

Program for Public Information (PPI) Annual Evaluation Report

Community(s): Pinellas County (Unincorporated)

Date of Report: 03-18-2019

The Pinellas County Program for Public Information is an ongoing effort to identify, prepare, implement, and monitor a range of public information activities to improve flood safety and the protection of floodplains' natural functions. The Pinellas County PPI committee, which is comprised of members from both inside and outside the local government, provides input about target audiences, types and delivery of messages and insight into ongoing efforts in the county.

The PPI committee was convened in September of 2014 and the PPI plan for Unincorporated Pinellas County was adopted on April 7, 2015. Since initiation of the program in 2014, the PPI committee has met three times per year to evaluate the effectiveness of existing and identify new projects to disseminate specific messages to intended audiences. Although some projects have County-wide reach, many are targeted at unincorporated areas of the County. Some municipalities implement PPIs specific to their jurisdictions as well.

In January 2019, the PPI committee was transitioned into the multijurisdictional Pinellas County Flood Risk and Mitigation Public Information Working Group (FRMPIWG). This working group is comprised of the original unincorporated PPI committee members along with staff, elected officials, and stakeholders from many municipalities. This working group is tasked with provides input about target audiences, types and delivery of messages and insight into ongoing efforts in the county, and evaluating Flood Risks and Insurance Coverage, Floodplain Management, and Flood Warning and Response. This group will also provide input to the multijurisdictional Local Mitigation Strategy Working Group, which serves as the Floodplain Management Plan for the County and most of its municipalities. This coordinated effort will improve consistency in messaging countywide and will avoid duplication of efforts. This is an opportunity for Pinellas County Communities and stakeholders to work closely with each other to:

- Identify flood information needs, target audiences, and associated messages

- Coordinate projects (countywide and jurisdictional) to relay flood information
- Identify flood risks and potential mitigation opportunities
- Identify partnership opportunities
- Provide support to LMS WG

The FRMPIWG will compile this information into a multijurisdiction PPI plan, which will be submitted along with the LMS 5-year update to each participating community's elected officials for adoption of both in spring of 2020. These plans will be implemented 2020-2025 and reviewed annually to help protect residents and businesses from flood loss and help them to recover more quickly after a flood event.

The County will continue to implement the currently adopted PPI and LMS while the multijurisdictional PPI and LMS 5-year update are being developed. All of the target audiences, messages and projects detailed in the 2018 annual report are still relevant and appropriate and will be implemented until adoption of the multijurisdictional PPI.

Attachment:

PPI 2018 Annual Evaluation Report

Attachment:

PPI 2018 Annual Evaluation Report

Program for Public Information (PPI) Annual Evaluation Report

Community(s): Pinellas County (Unincorporated)

Date of Report: 07-25-18

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. The PPI committee meets three times per CRS year (8/1-7/31) in October, January, and July. The annual review takes place at the July meeting each year. The PPI meeting agenda and minutes (with meeting attendees) is in **Attachment 1**.

Because Pinellas County just received Preliminary FIRMS for the upcoming map changes, the PPI Committee identified residents and businesses that are affected by the map update as a priority target audience for the upcoming CRS year. All of the PPI target audiences are all listed **Table 1**. A FIRM updates communications plan for the release of the preliminary FEMA FIRM maps and flood insurance education, which includes specific messaging for those affected by map updates has been incorporated into the PPI and Flood Insurance Plan. The communications plan can be found in **Attachment 2**. All of the PPI messages were reviewed and are shown in **Table 2** with their associated topics and desired outcomes.

The projects in the PPI are summarized in **Table 3**. All projects were implemented this year with the exception of stakeholder and flood insurance mitigation techniques workshops, which was revised to stakeholder flood risk and flood insurance workshops. These trainings are presented by insurance professionals on the PPI committee at real estate offices. PPI flood insurance specialists did several presentations to real estate professionals over the past year and will continue to do so. Training for businesses and contractors as well as the property protection brochure are on hold due to lack of resources. Flood information post cards have not been implemented due to a lack of resources, however, will be distributed by PPI flood insurance advocates who volunteered to do so this year.

The flood warning and response plan was reviewed and no updates were recommended (**Table 4 FRP Projects**). The FRP messages were reviewed and no updates were recommended (**Table 5 FRP Messages**). All of the flood response plan projects were implemented during Irma

with the exception of substantial damage door hangers and after the flood brochure. Door hangers, fortunately, were not needed. Resources were not available to develop the flood brochure, however the project remains on the list.

The Flood Insurance Plan was reviewed and several components of the FIRM update communications plan will be incorporated into it. The Flood insurance projects are denoted in Table 3; the PPI projects indicate whether or not it is a flood insurance project.

The County continues to move forward with projects identified in the PPI to continue to educate the public about critical flood information.

Table 1 Target Audiences

Audience ID	Audience(s)	Description	Flood Insurance Plan Audience	FRP Audience	2018 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 substantial 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 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.	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.
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 materials.	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 44and 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"> • Organizations or agencies that may also be involved in flood related projects • A group of volunteers or a neighborhood interest group 	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, utility bill quarterly insert, and commissioner newsletters.	Yes	Yes	No change
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	No change
23	Home Inspectors	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 add floodplain compliance as an inspection service for potential buyers.	No	No	New

Audience ID	Audience(s)	Description	Flood Insurance Plan Audience	FRP Audience	2018 Update
24	County Staff	The County has about 3,500 permanent employee all of whom represent the County and speak with residents and businesses, therefore they need to be informed about flood related topics. They receive the Pen Pinellas County staff publication. Flood messages from the flood plain coordinator will be included in the several issues per year. Pinellas County Public Works customer service staff and CIC (Citizen Information Center, open during emergencies) staff all specifically need to understand flood topics and how to use the flood map service center. Annually trainings are held with these staff.	Yes	Yes	New

Table 2 PPI Messages and Outcomes

Topic-Message-Outcome							
TopicID	Topic	MessageID	Message	OutcomeID	Outcome	Flood Insurance Plan Message	2018 Update
1	Know your flood hazard	A1	Find out your flood risk.	a1	Better prepared and informed residents and businesses	No	No Change
1	Know your flood hazard	A2	Stay Connected.	a1	Better prepared and informed residents and businesses	No	No Change
1	Know your flood hazard	A3	Re Map Updates: Pinellas County wants you to be informed about this change and is offering you free tools and resources to assist in your decision-making. Visit PinellasCounty.org/Flooding to review your property's preliminary flood map changes.	a1	Better prepared and informed residents and businesses	Yes	New
1	Know your flood hazard	A4	Flood zones and evacuation zones are different. Find out your flood risk and know your zone.	a1	Better prepared and informed residents and businesses	No	New
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	Yes	No Change
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	Yes	Topic changed to Insure your property for your flood hazard
2	Insure your property for your flood hazard	B3	Purchase flood insurance for your home, business, or rental before the preliminary flood maps are adopted to be eligible for the newly mapped procedure (https://www.fema.gov/media-library/assets/documents/104196) and continuous coverage grandfathering (https://www.floodsmart.gov/why/why-should-i-renew-my-policy).	j2	Increased understanding of policy and options and number of policies kept in force	Yes	New
2	Insure your property for your flood hazard	B4	Re Map Updates (Info Only - Use with other insurance related calls to action): When the new FEMA Flood Insurance Rate Map (FIRM) is adopted, your flood insurance requirements may change. You may be required to purchase flood insurance or increase your flood insurance policy coverage, or you may be eligible for a lower cost rate.	j2	Increased understanding of policy and options and number of policies kept in force	Yes	New
2	Insure your property for your flood hazard	B5	Re Map Updates (Info Only - Use with other insurance related calls to action): The FIRM shows high-risk areas, called the Special Flood Hazard Area, where flood insurance is mandatory for most mortgage holders. The FIRM also shows moderate and low risk areas where flood risk is reduced but not removed, and lower-cost preferred rate flood insurance policies are available.	i2	Increased awareness of flood insurance discounts	Yes	New
3	Protect people from the hazard	C1	Turn Around Don't Drown.	c1	Reduced number of rescue calls	No	No Change
3	Protect people from the hazard	C2	Stay Connected.	c2	Improved efficiency of evacuations	No	No Change
3	Protect people from the hazard	C3	Don't play in flood waters.	c3	Reduced illness and injury	No	New

Topic-Message-Outcome							
TopicID	Topic	MessageID	Message	OutcomeID	Outcome	Flood Insurance Plan Message	2018 Update
4	Protect your property from the hazard	D1	Keep debris and trash out of the streets, streams, and ditches.	d1	Reduced localized flooding	No	No Change
4	Protect your property from the hazard	D2	Clear storm drains to prevent flooding.	d1	Reduced localized flooding	No	No Change
4	Protect your property from the hazard	D3	Elevate your equipment, such as water heaters, AC units, etc.	d2	Reduced property loss from flooding	No	No Change
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	No	New
4	Protect your property from the hazard	D5	Remove leaves and debris from gutters and downspouts.	d2	Reduced property loss from flooding	No	New
5	Build responsibly	E1	Find out what permits are required.	e1	Increased compliance and reduced flood loss	No	No Change
5	Build responsibly	E2	Get required permits before you start any home repair, improvement, or construction.	e1	Increased compliance and reduced flood loss	No	No Change
5	Build responsibly	E3	Be aware of the substantial improvement rules.	e1	Increased compliance and reduced flood loss	No	No Change
5	Build responsibly	E4	Build Responsibly. Higher keeps you dryer.	e1	Increased compliance and reduced flood loss	No	New
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	No	New
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	No	No Change
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	No	No Change
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	No	New
7	Hurricane preparedness	G1	Know Your Zone.	g1	Improved efficiency of hurricane evacuations	No	No Change
8	General preparedness	H1	Get A Plan.	h1	Less damage and injury from a storm	No	No Change
8	General preparedness	H2	Prepare Ahead.	h1	Less damage and injury from a storm	No	No Change
8	General preparedness	H3	Inventory, photograph or videotape your home or business.	h2	Improved efficiency of claims and insurance payments	Yes	New
8	General preparedness	H4	Pack an emergency "Go Bag".	c2	Improved efficiency of evacuations	Yes	New

Topic-Message-Outcome							
TopicID	Topic	MessageID	Message	OutcomeID	Outcome	Flood Insurance Plan Message	2018 Update
9	Flood Economics	I1	Find out how much flood damage could cost you.	i1	Increase in awareness of the expense of flooding	Yes	No Change
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 www.pinellascounty.org/volserv to volunteer.	i2	Increased awareness of flood insurance discounts	Yes	Added link
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	Yes	Topic changed to economics
9	Flood Economics	I4	Do not sign an Assignment of Benefits contract as a condition of having your home repaired.	i3	Increase in awareness of financial aspects of flood insurance claims	Yes	New
9	Flood Economics	I5	For homes and apartments mapped in areas of low to moderate flood risk, take advantage of a preferred risk policy for lower-cost protection. About 25 percent of all flood insurance claims come from areas with low-to-moderate flood risk.	i2	Increased awareness of flood insurance discounts	Yes	New
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	Yes	No Change
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	Yes	New
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	Yes	New
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	Yes	New
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	Yes	New
10	Understand flood insurance	J6	Know what your homeowners and flood insurance policies cover and do not cover.	j2	Increased understanding of policy and options and number of policies kept in force	Yes	New
10	Understand flood insurance	J7	Know your building and contents deductible amounts.	j2	Increased understanding of policy and options and number of policies kept in force	Yes	New
10	Understand flood insurance	J8	Re Map Updates: If you are affected, contact your insurance agent to discuss potential changes to your policy. For Flood Insurance Technical Assistance, please visit http://www.pinellascounty.org/flooding/advocates.htm .	j2	Increased understanding of policy and options and number of policies kept in force	Yes	New
10	Understand flood insurance	J9	Re Map Updates: Attend a public meeting or contact our offices for more information.	j2	Increased understanding of policy and options and number of policies kept in force	Yes	New

Table 3 PPI Projects

ProjectID	Project	Description	Assignment Administrator	Schedule	2018_Update	FIA	Stakeholder
1	Flood Information Brochure	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.	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.	Yes	Yes (multiple)
18	Flood Map Service Center Plug-In	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.	Watershed Unit Floodplain Manager	REMOVED in 2017 update	This project has been removed. A link to the map service center can be added to other sites.	No	Yes (Real estate, insurance, and/or lender industries)
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	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. Include in next revisions a message stating that enclosures below a living space are not allowed and should not be included in livable square footage. Check with building department to ensure completed work was permitted.	Yes	Yes (Real estate professionals provide brocure to clients)
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.	Yes	No

ProjectID	Project	Description	Assignment Administrator	Schedule	2018_Update	FIA	Stakeholder
15	Flood Information Messages for County On-hold Recordings	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	Complete - Annual Evaluation	These messages were reviewed and updated.	No	No
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, "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.	Senior Environmental Specialist Environmental Management	Complete - Annual Evaluation	Since 1/1/2017, 468 markers placed (multiple municipal requests), 1981 doorhangers, watergoat & kiosks at 5 parks, and three more vehicles were wrapped	No	Yes (Special Interest groups)
13	Parks & Recreation Educational Materials	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.	Watershed Unit Floodplain Manager	In progress	The Weedon Island brochure was updated to include information about flood protection. A watergoat and information kiosk were installed at 5 parks (Ridgecrest, Joe's Creek Greenway, Sawgrass, Boca Ciega Millennium, Taylor Lake).	No	No
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 watershed protection was developed. A Vietnamese evacuation zones flyer is under development. The flood info brochure will be made in Spanish in 2018.	Yes	Yes (Organizations of other languages, churches, etc.)
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	Two trainings were held over the past year, for real estate professionals, which were full. Additional flood insurance and preliminary FIRM information was added to the training and it was extended to three sessions, basics, essentials, and PAO. Feedback from participants has been positive and additional trainings are being requested. This training is a regularly scheduled class on the PRO calendar in July and January of each year, with an opportunity for additional trainings to be added.	Yes	Yes (Insurance Advocates providing trainings to Real Estate offices)
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.	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 guideline for developing their own. The	Yes	Yes (Industry professionals)

ProjectID	Project	Description	Assignment Administrator	Schedule	2018_Update	FIA	Stakeholder
		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.			users group has played a key role in developing consistent messages countywide.		
12	Landscape BMP Certification classes (English & Spanish)	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.	Watershed Unit Floodplain Manager	Complete - Annual Evaluation	Additional flood information and PPI messages were added to the training in both Spanish and English.	No	No
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.	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	In progress	Three FFMA training were hosted at Pinellas County. Surveyors registered through the State for Pinellas County were notified of the training in advance via email. Trainings included: "Elevation Certificates", "Finding the BFE", and "CCCL". We will continue to work with FFMA to ensure continuing education is offered in the County.	No	Yes (FFMA)
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 sent through e-news. Both are implemented via the Constant Contact service.	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.	Yes	No
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.	Yes	Yes (followers sharing posts)
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 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.	Yes	Yes (Distributed by County businesses and organizations)
16	Informational Videos	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 Channel 623, WOW! 18, Frontier 44 and Verizon 44 and streams live on the web at pinellascounty.org/tv.	Floodplain Coordinator, Emergency Management, Marketing and Communications	Spring 2018	A short tutorial on using the flood map service center to find current risk and insurance requirement and preliminary FIRM risk and insurance requirement is under development.	No	Yes (May be shown in presentations by speakers bureau volunteers)

ProjectID	Project	Description	Assignment Administrator	Schedule	2018_Update	FIA	Stakeholder
		The Emergency Management section of the County website also contains a video library of relevant videos, including County videos 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 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.					
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	Four speakers Bureau flood information presentation were given last year. The PC FP Coordinator presented at a luncheon for policy holders held by an insurance company, at a municipal town meeting for residents, and at a real estate office along with one of the insurance advocates. The City of St Pete presented at one and two for barrier island municipalities. The presentation abstract and application for a speaker is on the website.	Yes	Yes (Speakers Bureau volunteers)
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 Associate, 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	We will add information about maintenance and storm prep for private water bodies to the presentation. We have not yet received requests through the Speaker's Bureau. When resources become available we will reach out to the organization again this fall.	Yes	Yes (HOA BoDs)
19	Stakeholder Flood Insurance Training for Real estate professionals	PPI Insurance professionals provide flood map and flood insurance information trainings to real estate professionals.	Stakeholder, Floodplain Coordinator	annual	X workshops were held by X Flood Insurance Advocates.	Yes	Yes (Insurance Advocates and other Insurance Professionals)
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	Annual	EM has a booth and attends this annually in the summer.	No	No
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 - Two meetings were held	Yes	No

ProjectID	Project	Description	Assignment Administrator	Schedule	2018_Update	FIA	Stakeholder
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	Provided to real estate professionals at trainings to share with their clients; available on PC website; Need to distribute to title companies	Yes	Yes (Title Companies, Real Estate professionals)
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	Feb 2018	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.	Flood Insurance Advocates	Feb 2018	Updated-Not yet started	Yes	Yes
27	Commissioner Newsletter	Flood risk and insurance Information from Commissioners of districts with flood prone areas via quarterly newsletter (Including incorporated areas)	Floodplain Coordinator, Marketing and Communications	July 2017	Content included in: •Spring 2017 newsletter from Commissioner Seel, whose district includes Coastal Pinellas County. •Content from Commissioner Eggers will be distributed in his September newsletter to the district, which includes several flood prone and repetitive loss areas.	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 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	Sent in xxx	Yes	No
0	FIRM Update Communications Plan	Plan to distribute messages through various projects over several months to ensure property owners are informed and know what actions to take to protect their property.	Floodplain Coordinator (PC Public Works, BTS, Marketing & Communications, Economic Development; PPI Flood Insurance Advocates)	August 2018- November 2018	In Progress	Yes	Yes
0	Pinellas County Real Estate Flood Map Information Provider Certification	Online version of the Real Estate Flood Map and Disclosure Training, including a test and requirement to provide completed brochures. Those who complete and pass will receive a certificate.	Floodplain Coordinator	Aug 2019	New - Not yet started	Yes	
29	The Pen	County publication distributed to all staff will include messages from the Floodplain Coordinator, including flood insurance information.	Floodplain Coordinator, Human Resources	10/2018	New - First article will be in October	Yes	

Table 4 FRP Projects

ID	TOOL	Trigger	WHAT IT IS	2018 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 Irma.
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 Irma.
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	Implemented during Irma.

ID	TOOL	Trigger	WHAT IT IS	2018 Annual Update
			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.	Implemented during Irma. 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 Irma.
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 Irma.
7	Elert	Monthly electronic newsletter	A self-subscription monthly newsletter that provides the latest emergency education information compiled from local and national sources.	Implemented during Irma.
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 Irma.
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 (airs on Spectrum Channel 623, WOW! 18, Frontier 44 and Verizon 44).	Implemented during Irma.
10	Twitter	Any event where the public needs to be notified or county wants to inform.	Social Media using brief messages	Implemented during Irma.
11	Facebook	Any event where the public needs to be notified or county wants to inform.	Social Media	Implemented during Irma.
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 Irma.
13	NextDoor	Any event where the public needs to be notified	Social Media for neighborhoods	Implemented during Irma.
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 Irma.
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 Irma.
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.	Completed, not yet needed.
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.	Implemented
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

Table 5 FRP Messages

TopicID	Topic	MessageID	Message	OutcomeID	Outcome	Flood Insurance Plan Message	2018 Update
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TopicID	Topic	MessageID	Message	OutcomeID	Outcome	Flood Insurance Plan Message	2018 Update
1	Know your flood hazard	A1	Find out your flood risk.	a1	Better prepared and informed residents and businesses	No	No Change
1	Know your flood hazard	A2	Stay Connected.	a1	Better prepared and informed residents and businesses	No	No Change
1	Know your flood hazard	A3	Re Map Updates: Pinellas County wants you to be informed about this change and is offering you free tools and resources to assist in your decision-making. Visit PinellasCounty.org/Flooding to review your property's preliminary flood map changes.	a1	Better prepared and informed residents and businesses	Yes	New
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	Yes	No Change
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	Yes	Topic changed to Insure your property for your flood hazard
2	Insure your property for your flood hazard	B3	Purchase flood insurance for your home, business, or rental before the preliminary flood maps are adopted to be eligible for the newly mapped procedure (https://www.fema.gov/media-library/assets/documents/104196) and continuous coverage grandfathering (https://www.floodsmart.gov/why/why-should-i-renew-my-policy).	j2	Increased understanding of policy and options and number of policies kept in force	Yes	New
2	Insure your property for your flood hazard	B4	Re Map Updates (Info Only - Use with other insurance related calls to action): When the new FEMA Flood Insurance Rate Map (FIRM) is adopted, your flood insurance requirements may change. You may be required to purchase flood insurance or increase your flood insurance policy coverage, or you may be eligible for a lower cost rate.	j2	Increased understanding of policy and options and number of policies kept in force	Yes	New
2	Insure your property for your flood hazard	B5	Re Map Updates (Info Only - Use with other insurance related calls to action): The FIRM shows high-risk areas, called the Special Flood Hazard Area, where flood insurance is mandatory for most mortgage holders. The FIRM also shows moderate and low risk areas where flood risk is reduced but not removed, and lower-cost preferred rate flood insurance policies are available.	i2	Increased awareness of flood insurance discounts	Yes	New
3	Protect people from the hazard	C1	Turn Around Don't Drown.	c1	Reduced number of rescue calls	No	No Change
3	Protect people from the hazard	C2	Stay Connected.	c2	Improved efficiency of evacuations	No	No Change
3	Protect people from the hazard	C3	Don't play in flood waters.	c3	Reduced illness and injury	No	New
4	Protect your property from the hazard	D1	Keep debris and trash out of the streets, streams, and ditches.	d1	Reduced localized flooding	No	No Change
4	Protect your property from the hazard	D2	Clear storm drains to prevent flooding.	d1	Reduced localized flooding	No	No Change
4	Protect your property from the hazard	D3	Elevate your equipment, such as water heaters, AC units, etc.	d2	Reduced property loss from flooding	No	No Change
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	No	New
4	Protect your property from the hazard	D5	Remove leaves and debris from gutters and downspouts.	d2	Reduced property loss from flooding	No	New

TopicID	Topic	MessageID	Message	OutcomeID	Outcome	Flood Insurance Plan Message	2018 Update
5	Build responsibly	E1	Find out what permits are required.	e1	Increased compliance and reduced flood loss	No	No Change
5	Build responsibly	E2	Get required permits before you start any home repair, improvement, or construction.	e1	Increased compliance and reduced flood loss	No	No Change
5	Build responsibly	E3	Be aware of the substantial improvement rules.	e1	Increased compliance and reduced flood loss	No	No Change
5	Build responsibly	E4	Build Responsibly. Higher keeps you dryer.	e1	Increased compliance and reduced flood loss	No	New
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	No	New
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	No	No Change
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	No	No Change
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	No	New
7	Hurricane preparedness	G1	Know Your Zone.	g1	Improved efficiency of hurricane evacuations	No	No Change
8	General preparedness	H1	Get A Plan.	h1	Less damage and injury from a storm	No	No Change
8	General preparedness	H2	Prepare Ahead.	h1	Less damage and injury from a storm	No	No Change
8	General preparedness	H3	Inventory, photograph or videotape your home or business.	h2	Improved efficiency of claims and insurance payments	Yes	New
8	General preparedness	H4	Pack an emergency "Go Bag".	c2	Improved efficiency of evacuations	Yes	New
9	Flood Economics	I1	Find out how much flood damage could cost you.	i1	Increase in awareness of the expense of flooding	Yes	No Change
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 www.pinellascounty.org/volserv to volunteer.	i2	Increased awareness of flood insurance discounts	Yes	Added link
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	Yes	Topic changed to economics
9	Flood Economics	I4	Do not sign an Assignment of Benefits contract as a condition of having your home repaired.	i3	Increase in awareness of financial aspects of flood insurance claims	Yes	New
9	Flood Economics	I5	For homes and apartments mapped in areas of low to moderate flood risk, take advantage of a preferred risk policy for lower-cost protection. About 25 percent of all flood insurance claims come from areas with low-to-moderate flood risk.	i2	Increased awareness of flood insurance discounts	Yes	New
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	Yes	No Change
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	Yes	New

TopicID	Topic	MessageID	Message	OutcomeID	Outcome	Flood Insurance Plan Message	2018 Update
					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	Yes	New
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	Yes	New
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	Yes	New
10	Understand flood insurance	J6	Know what your homeowners and flood insurance policies cover and do not cover.	j2	Increased understanding of policy and options and number of policies kept in force	Yes	New
10	Understand flood insurance	J7	Know your building and contents deductible amounts.	j2	Increased understanding of policy and options and number of policies kept in force	Yes	New
10	Understand flood insurance	J8	Re Map Updates: If you are affected, contact your insurance agent to discuss potential changes to your policy. For Flood Insurance Technical Assistance, please visit http://www.pinellascounty.org/flooding/advocates.htm .	j2	Increased understanding of policy and options and number of policies kept in force	Yes	New
10	Understand flood insurance	J9	Re Map Updates: Attend a public meeting or contact our offices for more information.	j2	Increased understanding of policy and options and number of policies kept in force	Yes	New



MEETING AGENDA

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

MEETING DATE: Thursday, July 12, 2018

LOCATION: Tampa Bay Regional Planning Council

- 11:30 AM – Collect lunch and be seated
- 11:35 AM – Call meeting to order – Introduction of participants and latest status of CRS Program & PPI (Cece / Lisa)
- 11:40 AM – Smart Home America (Hank Hodde)
<http://www.smarthomeamerica.org/industry/real-estate>
- 11:50 PM – PPI Annual Update Review and 2018 Update Report (Lisa)
- Committee
 - Target Audiences ○ Looking for a survey, Khan to supply suggested format
 - Messages ○ New message – Flood vs Evacuation Zone Message to clarify difference
 - Topic 8 – Plan & Prepare Ahead
 - Topic 9 – Active Program Saves Money (I3) – Looking for a flood loss tool, try Floodtools.com, Gulftree.org
 - Topic J4 – Flood Insurance Message to Topic 2 ○ Map changes messages
 - Projects ○ Real Estate Disclosure Program
 - Flood Map Service Center Training

- Friday, July 20 at the Pinellas Realtor Organization (PRO) Building on Ulmerton Rd.
- Committee Volunteers
- Delivery Verifications
- Initiatives
- FRP
- Flood Insurance Plan / Elected official project
- Floodplain Management Planning / Repetitive Loss Area Analysis / Local Mitigation Strategy (LMS)
- 5-year Update due 2019

12:20 PM – Preliminary FIRM Release (Lisa)

12:25 PM – New Action Items/Tasks/Next Meeting (Cece)

12:30 PM – Adjourn



MEETING MINUTES

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

MEETING DATE: Thursday July 12th , 2018

LOCATION: Tampa Bay Regional Planning Council

ATTENDEES:

- Libby Bolling Pinellas County Marketing & Communications-PIO
- Khan Bouphe Jones Edmunds,
- Joe Farrell PRO Director of Govt. Affairs
- Dawn Forrest Wright Flood Insurance
- Nelson Garcia SunPoint Home Loans
- Hank Hodde Smart Home America
- Brad Hubbard Service Hub Insurance
- Sarah Kessler Pinellas County resident
- Cece McKiernan McKiernan Consulting Services
- Lisa Foster Pinellas County floodplain coordinator
- Greg Ruggiero Bouchard Insurance
- Betty Shaw Wright Flood
- Tom Shelly Sunshine Realtors
- Marty Sorensen Fuente Holdings
- Noah Taylor St. Petersburg resident
- Ashley Tharp Wright Flood
- Catherine Basco George F. Young Inc.
- Neal Schwartz City of South Pasadena
- CJ Reynolds USF
- Chris Zambito Atkins Global.

1.0 Introduction of participants and latest status of FIRM Updates and CRS Program & PPI (Lisa & Cece)

Everyone in the room introduced themselves. Meeting participants are listed on the sign-in sheet.

Lisa explained the FEMA FIRM coastal update process and ongoing outreach. Maps have been released and review of the data is ongoing. Plans are being made for engaging local governments and setting up public open houses.

2.0 **Review Committee Members/Commitment for the year (group)**

We discussed the meeting commitment for 2018 with one future meeting in October in conjunction with the LMS Stakeholder Working Group meeting in order to maximize alignment between the PPI Group and LMS Stakeholders.

3.0 **Real Estate Training**

Lisa announced the next training will be held Friday, July 20 at the Pinellas Realtor Organization (PRO) Building on Ulmerton Road and described the new format. A basic and advanced session will be held along with updates from the Property Appraiser at the end of the day. Volunteers were requested and several PPI members from insurance, mortgage lending and title offered to assist at the July training. Cece will send an invitation to those volunteers.

Lisa mentioned that The Insurance Services Office (ISO) advised her that Pinellas will need at least one completed Real Estate Disclosure Flyer from each jurisdiction in order to document this activity for CRS points. Pinellas County is currently working to get copies of the flyers that were distributed.

4.0 **Smart Home America Presentation**

Hank Hodde gave the PPI Committee a presentation on Smart Home America <http://www.smarthomeamerica.org/industry/real-estate> and how the PPI Committee might use this information in the outreach we are doing. Their website can also be found at dontgoof.org.

5.0 **PPI 2018 Update**

- Lisa mentioned that several communities in Pinellas will receive CRS visits this year and the County will be conducting the 5 year update of the PPI and Local Mitigation Strategy (LMS) in tandem.
- Jones Edmunds has added the Flood Insurance Plan to the document

6.0 **PPI Initiatives & Projects Implementatiion Highlights**

Lisa updated the committee with the following:

- Lisa trained the call center of flood information including managers. They were trained to use the Map Service site as well as being provided a pdf of the maps.
- Lisa would still like to initiate a training for Home Inspectors and looked for a volunteer to reach out to them to begin the dialog. Marty Sorenson volunteered to do this.
- Still need training for Contractors and Builders and need a volunteer to move this forward.
- New Flood Brochure was updated.
- All Hazard Guide was updated.
- Continued Real Estate Training at PRO twice a year.
- Homeowners Association Meetings ongoing
- Libby continues to work on both the Commissioner's Newsletter and the Press Releases.

- The rest of the project list were quickly reviewed and the group agreed with continuing those projects.

Messages and topics were discussed:

- An issue regarding continued confusion about unpermitted enclosures below elevated homes was discussed. Processes including real estate transactions, financing of this additional square footage as well as inclusion in appraisals is making it difficult to regulate.
 - A short sentence of clarification will be drafted and shared with the PPI Committee for comment. Once approved this sentence will be included in the Real Estate Disclosure Form, the New Owner Brochure, the Website and brought to the attention of the Property Appraiser's Office.
- Reemphasize Evacuation Zone vs Flood Zone.
- No other new messages were identified.

Lisa also reviewed the tools used and the review of "After the Flood" materials.

Cece will send Outlook invitation for the final 2018 meeting in October.

Adjourn



FEMA FIRM Map Update Public Education Campaign

Communications Plan Overview

Situation Analysis

FEMA has released a new preliminary flood map for Pinellas County. The updated map may mean changes in flood risk and insurance requirements for local residential and business properties. As a result, some home and business owners may need to budget additional money to cover new insurance requirements to protect their home in the event of a major flood event. All local property owners need to be informed of this important change, so they can prepare and take the necessary actions.

Potential citizen impact: financial

Our role: educational

Purpose and Justification

FEMA is conducting a limited public education campaign in Pinellas County to educate property owners about this important change. Pinellas County government plans to share this message as broadly as possible to ensure property owners are informed and know what actions to take to protect their property.

Previous public education efforts and potential citizen financial impacts surrounding countywide map changes inform the need to conduct a widespread public education campaign.

Strategic Plan alignment:

Deliver First Class Services to the Public and Our Customers

- Maximize partner relationships and public outreach
- Ensure effective and efficient delivery of county services and support
- Strive to exceed customer expectations

Ensure Public Health, Safety and Welfare

- Provide planning, coordination, prevention, and protective services to ensure a safe and secure community
- Be a facilitator, convener, and purchaser of services for those in need

Campaign/Project Timeframe

July-October 2018

Target Audiences

Internal: Pinellas County government leadership and impacted staff in county departments

External: Pinellas County residential and business property owners, real estate and business stakeholders (examples: Economic Development, realtors association, chambers of commerce)

Partners

FEMA, BCC, Administration, Impacted County Departments (Development Review Services, Economic Development, Emergency Management, Public Works), Regional PIO Network, Pinellas Realtors Association, local chambers of commerce, local media

Messages

For internal audiences:

1. New FEMA preliminary flood maps may require some of our constituents to purchase flood insurance or increase their policy coverage.
2. The new maps may also require internal County staff to update some of their plans review criteria.
3. Public Works will lead a public education campaign this fall in partnership with Marketing & Communications to ensure impacted staff and property owners are informed of this change.
4. Pinellas County will offer residents free tools and resources, including the PinellasCounty.org/Flooding where they can review their property's changes.

For external audiences:

5. When the new FEMA Flood Insurance Rate Map (FIRM) is adopted, your flood insurance requirements may change. You may be required to purchase flood insurance or increase your flood insurance policy coverage, or you may be eligible for a lower cost rate.
6. The FIRM shows high-risk areas, called the [Special Flood Hazard Area](#), where flood insurance is mandatory for most mortgage holders. The FIRM also shows moderate and low risk areas where flood risk is reduced but not removed, and lower-cost [preferred rate](#) flood insurance policies are available.
7. Purchase flood insurance for your home, business, or rental before the preliminary flood maps are adopted to be eligible for the [newly mapped procedure](#) and [continuous coverage grandfathering](#).
8. For homes and apartments mapped in areas of low to moderate flood risk, take advantage of a [preferred risk policy](#) for lower-cost protection. About 25 percent of all flood insurance claims come from areas with low-to-moderate flood risk.
9. Pinellas County wants you to be informed about this change and is offering you free tools and resources to assist in your decision-making.

10. Visit PinellasCounty.org/Flooding to review your property’s preliminary flood map changes.
11. Attend a public meeting or contact our offices for more information.
12. If you are affected, contact your insurance agent to discuss potential changes to your policy. For Flood Insurance Technical Assistance, please visit <http://www.pinellascounty.org/flooding/advocates.htm>.

Scope of Campaign/Project

The campaign will be conducted in two phases: 1) July-August (internal and public notification of preliminary map updates), 2) August-October (public meetings and other educational events).

<input checked="" type="checkbox"/> News release	<input checked="" type="checkbox"/> Social media	<input type="checkbox"/> Press conference/event
<input type="checkbox"/> Printed collateral	<input checked="" type="checkbox"/> Video production	<input checked="" type="checkbox"/> Website content
<input checked="" type="checkbox"/> Community event	<input checked="" type="checkbox"/> Public meeting	<input checked="" type="checkbox"/> Email distribution

News release - informing media partners of the map update and impacts to their viewers.

Social media – informing digital audiences of the map update and how to access the website

Video production – Camtasia video showing the public how to navigate the website

Website content – reflecting important links and simplifying navigation

Community event* – e-town hall meeting answering citizen questions live

Public meeting – discussion of update and public education campaign at Aug. 7 BCC meeting.

Email distribution – emails to local stakeholders, community HOAs and residents in our databases.

*Additional community events will be planned for the fall.

Campaign Timeline

Task	Who will do this?	How will this be measured?
Complete web updates to place links to GIS Map in more relevant places on the website	BTS and Marketing & Communications	Changes done (More data to be added once parcel level analysis is completed)

Email Admin, BCC and impacted departments re: situation and planned public education campaign	Public Works leadership (Harji)	Emails sent
Record video of website navigation to use as a public education tool on social media and website	Marketing & Communications	Video completed
Send a news release resulting in media coverage from at least 3 news outlets. Direct-pitch the news to local reporters, as well.	Marketing & Communications	NewsClips report
Email Regional PIO network and citizen databases informing them of the update, available resources and planned public education campaign	Marketing & Communications	Emails sent
Publish social media messages informing digital audiences of the change and map resources. Outlets: NextDoor, Facebook, Twitter Target reach: 100,000 users	Marketing & Communications	Meltwater report provided by M&C
Conduct outreach with the local realtors association	Public Works - Foster	Outreach completed (Presented at Flood Disclosure training at PRO last Friday and will send info for PRO newsletter)
Email business partners informing them of the update and planned steps to conduct outreach	Public Works (Foster) in consultation with Economic Development (Meidel)	Email sent
Present update at BCC meeting	Public Works – (TBD)	Presentation completed
Post twice weekly on social media re: map update and website resource Outlets: Facebook, Twitter	Marketing & Communications	Meltwater report provided by M&C

Overall target reach: 5,000 views		
Plan schedule of upcoming events (including e-town hall)	Public Works and Marketing & Communications	Schedule of events prepared (Pasco has FEMA let meeting 8/30, I expect ours will not be until at least Sept)
Publish at least 2 commissioner columns in local community newspapers	Marketing & Communications	Published columns
Conduct outreach	Public Works, M&C	Events held