot of current and potential residents and business owners, therefore need to be informed about flood related topics. They are also in an ideal position to educate their colleagues and clients.
10 Buyers of real estate	Individuals purchasing or renting property should be made aware of their flood risk and insurance options, requirements, and recommendations.

Audience(s)		Description
15	Customers of Pinellas County services	There is an opportunity inform people that are calling or visiting the Pinellas County Offices, using the Pinellas County website, following Pinellas County social media, and/or or watching PCC-TV, which airs on Brighthouse 622, WOW 18 and Verizon 44 and it streams live on the web at pinellascounty.org/tv.
18	Pinellas County Municipality Elected Officials, City Managers, Floodplain Managers, and relevant staff	There are 24 municipalities with over 300,000 parcels in the County. Neighboring communities can use materials and messages developed by Pinellas County to educate their residents. Municipal staff may also benefit from learning about other County floodplain management efforts, such as flood risk, mitigation, and insurance outreach.
19	Special Interest	Special interest groups, that an outreach project may target, such as: <ul style="list-style-type: none"> <li>• Organizations or agencies that may also be involved in flood related projects</li> <li>• A group of volunteers or a neighborhood interest group</li> </ul>
21	General population	Important flood and hurricane related information may be distributed via ALERT Pinellas, the website and social media, news and media releases and media outlets, utility bill quarterly insert, and commissioner newsletters.
22	Residents and businesses that will be affected by map changes.	This audience will need to be made aware of the change in flood risk and about flood risk and insurance implications and options.

## V. Messages

The Committee identified several existing and new messages to inform residents and businesses about flood insurance (Table 8).

Table 8 Flood Insurance Plan Messages

Topic		Message	
2	Insure your property for your flood hazard	B1	Purchase flood insurance for your home, business, or rental.
2	Insure your property for your flood hazard	B2	Anywhere it rains it can flood. Take advantage of a Preferred Risk Policy.
8	General preparedness	H3	Inventory, photograph or videotape your home or business.
9	Flood Economics	I1	Find out how much flood damage could cost you.
9	Flood Economics	I2	Get involved with flood information outreach to support the County's participation in the NFIP CRS to provide flood insurance discounts. Visit <a href="http://www.pinellascounty.org/volserv">www.pinellascounty.org/volserv</a> to volunteer.
9	Flood Economics	I3	Because Pinellas County has a proactive Floodplain Management Program and participates in the National Flood Insurance Program (NFIP) Community Rating System (CRS), you may get a discount on your flood insurance premium. Look for your CRS discount on your flood insurance bill or ask your agent.
10	Understand flood insurance	J1	Check with your flood insurance agent to make sure your flood insurance policy is rated correctly and you are receiving the correct CRS discount.
10	Understand flood insurance	J2	There is a 30-day waiting period before coverage goes into effect. Contact your insurance agent or a Pinellas County Flood Insurance Advocate to find out more.

Topic		Message	
10	Understand flood insurance	J3	Flood insurance is available at a highly discounted rate if you are outside of the FEMA high risk area. Contact your insurance agent or a Pinellas County Flood Insurance Advocate to find out more.
10	Understand flood insurance	J4	If you have a National Flood Insurance Program (NFIP) policy, you may receive a letter from FEMA requesting an Elevation Certificate so that they can determine your true risk rate, which could be higher or lower than what you are currently rated. Visit the Pinellas County Flood Map Information Service or your City's website to see if there is an elevation certificate available online. Check with your jurisdiction and insurance company to see if there is already an Elevation Certificate on file for your property.
10	Understand flood insurance	J5	Keep your flood policy in force. If you let your flood policy lapse your policy will go to a full-risk rate.

## VI. Projects

The Committee identified several existing and new projects to disseminate the messages identified in the PPI to educate residents and business owners about flood insurance and encourage them to protect themselves from the risk of flooding and hurricanes (Table 9).

Table 9 Flood Insurance Projects

Project	Description	Assignment Administrator	Schedule
1 Flood Information Brochure	<p>The Pinellas County Flood Information brochure was identified as a project in the 2014 PPI. The brochure content was revised to include succinct information on the CRS priority topics and additional messages developed by the PPI, and provide publicity for flood related County services and regulations. The brochure was also redesigned so readers will be able to quickly grasp the main points and are directed to the flood information website and/or staff for additional information.</p> <p>The PPI Committee also identified several target audiences that may benefit from the brochure and will receive the brochure in the mail. The brochure will be mailed annually prior to hurricane season and in conjunction with Hazardous Weather Week in Feb. Pinellas County municipalities will also receive the brochure via email, with an option to update it with their logo and contact information to use in their own communities. The brochure is available to customers of County services by request and at County offices and will be provided to attendees of events that the County participates in, such as the Hurricane Expo and municipal preparedness meetings.</p>	Floodplain Coordinator, Marketing and Communications, Planning	Complete - Annual Evaluation
2 E-News/E-Lert	<p>Email blasts sent to registrants of the service. E-lert is a self-subscription monthly electronic newsletter that provides the latest emergency education information compiled from local and national sources. E-news is also a self-subscription, but is sent when there is County news or urgent messages. Press releases are also sent through e-news. Both are implemented via the Constant Contact service.</p>	Floodplain Coordinator, Emergency Management, Marketing and Communications	In progress
3 Social Media	<p>Pinellas County is active on Facebook, Twitter, Nextdoor, Instagram social media sites. Flood information messages are included throughout the year in the social media posts. Social media is also use to replay information when there is an impending storm and during and after an event.</p>	Floodplain Coordinator to provide content to Web Services to disseminate.	In progress

Project		Description	Assignment Administrator	Schedule
4	UtiliTalk Newsletter	The County's UtiliTalk newsletter is mailed with the utility bills quarterly. This provides the County an opportunity to relay flood information messages throughout the County. Each quarter the County will highlight one or more messages in the newsletter. For example, prior to hurricane season, the newsletter will feature information on preparedness and flood insurance. The summer newsletter may include "Know Your Zone" and information about the County's Map Information Service to find out what your flood risk is.	Floodplain Coordinator to provide info to Public Information Office	In progress
5	All Hazards Preparedness Guide	The Pinellas County All Hazards Preparedness Guide, was identified as a PPI project in 2015. Each year the comprehensive guide is reviewed and updated. The 2016 guide includes messages identified in the Pinellas County PPI. The guide is distributed County-wide and is available at County and municipal buildings, libraries, fire stations, and most Walgreens stores.	Emergency Management	Complete - Annual Evaluation
6	Real Estate Agents Flood Disclosure and Information Brochure	The Real Estate Agents Flood Disclosure and Information Brochure is one of the Real Estate Agents Disclosure Program projects. The real estate centered flood informational brochure has a fillable section for agents to enter the property's flood hazard and insurance requirement information. Real estate agents will complete and provide the brochure to clients interested in purchasing properties located in the SFHA so that they are made aware of the flood hazard and the flood insurance purchase requirement.	Floodplain Coordinator	Complete - Annual Evaluation
7	Flood Map Service Center Training	The County will develop an instructional video and users guide for the online map information service and will provide training to stakeholders, including lenders, insurance agents, and real estate agents.	Floodplain Coordinator	In progress

Project		Description	Assignment Administrator	Schedule
8	Training for Contractors & Builders	Pinellas County works with area contractors and builders to maintain compliance with building regulations. By providing comprehensive training, contractors and builders will be more informed about building regulations and guidelines related to development in the Special Flood Hazard Area and rebuilding after a flood. Topics to be covered in the training include: Pinellas County Floodplain Ordinance updates, PPI topics, Substantial Damage, Substantial Improvement, and the 50% rule, and the Online Map Information Service.	Floodplain Coordinator and Building Department	Summer 2018
10	CRS Users Group Meetings	One of the goals of the Pinellas County PPI is to develop outreach projects with consistent messages and services that may serve all of Pinellas County, including its municipalities. This will save municipal resources and support consistent flood information across the County. Pinellas County participates in the quarterly Tampa Bay Regional CRS Users group meetings to coordinate with and provide information about county-wide efforts that will benefit its municipalities.	Division Manager, Community Development & Planning	In progress
14	Outreach Materials for Speakers of Other Languages	Pinellas County currently provides the All-Hazard Guide in Spanish. The County will translate the Flood Information Brochure to Spanish. Pinellas County Communications will coordinate with Spanish Organizations to distribute the brochure to the Spanish Speaking population. The County will also evaluate other outreach projects to determine what other materials that may be translated into Spanish or other languages as appropriate.	Watershed Unit Floodplain Manager	Spring 2018



Project		Description	Assignment Administrator	Schedule
17	Home Owners Associations Meetings	The County will present and provide flood related information, including maintenance and storm prep for private water bodies, to the Council of North County Neighborhoods (CNCN) Pinellas County annually. The CNCN can then present and provide the information to the member associations. Materials to be presented and provided will include a power point presentation, tour of flood information website, videos, and the flood information brochure and All-hazard guide. The partial 2016 CNCN members include: Carlyle Homeowners Association, ELW Community Association, Highgate Homeowners Assoc, Friends of Brooker Creek, East Lake Youth Sports Assoc, Eagle Watch/North Boot Ranch, Homeowners of Old Keystone Rd, Fallbrook at Lansbrook, Bridlewood at Tarpon Woods, Chateaux des Lacs HOA, Coventry at Crescent Oaks, Crescent Oaks, Cypress Run Property Owners Assoc, Ridgemoor Master, Tarpon Woods Entrance & Islands Alliance, Townhomes at Lost Oaks HOA, Wentworth Property Owners, Woodfield Community Association, and Myrtle Point Homeowner's Assoc.	Floodplain Coordinator, Emergency Management, Marketing and Communications	Fall 2019
19	Stakeholder Flood Insurance and Mitigation Techniques community workshops	Each year organizations and private companies hold community workshops throughout the County to consult residents and businesses on their flood insurance policies and flood mitigation options. The County attends these events when possible to provide map information and distribute All Hazard guides and flood information brochures to attendees.	Stakeholder, Floodplain Coordinator	annual
20	Events and Meetings via Pinellas County's Speakers Bureau	Pinellas County's Speakers Bureau provides speakers knowledgeable in more than 120 topics of interest, including the PPI topics. Organizations County-wide may request speakers on their topic of interest for their event. Depending on the topic and the event, the speaker may be a volunteer or County staff.	Floodplain Coordinator, Emergency Management, Marketing and Communications	Ongoing

Project		Description	Assignment Administrator	Schedule
22	New Homeowner Brochure	A brochure with info about flooding, non-conversion, storm sewer description and regulations, car washing, gutter spouts, pools water and mosquitoes, municipalities, watering, fertilizing, flood zone, utilities, etc will be provided to new buyers via title companies and made available on the website, and promoted on social media.	Stormwater and Vegetation Project Coordinator, Marketing and Communications	Feb 2018
23	Local Mitigation Strategy (LMS) Stakeholder Meetings	Public and stakeholder input is an important part of the LMS planning and update process. The Pinellas County PPI Committee provides support to the LMS Working Group by serving on the Stakeholder Working Group to providing input on the LMS during the planning and update process and assisting with outreach efforts.	Floodplain Coordinator, Planning, PPI Committee	Dec 2018
26	Flood Info Postcard	A postcard with PPI messages and reference to online or phone Flood Info Service to be mailed to target audiences.	Floodplain Coordinator, Marketing and Communications	Feb 2018
27	Commissioner Newsletter	Flood risk and insurance Information from Commissioners of districts with floodprone areas via quarterly newsletter (Including incorporated areas)	Floodplain Coordinator, Marketing and Communications	July 2017
28	Press Release	Each year in advance of hurricane season a press release with a message from the Pinellas County Board of County Commissioners will be distributed by the Pinellas County Marketing and Communications Department. The press release includes information about flood risks and availability of and facts about flood insurance.	Floodplain Coordinator, Marketing and Communications	July 2017

## VII. Adoption, Monitoring, and Evaluation

The Pinellas County PPI was initiated in August 2014 and adopted by the Pinellas County Commission on April 7, 2015. Each year the Commission reviews and approves the Annual Update, which as of 2017, includes this Flood Insurance Assessment and Improvement Plan beginning (Appendix 5). A copy of this plan was also sent to the FEMA Regional Office's flood insurance liaison.

Project status will reviewed at each PPI meeting, which are held three times per year to ensure projects are on track. Each year the Committee reviews and updates as appropriate the entire PPI, including this Flood Insurance Coverage Plan (Appendix 5). The update is submitted to the BOCC annually as well.

Flood insurance coverage is re-assessed for every three years prior to the County's CRS verification cycle visit. The flood insurance information used in the assessment is updated with data from the year of the cycle visit. The new information is used to update the level of coverage and the recommendations. The document is revised accordingly and submitted to the community's governing body.

**APPENDIX 6    PINELLAS COUNTY COMMISSION APPROVAL**



**BOARD OF COUNTY COMMISSIONERS**

**DATE:** April 7, 2015  
**AGENDA ITEM NO.** 15

**Consent Agenda**

**Regular Agenda**

**Public Hearing**

**County Administrator's Signature:**

**Subject:**

Adoption of the Pinellas County Program for Public Information (PPI) Planning Document in Support of the County's Participation in the Community Rating System (CRS) Program.

**Department:**

Public Works

**Staff Member Responsible:**

Richard Coates, P.E., Director

**Recommended Action:**

I RECOMMEND THE BOARD OF COUNTY COMMISSIONERS (BOARD) ADOPT THE PINELLAS COUNTY PROGRAM FOR PUBLIC INFORMATION AS THE GUIDANCE DOCUMENT FOR PUBLIC OUTREACH IN SUPPORT OF THE COUNTY'S PARTICIPATION IN THE COMMUNITY RATING SYSTEM.

**Summary Explanation/Background:**

The PPI is a tool to improve communication and provide additional resources on flood hazards, flood safety, flood insurance, and other floodplain related functions. The PPI was introduced by the Federal Emergency Management Agency as a planning tool to provide a step-by-step coordinated strategy for flood hazard outreach. This approach provides the County with opportunities to improve its CRS rating; therefore, increasing the discounts unincorporated residents would receive on their flood insurance policies. For the PPI to qualify in the CRS Program and give additional points on the rating, resulting in higher discounts to residents on flood insurance rates, Board approval is required for the PPI accreditation.

The PPI committee members consisted of staff from the County's Communication Department, Emergency Management, Planning Department, and Public Works Natural Resources Division. The committee also included representatives from the Clearwater Neighborhoods, Tampa Bay Regional Planning Council, Lealman Neighborhoods, Council of Neighborhoods Coalition, Holehouse Insurance, BB&T and Sunshine Home Sales and Commercial Brokerage.

After several PPI committee meetings, a plan was developed to identify existing outreach efforts, and propose new outreach efforts that cover various topics and messages to support a variety of activities that qualify for CRS points.

**Fiscal Impact/Cost/Revenue Summary:**

Funding for this activity is for a not to exceed amount of \$64,000, and is budgeted in the Public Works Natural Resources Division operating budget for consulting services on an as needed basis.

**Exhibits/Attachments Attached:**

Pinellas County Program for Public Information Document



**APPENDIX 7 ANNUAL UPDATE**

## Pinellas County PPI 2017 Annual Review

After Committee review of the 2016 PPI document in June, several revisions and updates were made. The most significant item was development of a Flood Insurance Plan, which was incorporated into the 2017 PPI document in Section 3.1 and Appendix 5. Also updated were the target audiences, messages, projects, initiatives, and FRP projects (Table 1 - Table 5). The 2017 PPI document including these updates was submitted to the Pinellas County Commission on August 15, 2017.

Table 1 Target Audiences

Audience(s)	Description	Flood Insurance Plan Audience	FRP Audience	2017 Update
1 Residents and businesses in Repetitive Loss Areas	This audience should understand their surroundings and the likelihood of flood from multiple sources; insurance and mitigation are strongly recommended.	Yes	No	No change
2 Residents and businesses in pre-FIRM buildings in the VE zone	This audience should become aware of their extraordinarily high risk of being both below the BFE and surge depth associate with tropical event; elevating and insurance is strongly recommended and often required.	Yes	No	New
3 Residents and businesses in County identified flood hazard areas, but outside of the SFHA	This audience may not understand that they have a flood risk and that insurance is available at a highly discounted rate. This audience should become aware of their risk; insurance and preparing ahead strongly recommended.	Yes	No	New
4 Residents and businesses in the Storm Surge, but outside of the Special Flood Hazard Area (SFHA)	This audience should become aware of their risk; insurance and preparing ahead strongly recommended. This audience may not understand that they have a flood risk and that insurance is available at a highly discounted rate.	Yes	No	New
5 Residents and businesses in Flood Response Hazard Areas	This audience will be identified by Emergency Management to receive flood warning and response information.	No	Yes	No change
6 Owners of Substantially Damaged buildings	These owners will specifically need information about substantial damage and substial improvement and about flood insurance claims. This audience will need guidance after a flood about filing their claim and if uninsured will want to consider a policy in the future.	Yes	Yes	New
7 Real Estate Professionals	These professionals are in contact with a lot of current and potential residents and buisness owners, therefore need to be informed about flood related topics. They are also in an ideal position to educate their colleagues and clients, and to disclose flood risk and insurance information to potential buyers or renters.	Yes	No	Separated Lenders, Real Estate, and Insurance professionals into 3 separate audiences.
8 Insurance Agents	These professionals are in contact with a lot of current and potential residents and business owners, therefore need to be informed about flood related topics. They are also in an ideal position to educate their colleagues and clients.	Yes	No	Separated Lenders, Real Estate, and Insurance professionals into 3 separate audiences.

Audience(s)		Description	Flood Insurance Plan Audience	FRP Audience	2017 Update
9	Lenders	These professionals are in contact with a lot of current and potential residents and business owners, therefore need to be informed about flood related topics. They are also in an ideal position to educate their colleagues and clients.	Yes	No	Separated Lenders, Real Estate, and Insurance professionals into 3 separate audiences.
10	Buyers of real estate	Individuals purchasing or renting property should be made aware of their flood risk and insurance options, requirements, and recommendations.	Yes	No	No change
11	Contractors and builders	This audience should be kept apprised of floodplain regulations and available Pinellas County Services. They are also in the position to communicate information about building with flood risk in mind to their clients.	No	No	No change
12	Surveyors	Surveyors need to receive updated information about survey related flood information, such as elevation certificates.	No	No	No change
13	Landscapers	The Pinellas County Environmental Management office has ongoing outreach efforts targeted at landscapers to educate them about impacts to water quality. Messages regarding flood risk and protection of natural systems will be incorporated into their programs and materials.	No	No	No change
14	Stormwater managers and staff (e.g. NPDES)	The Pinellas County Environmental Management office has ongoing outreach efforts targeted at stormwater managers to educate them about impacts to water quality. Messages regarding flood risk and protection of natural systems will be incorporated into their programs and	No	No	No change
15	Customers of Pinellas County services	There is an opportunity inform people that are calling or visiting the Pinellas County Offices, using the Pinellas County website, following Pinellas County social media, and/or or watching PCC-TV, which airs on Spectrum 622, WOW! 18, Frontier 44 and it streams live on the web at pinellascounty.org/tv.	Yes	No	No change
16	Park and preserve patrons	This audience should understand the natural functions of the County parks and preserves that they are visiting.	No	No	No change
17	English Speakers of Other Languages (ESOL)	Informational material should be made available in languages other than English to ensure the ESOL is informed about flooding.	No	No	No change
18	Pinellas County Municipality Elected Officials, City Managers, Floodplain Managers, and relevant staff	There are 24 municipalities with over 300,000 parcels in the County. Neighboring communities can use materials and messages developed by Pinellas County to educate their residents. Municipal staff may also benefit from learning about other County floodplain management efforts, such as flood risk, mitigation, and insurance outreach.	Yes	No	No change
19	Special Interest	Special interest groups, that an outreach project may target, such as: <ul style="list-style-type: none"> <li>• Organizations or agencies that may also be involved in flood related projects</li> <li>• A group of volunteers or a neighborhood interest group</li> </ul>	Yes	No	No change
20	Pinellas County Schools students and parents	Flood risk lessons should be incorporated into the curriculum. Students will likely take the message home to parents.	No	No	No change
21	General population	Important flood and hurricane related information may be distributed via Alert Pinellas, the website and social media, news and media releases and media outlets, Utilitlak utility bill quarterly insert, and commissioner newsletters.	Yes	Yes	No change



Audience(s)	Description	Flood Insurance Plan Audience	FRP Audience	2017 Update
22 Residents and businesses that will be affected by map changes.	This audience will need to be made aware of the change in flood risk and about flood risk and insurance implications and options.	Yes	No	New

Table 2 Messages

Message	Flood Insurance Plan Message	2017 Update
A1 Find out your flood risk.	No	No Change
A2 Stay Connected.	No	No Change
B1 Purchase flood insurance for your home, business, or rental.	Yes	No Change
B2 Anywhere it rains it can flood. Take advantage of a Preferred Risk Policy.	Yes	Topic changed to Insure your property for your flood hazard
C1 Turn Around Don't Drown.	No	No Change
C2 Stay Connected.	No	No Change
C3 Don't play in flood waters.	No	New
D1 Keep debris and trash out of the streets, streams, and ditches.	No	No Change
D2 Clear storm drains to prevent flooding.	No	No Change
D3 Elevate your equipment, such as water heaters, AC units, etc.	No	No Change
D4 Break, Don't Wake! Wake from vehicles traveling on flooded roads causes more damage than the rising water alone. You are liable for damages incurred from your wake.	No	New
D5 Remove leaves and debris from gutters and downspouts.	No	New
E1 Find out what permits are required.	No	No Change
E2 Get required permits before you start any home repair, improvement, or construction.	No	No Change
E3 Be aware of the substantial improvement rules.	No	No Change
E4 Build Responsibly. Higher Keeps you dryer.	No	New

	Message	Flood Insurance Plan Message	2017 Update
E5	Do not renovate the space below your elevated home. It is illegal to add plumbing or electrical or to convert the space below an elevated home into living space.	No	New
F1	Only Rain Down the Drain. It is illegal to dump anything into stormdrains, waterways or waterbodies.	No	No Change
F2	Use Low Impact Development (LID), such as rain barrels, bioretention systems, green roofs, pervious pavers, and vegetative buffers, on your property.	No	No Change
F3	It is illegal to dump anything into the stormwater or sewer system. Do not open manholes and allow water into the systems. This will overload the system and cause backups or overflows.	No	New
G1	Know Your Zone.	No	No Change
H1	Get A Plan.	No	No Change
H2	Prepare Ahead.	No	No Change
H3	Inventory, photograph or videotape your home or business.	Yes	New
I1	Find out how much flood damage could cost you.	Yes	No Change
I2	Get involved with flood information outreach to support the County's participation in the NFIP CRS to provide flood insurance discounts. Visit <a href="http://www.pinellascounty.org/volserv">www.pinellascounty.org/volserv</a> to volunteer.	Yes	Added link
I3	Because Pinellas County has a proactive Floodplain Management Program and participates in the National Flood Insurance Program (NFIP) Community Rating System (CRS), you may get a discount on your flood insurance premium. Look for your CRS discount on your flood insurance bill or ask your agent.	Yes	Topic changed to economics
J1	Check with your flood insurance agent to make sure your flood insurance policy is rated correctly and you are receiving the correct CRS discount.	Yes	No Change
J2	There is a 30-day waiting period before coverage goes into effect. Contact your insurance agent or a Pinellas County Flood Insurance Advocate to find out more.	Yes	New
J3	Flood insurance is available at a highly discounted rate if you are outside of the FEMA high risk area. Contact your insurance agent or a Pinellas County Flood Insurance Advocate to find out more.	Yes	New
J4	If you have a National Flood Insurance Program (NFIP) policy, you may receive a letter from FEMA requesting an Elevation Certificate so that they can determine your true risk rate, which could be higher or lower than what you are currently rated. Visit the Pinellas County Flood Map Information Service or your City's website to see if there is an elevation certificate available online. Check with your jurisdiction and insurance company to see if there is already an Elevation Certificate on file for your property.	Yes	New
J5	Keep your flood policy in force. If you let your flood policy lapse your policy will go to a full-risk rate.	Yes	New

Table 3 Projects

ProjectID Project	Description	Assignment Administrator	Schedule	2107_Update
1 Flood Information Brochure	<p>The Pinellas County Flood Information brochure was identified as a project in the 2014 PPI. The brochure content was revised to include succinct information on the CRS priority topics and additional messages developed by the PPI, and provide publicity for flood related County services and regulations. The brochure was also redesigned so readers will be able to quickly grasp the main points and are directed to the flood information website and/or staff for additional information.</p> <p>The PPI Committee also identified several target audiences that may benefit from the brochure and will receive the brochure in the mail. The brochure will be mailed annually prior to hurricane season and in conjunction with Hazardous Weather Week in Feb. Pinellas County municipalities will also receive the brochure via email, with an option to update it with their logo and contact information to use in their own communities. The brochure is available to customers of County services by request and at County offices and will be provided to attendees of events that the County participates in, such as the Hurricane Expo and municipal preparedness meetings.</p>	Floodplain Coordinator, Marketing and Communications, Planning	Complete - Annual Evaluation	Revisions were made to the brochure to include additional messages from the Flood Insurance Plan and to publicize the Flood Insurance Technical Assistance Service. The brochure is still being disseminated through multiple projects such as, direct mail to repetitive loss areas, hand-outs at events, displayed at County offices and libraries, and available for download on the website. Additionally, we are looking into sending it to areas in the storm surge zone that are not in the SFHA.
2 E-News/E-Lert	Email blasts sent to registrants of the service. E-lert is a self-subscription monthly electronic newsletter that provides the latest emergency education information compiled from local and national sources. E-news is also a self-subscription, but is sent when there is County news or urgent messages. Press releases are also	Floodplain Coordinator, Emergency Management, Marketing and Communications	In progress	Flood information messages and publicity about various services was disseminated in email blasts throughout the year. Additionally, flood hazard information was disseminated during storms.

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	sent through e-news. Both are implemented via the Constant Contact service.			
3 Social Media	Pinellas County is active on Facebook, Twitter, Nextdoor, Instagram social media sites. Flood information messages are included throughout the year in the social media posts. Social media is also use to replay information when there is an impending storm and during and after an event.	Floodplain Coordinator to provide content to Web Services to disseminate.	In progress	Flood information messages and publicity about various services was disseminated via Facebook, Twitter, Nextdoor, and Instagram throughout the year. Additionally, flood hazard information was disseminated during storms.
4 UtiliTalk Newsletter	The County's UtiliTalk newsletter is mailed with the utility bills quarterly. This provides the County an opportunity to relay flood information messages throughout the County. Each quarter the County will highlight one or more messages in the newsletter. For example, prior to hurricane season, the newsletter will feature information on preparedness and flood insurance. The summer newsletter may include "Know Your Zone" and information about the County's Map Information Service to find out what your flood risk is.	Floodplain Coordinator to provide info to Public Information Office	In progress	Flood information was disseminated in each issue of Utilitalk this past year, which included many PPI messages and publicity for Activities 540 and 610. We will continue incorporating messages and publicity in Utilitalk.
5 All Hazards Preparedness Guide	The Pinellas County All Hazards Preparedness Guide, was identified as a PPI project in 2015. Each year the comprehensive guide is reviewed and updated. The 2016 guide includes messages identified in the Pinellas County PPI. The guide is distributed County-wide and is available at County and municipal buildings, libraries, fire stations, and most Walgreens stores.	Emergency Management	Complete - Annual Evaluation	The guide was updated in English and Spanish and distributed county-wide.
6 Real Estate Agents Flood Disclosure and Information Brochure	The Real Estate Agents Flood Disclosure and Information Brochure is one of the Real Estate Agents Disclosure Program projects. The real estate centered flood informational brochure has a fillable section for agents to enter the property's flood hazard and insurance requirement information. Real estate agents will	Floodplain Coordinator	Complete - Annual Evaluation	Real estate professionals are completing and distributing the brochures. Updates were made to the brochure to include Flood Insurance Plan messages. Brochures are provided to real estate professionals at the training and online. Agents have them in their offices as well.

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	complete and provide the brochure to clients interested in purchasing properties located in the SFHA so that they are made aware of the flood hazard and the flood insurance purchase requirement.			
7 Flood Map Service Center Training	The County will develop an instructional video and users guide for the online map information service and will provide training to stakeholders, including lenders, insurance agents, and real estate agents.	Floodplain Coordinator	In progress	Three trainings were held over the past year, for real estate professionals, all of which were full. Additional flood insurance information was added to the training and it was extended an additional hour. Feedback from participants has been positive and additional trainings are being requested. This training will be a regularly scheduled class on the PRO calendar in July and January of each year, with an opportunity for additional trainings to be added. A pdf of instructions was developed for the new flood map service center, however the video is still on hold. Training for other target audiences will begin in the fall.
8 Training for Contractors & Builders	Pinellas County works with area contractors and builders to maintain compliance with building regulations. By providing comprehensive training, contractors and builders will be more informed about building regulations and guidelines related to development in the Special Flood Hazard Area and rebuilding after a flood. Topics to be covered in the training include: Pinellas County Floodplain Ordinance updates, PPI topics, Substantial Damage, Substantial Improvement, and the 50% rule, and the Online Map Information Service.	Floodplain Coordinator and Building Department	Summer 2018	This project is on hold, but is the next project to be initiated.
10 CRS Users Group Meetings	One of the goals of the Pinellas County PPI is to develop outreach projects with consistent messages and services that may serve all of Pinellas County, including its municipalities. This	Division Manager, Community Development & Planning	In progress	The CRS Users group meets quarterly and has provided a platform to work closely with all of the municipalities. Two municipalities now participate in the County PPI and several municipalities are using the County PPI as a

ProjectID Project	Description	Assignment Administrator	Schedule	2107_Update
	will save municipal resources and support consistent flood information across the County. Pinellas County participates in the quarterly Tampa Bay Regional CRS Users group meetings to coordinate with and provide information about county-wide efforts that will benefit its municipalities.			guideline for developing their own. The users group has played a key role in developing consistent messages countywide.
14 Outreach Materials for Speakers of Other Languages	Pinellas County currently provides the All-Hazard Guide in Spanish. The County will translate the Flood Information Brochure to Spanish. Pinellas County Communications will coordinate with Spanish Organizations to distribute the brochure to the Spanish Speaking population. The County will also evaluate other outreach projects to determine what other materials that may be translated into Spanish or other languages as appropriate.	Watershed Unit Floodplain Manager	Spring 2018	The Spanish All- Hazard guide and BMP training were updated. A Vietnamese brochure on Environmental Management was developed. A Vietnamese evacuation zones flyer is under development. The flood info brochure will be made in Spanish in 2018.
17 Home Owners Associations Meetings	The County will present and provide flood related information, including maintenance and storm prep for private water bodies, to the Council of North County Neighborhoods (CNCN) Pinellas County annually. The CNCN can then present and provide the information to the member associations. Materials to be presented and provided will include a power point presentation, tour of flood information website, videos, and the flood information brochure and All-hazard guide. The partial 2016 CNCN members include: Carlyle Homeowners Association, ELW Community Association, Highgate Homeowners Assoc, Friends of Brooker Creek, East Lake Youth Sports Assoc, Eagle Watch/North Boot Ranch, Homeowners of Old Keystone Rd, Fallbrook at Lansbrook, Bridlewood at Tarpon Woods, Chateaux des Lacs HOA, Coventry at Crescent Oaks, Crescent Oaks, Cypress Run Property	Floodplain Coordinator, Emergency Management, Marketing and Communications	Fall 2019	We will add information about maintenance and storm prep for private water bodies to the presentation. We presented at the CNCN BOD meeting in November. Attendees were interested in hosting presentations for their respective neighborhoods and provided them with the flood information presentation. We have not yet received feedback or additional requests through the Speaker's Bureau, yet, but will reach out to the organization again this fall.

ProjectID Project	Description	Assignment Administrator	Schedule	2107_Update	
	Owners Assoc, Ridgemoor Master, Tarpon Woods Entrance & Islands Alliance, Townhomes at Lost Oaks HOA, Wentworth Property Owners, Woodfield Community Association, and Myrtle Point Homeowner's Assoc.				
19	Stakeholder Flood Insurance and Mitigation Techniques community workshops	Each year organizations and private companies hold community workshops throughout the County to consult residents and businesses on their flood insurance policies and flood mitigation options. The County attends these events when possible to provide map information and distribute All Hazard guides and flood information brochures to attendees.	Stakeholder, Floodplain Coordinator	annual	Three workshops were held.
20	Events and Meetings via Pinellas County's Speakers Bureau	Pinellas County's Speakers Bureau provides speakers knowledgeable in more than 120 topics of interest, including the PPI topics. Organizations County-wide may request speakers on their topic of interest for their event. Depending on the topic and the event, the speaker may be a volunteer or County staff.	Floodplain Coordinator, Emergency Management, Marketing and Communications	Ongoing	Three speakers Bureau flood information presentations were given last year, one for CNCN and two for barrier island municipalities. The presentation abstract and application for a speaker is on the website.
22	New Homeowner Brochure	A brochure with info about flooding, non-conversion, storm sewer description and regulations, car washing, gutter spouts, pools water and mosquitoes, municipalities, watering, fertilizing, flood zone, utilities, etc will be provided to new buyers via title companies and made available on the website, and promoted on social media.	Stormwater and Vegetation Project Coordinator, Marketing and Communications	Feb 2018	New -Content complete - under design
23	Local Mitigation Strategy (LMS) Stakeholder Meetings	Public and stakeholder input is an important part of the LMS planning and update process. The Pinellas County PPI Committee provides support to the LMS Working Group by serving on the Stakeholder Working Group to providing input on the LMS during the planning and update process and assisting with outreach efforts.	Floodplain Coordinator, Planning, PPI Committee	Dec 2018	New - First meeting anticipated in January

ProjectID Project	Description	Assignment Administrator	Schedule	2107_Update	
26	Flood Info Postcard	A postcard with PPI messages and reference to online or phone Flood Info Service to be mailed to target audiences.	Floodplain Coordinator, Marketing and Communications	Feb 2018	New - Not started
27	Commissioner Newsletter	Flood risk and insurance Information from Commissioners of districts with floodprone areas via quarterly newsletter (Including incorporated areas)	Floodplain Coordinator, Marketing and Communications	July 2017	New - Content was included in the Spring 2017 newsletter from Commissioner Seel, whose district includes Coastal Pinellas County. Content from Commissioner Eggers will be distributed in his September newsletter to his his district, which includes several flood prone and repetitive loss areas.
28	Press Release	Each year in advance of hurricane season a press release with a message from the Pinellas County Board of County Commissioners will be distributed by the Pinellas County Marketing and Communications Department. The press release includes information about flood risks and availability of and facts about flood insurance.	Floodplain Coordinator, Marketing and Communications	July 2017	New - Sent spring 2017

Table 4 Initiatives

Section	Initiative	2017 Update
6.2	FLOOD INFORMATION WEBSITE	Content was reviewed. Additional information about flood insurance, FEMA letters, Flood Insurance Technical Service, and post storm what to do was added. A few things were also reorganized. We will continue to make improvements to the content and organization.



6.3	FLOOD MAP INFORMATION SERVICE	A new service was developed, which is easier to navigate and includes additional data and separate tabs for different information, such as elevation certificates, FIRMS, gage data, and a real estate disclosure tab with a downloadable flood info report.
6.4	FLOOD INFORMATION PHONE LINE	The phone tree was reorganized to assist callers in getting to the correct person quickly.
6.5	REAL ESTATE DISCLOSURE PROGRAM	Three trainings were held and two per year (July and Jan) are scheduled as recurring trainings. We have received good feedback from participants and our real estate professionals are completing and distributing the brochures. Updates were made to the brochure to include Flood Insurance Plan messages.
6.6	FLOOD PROTECTION ASSISTANCE AND ADVISORY SERVICE	We continue to provide this service. We also plan to develop a brochure of property protection measures (project 25) to provide as an additional resource for inquirers. The property protection web content and structure will also be revised this year.
6.7	FLOOD INSURANCE COVERAGE IMPROVEMENT PLAN	This was completed and is now included in the PPI Section 3.1.1 and Appendix 5. This section has been removed from the initiatives. A more in-depth analysis of the flood insurance claims data is currently being done and will be incorporated into the next PPI update.
6.8	FLOODPLAIN MANAGEMENT PLANNING	We are compiling the LMS stakeholder working group and plan to kick off the update process in late 2017.
6.9	NATURAL FUNCTIONS OPEN SPACE EDUCATIONAL MATERIALS	Projects are ongoing (PPI Projects - Current).
6.10	NATURAL FUNCTIONS OPEN SPACE EDUCATIONAL MATERIALS	Projects are ongoing (PPI Projects - Current).

6.11	STREAM DUMPING REGULATION	Projects are ongoing (PPI Projects - Current).
6.12	EMERGENCY WARNINGS AND NOTIFICATIONS	Projects are ongoing (PPI Projects - Current).

Table 5 FRP Projects

ID	TOOL	Trigger	WHAT IT IS	2017 Annual Update
1	Emergency Alert System (EAS) via EMNet	Large scale event such as evacuation	An EAS message is a text and audio message that is intended for rebroadcast to public via Television, Radio and NWS Weather Alert Radio. These messages can be for severe weather, chemical spills, civil emergencies, etc. Weather warnings are the most common reason for an activation of the EAS	Implemented during Hermine.
2	Alert Pinellas	Any event where the public needs to be notified	Alert Pinellas is powered by an emergency alert mass notification via land line, mobile phones, sms message, and email. The system also posts to social media sites.	Implemented during Hermine.
3	Wireless Emergency Alerts (WEA)	Large scale event with impacts countywide	WEA is a public safety system that allows citizens who own certain wireless phone models and other enabled mobile devices to receive geographically-targeted, text-like messages alerting them of imminent threats to safety in their area. WEA and the EAS are part of FEMA's Integrated Public Alert and Warning System (IPAWS).	Implemented during Hermine.

ID	TOOL	Trigger	WHAT IT IS	2017 Annual Update
4	Intelligent Transportation System (ITS)	Any event where the public needs to be notified	The Intelligent Transportation System consists of a broad range of wireless and wire-line communications-based traffic and traveler information systems which are combined to help motorists make better decisions.	Implemented during Hermine. Need to improve coordination, accessibility, and efficiency of digital sign input during severe weather and flooding events.
5	Digital Billboards	Large scale event such as evacuation; outreach	Clear Channel Communications has a number of digital billboards at different locations throughout Pinellas County that can display information to the public. NOTE—Action Item – EM to determine if Gannett also has digital billboards and request access--	Implemented during Hermine.
6	Pinellas County Website (www.pinellascounty.org)	Large scale event; also used for smaller scale with the normal county homepage	County's main website and Emergency Mgmt.'s site, www.pinellascounty.org/emergency, supply Pinellas County residents/visitors with emergency information	Implemented during Hermine.
7	Eler	Monthly electronic newsletter	A self-subscription monthly newsletter that provides the latest emergency education information compiled from local and national sources.	Implemented during Hermine.
8	Press Release	Any event where the public needs to be notified	A press release is an official statement issued to media outlets giving information to the public on a particular matter. Pinellas County Communications Department maintains contacts and relationships with the local and regional media.	Implemented during Hermine.
9	PCC TV	During normal operations, PCC-TV carries county meetings & educational programs; During EOC activation, carries media briefings & emergency info.	PCC TV is the county's cable TV channel.	Implemented during Hermine.
10	Twitter	Any event where the public needs to be notified or county wants to inform.	Social Media using brief messages	Implemented during Hermine.
11	Facebook	Any event where the public needs to be notified or county wants to inform.	Social Media	Implemented during Hermine.
12	Instagram	Any event where the public needs to be notified or county wants to inform.	Social Media generally used for promotional topics and targeted to younger audience	Implemented during Hermine.

ID	TOOL	Trigger	WHAT IT IS	2017 Annual Update
13	NextDoor	Any event where the public needs to be notified	Social Media for neighborhoods	Implemented during Hermine.
14	E-News/Constant Contact	When Communications wants to post news or urgent messages	Press releases are sent through Constant Contact via e-mail.	Implemented during Hermine.
15	Media Alert	When Communications needs to get out urgent & timely info.	Delivery service free to government to inform major media outlets who pay to subscribe.	Implemented during Hermine.
16	Post Flood / Substantial Damage Door Hangers	When building inspectors identify damaged structures during damage assessment.	Door Hangers will be hung on structures that have suffered substantial damage by building inspectors as they complete substantial damage assessments.	New - Door hanger is under development.
17	Ready Pinellas mobile app	Sunny day and any event where the public needs to be notified	Free mobile app that helps users prepare, including multiple readiness checklists that are aligned with the hurricane cone forecast system used by the National Hurricane Center. Includes checklists, evac info, shelter sign up, etc.	New - Complete
18	After the Flood Brochure	When flooding damage has occurred	A handout will be developed to guide residents and businesses through the recovery phase of a flood. They will be made available online and publicized via email blast and social media.	New - Not started