

**PINELLAS COUNTY  
MULTI-JURISDICTIONAL  
COMMUNITY RATING SYSTEM ANNUAL REPORT  
FOR  
PROGRAM FOR PUBLIC INFORMATION,  
FLOODPLAIN MANAGEMENT PLAN, FLOOD INSURANCE  
IMPROVEMENT PLAN AND FLOOD RESPONSE PLAN**

Pinellas County | March, 2021



**PINELLAS COUNTY  
MULTI-JURISDICTIONAL  
COMMUNITY RATING SYSTEM ANNUAL REPORT**

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# TABLE OF CONTENTS

<b>1 INTRODUCTION</b> .....	<b>1-1</b>
<b>2 UPDATE: PROGRAM FOR PUBLIC INFORMATION</b> .....	<b>2-1</b>
Planning Committee meetings and Projects Evaluation.....	2-1
New Flood Risk Messages.....	2-2
Outreach Resource Toolbox .....	2-4
Blue Sky and Gray Sky Messaging .....	2-9
PPI Adoption .....	2-9
<b>3 UPDATE: FLOODPLAIN MANAGEMENT PLAN</b> .....	<b>3-1</b>
Planning Committee Meetings and Projects Evaluation.....	3-1
Local Mitigation Strategy Story Map.....	3-2
<b>4 UPDATE: FLOOD INSURANCE IMPROVEMENT PLAN</b> .....	<b>4-1</b>
<b>5 UPDATE: FLOOD RESPONSE PLAN</b> .....	<b>5-1</b>
<b>Appendix A – FRMPIWG Meeting Minutes</b> .....	<b>5-1</b>
<b>Appendix B – Status of PPI Projects</b> .....	<b>5-1</b>
<b>Appendix C – Status of LMS Projects</b> .....	<b>5-1</b>

## LIST OF TABLES

Table 2-1	PPI Meetings .....	2-1
Table 2-2	PPI Adoption .....	2-9
Table 3-1	LMS Meetings .....	3-1

## LIST OF FIGURES

Figure 1-1 PPI Planning Process.....	1-2
Figure 2-1 Program for Public Information Toolbox: Project Descriptions .....	2-5
Figure 2-2 Program for Public Information Toolbox: Community Projects .....	2-5
Figure 2-3 Pinellas County Flood Map Service Main Page .....	2-7
Figure 2-4 Pinellas County Flood Map Service Flood Risk Page .....	2-8
Figure 3-1 LMS Story Map Screenshot #1 (Introduction) .....	3-2
Figure 3-2 LMS Story Map Screenshot #2 (Risk Overview) .....	3-3
Figure 3-3 LMS Story Map Screenshot #3 (Mitigation Planning).....	3-3
Figure 3-4 LMS Story Map Screenshot #4 (Feedback) .....	3-4

# **APPENDICES**

Appendix A – FRMPIWG Meeting Minutes

Appendix B – Status of PPI Projects

Appendix C – Blue Sky Messaging Toolkit

Appendix D – Status of LMS Projects

# 1 INTRODUCTION

This annual report presents the ongoing status of Pinellas County's Program for Public Information (PPI) and Floodplain Management Plan.

Located on Florida's West Coast, Pinellas County is a 280-square mile peninsula bordered by the Gulf of Mexico and Tampa Bay, with 588 miles of coastline. The County is impacted by riverine, storm surge, and localized flooding in low lying and urban areas. Pinellas County has the overall goal to become more sustainable and resilient to current vulnerabilities and future flooding conditions, through both internal governmental practices and external community services. Some of the County's most effective initiatives through the County's participation in the National Flood Insurance Program (NFIP) and Community Rating System (CRS). The County and most of its municipalities have been actively participating in the National Flood Insurance Program's (NFIP) Community Rating System (CRS) since the early 1990's. The CRS program provides flood insurance premium reductions to participating communities. The reductions are based on the community's floodplain management programs, which include public information outreach activities. Through these incentive programs, the County has implemented a Program for Public Information (PPI) and developed a robust floodplain management plan. 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 their Unincorporated Pinellas County PPI, adopted in 2015 (Figure 1-1).

This PPI includes all unincorporated areas of Pinellas County as well as 16 of its partner municipalities. The County's purpose in developing this plan is to improve communication with residents, 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.

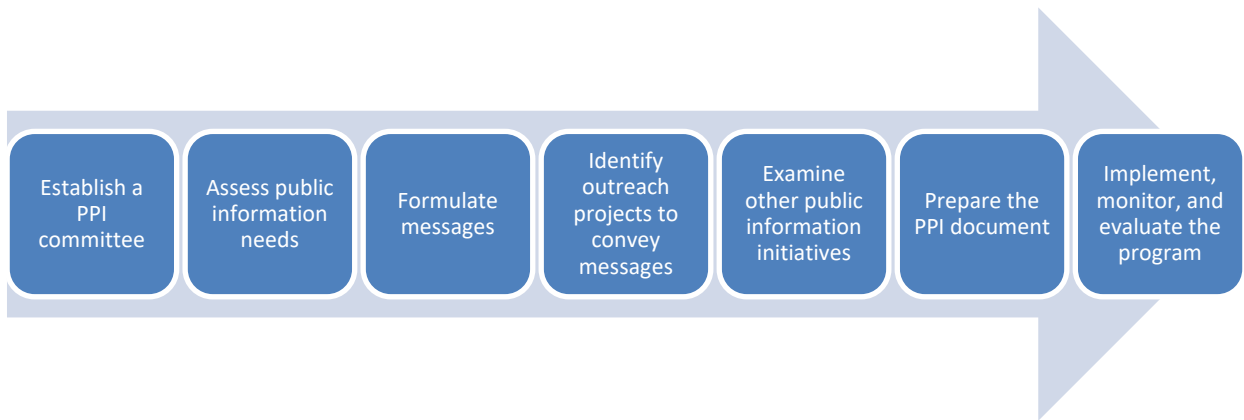
The geographic and jurisdictional scope of the Pinellas County PPI includes all unincorporated areas of Pinellas County and the following municipalities:

- Town of Belleair
- City of Clearwater
- City of Gulfport
- City of Indian Rocks Beach
- Town of Indian Shores
- City of Largo
- City of Madeira Beach
- City of Oldsmar
- City of Pinellas Park
- Town of Redington Beach
- Town of Redington Shores

- City of South Pasadena
- City of St. Petersburg
- City of St. Pete Beach
- City of Tarpon Springs
- City of Treasure Island

This PPI offers a structure in line with the Program for Public Information activity of the CRS (Figure 1-1).

**Figure 1-1 PPI Planning Process**



The County’s floodplain management plan is part of its overall Local Mitigation Strategy (LMS). The purpose of the LMS in Florida is to reduce death, injuries, and property losses caused by natural hazards, which includes flooding, in Pinellas County. The 2020 Plan identifies hazards based on the history of disasters within the county and lists goals, objectives, strategies, and actions for reducing future losses. Implementation of planned, pre-identified, and cost-effective mitigation measures not only helps to reduce losses to lives, property, and the environment but it also streamlines the disaster recovery process.

**The committee that serves on the PPI also serves on the County’s LMS to better coordinate and improve consistency in messaging countywide and avoid duplication of efforts among the various initiatives to reduce flood risk and damage. This group will serve as the Pinellas County Flood Risk and Mitigation Public Information Working Group (FRMPIWG).** Not only will this committee be covering the basic CRS PPI requirements, but they will also be evaluating Flood Insurance Coverage, Floodplain Management, Flood Warning and Response, and providing input to the multi-jurisdictional LMS.

## 2 UPDATE: PROGRAM FOR PUBLIC INFORMATION

### PLANNING COMMITTEE MEETINGS AND PROJECTS EVALUATION

The PPI continues to be implemented for Pinellas County and its 16 participating communities. The committee members have met three times in 2020 to evaluate the outreach initiatives and update the plan report. Table 2-1 describes the committee meetings.

**Table 2-1 PPI Meetings**

Date	Discussion Topics
January 31, 2020	Committee reviewed the status of the LMS and Multi-Jurisdictional PPI. The committee revisited several priority areas and audiences, discussed other public information efforts and reviewed the status of projects. The PPI resource toolbox is complete, and a demonstration was provided to the members. This tool will assist participating communities to document their PPI projects.
May 29, 2020	Committee reviewed the status of the LMS and Multi-Jurisdictional PPI, along with their adoption status. The committee also reviewed the Flood Insurance Improvement Plan for revisions. The committee discussed the publicity requirements for outreach initiatives. A toolbox was developed to help communities track outreach materials. Other outreach project initiatives were discussed including making elevation certificates available to the public and standardizing the outreach messages for social and regular media under different weather scenarios.
October 16, 2020	The committee reviewed the status of the PPI and potential updates to the report, including adding new projects and messages. The committee also discussed the status of each outreach project for the municipalities.

Meeting agendas and minutes for the above meetings and subsequent meetings to update the plan are provided in the attachments that accompany this annual report (Appendix A). FRMPIWG meetings are advertised on the County's website and are open to the public.

During the meetings, the committee reviewed the types of flooding across the County and how each is being addressed through outreach and mitigation. The priority audiences and messages were also discussed and revised to better reflect new opportunities for reaching audiences and educating them about flood risks. Examples of existing initiatives evaluated for improvements include:

- Utility Bill Insert(s)
- Repetitive Loss Area Mailing
- Flood Guide
- Hurricane Guide

- Real Estate Flood Information and Disclosure Brochure
- Library Materials
- Web Content
- “Only Rain Down Drain” program Storm Drain Markers and publicity
- TBRPC funding opportunity for Municipalities to get copies of Door Hangers and Placards.
- Improvements for providing flood map information to the public
- Providing property protection information and site visits
- Develop consistent social media messages for blue sky and gray sky conditions
- Updating the Flood Warning Response Plans

Appendix B describes the status of the projects.

## **NEW FLOOD RISK MESSAGES**

Outreach campaign messages must be accurate and concise to result in action and positive outcomes. The Committee evaluated revised existing messages and developed the following **additional** messages based on the NFIP CRS floodplain management topics.

### Topic 1: Know your flood hazard

**“Know your hurricane evacuation zone.”** Remember, flood zones and evacuation zones are different! The committee determined that this message is very important as there has been confusion from the public about flood zones versus hurricane evacuation zones. Knowing the difference is critical during times of disaster to reduce confusion and better maintain the public’s safety. Flood zones are used for assessing a property’s flood insurance rates and flood risk, which can be caused by heavy rains as well as by tropical storms and hurricanes. Everyone lives in a flood zone, which may be high, moderate, or low risk. Evacuation zones are based on a property’s vulnerability to storm surge from a hurricane. To know when to evacuate for hurricane surge flooding, you must KNOW YOUR EVACUATION ZONE! Find your evacuation level, routes, and shelters.

### Topic 2: Insure your property for your flood hazard

**“Do not sign an Assignment of Benefits contract as a condition of having your home repaired.”** You do not need to sign an Assignment of Benefits in order to get your insurance claim processed or your home repaired. Review all contracts carefully as there can be misuse by contractors that can lead to harmful consequences.



***“Learn more about the difference between insurance and disaster assistance.”*** More than 20% of claims are paid for properties outside of a designated special flood hazard area. The average cost of flood insurance is about \$600 and reimburses you for all covered building losses up to \$250,000 for residential properties and up to \$500,000 for businesses. Contents coverage is also available. This coverage is available whether a disaster is declared or not. Most forms of disaster assistance require a declaration from the President and often come in the form of loans that have to be repaid.

### Topic 3: Protect people from flood hazard

***“Do not play in flood waters.”*** Floodwaters can become contaminated with bacteria, sewage and other hazardous materials that can cause serious illness. In addition, dangerous animals such as alligators and snakes as well as other unseen hazards like large openings in the ground and curbs may cause serious injury. In addition, downed powerlines can cause serious injury or death, especially under wet conditions.

***“Stay connected.”*** Sign up for the County’s Alert Pinellas notification system, social media and be aware of the local news channel and radio stations for weather related emergencies.

***“Learn when to stay or evacuate.”*** Follow state and local directives to evacuate. If given the option and if you are on high ground, the safest measure may be to shelter in place.

***“Remember to never plug your generator directly into your home’s wiring and not to operate the generator in wet conditions.”*** It is also important to not run at least 20 feet from the home. Generators emit carbon monoxide, which is a dangerous, odorless gas. Portable generators should not be run indoors or in any other enclosed space like a garage or crawlspace. You should have a CO detector on every floor if using a generator.

### Topic 4: Protect your property from flood hazard

***“Secure structures, belongings, chemicals and other items before you leave.”*** This message also applies to seasonal residents so that their property is protected from flood hazards while away.

***“Take action to move your property or protect it from flooding.”*** Flood loss avoidance is a protective action you take to minimize flood damage and losses to your buildings and personal property before a flood occurs, and some expenses associated with protecting or moving your property may be covered by your insurance policy. Review your insurance options with one of Pinellas County’s insurance advocates.

***“Shut off power or breakers before evacuation or leaving for an extended period of time.”***

### Topic 5: Build responsibly

***“Find out what permits are required.”*** Get required permits before you start any home repair, improvement, or construction. Pinellas County enforces specific building regulations in the SFHA to protect people and buildings from flooding while maintaining natural floodplain functions. Builders should contact Pinellas County to find out what permits are required before starting the project.

***“Plan for proper drainage and use low impact development (LID).”*** Along with physical traditional facilities, practices such as rain gardens, pervious pavers and vegetative buffers can help reduce the impact of flooding.

#### Topic 6: Protect natural floodplain functions

***“Help prevent flooding and pollution by keeping storm drains clear.”*** Keep leaves, grass clippings and other debris out of storm drains and waterways to reduce pollution that can lead to algae blooms and fish kills. When storm drains get clogged with debris they can back up with water and flood yards and homes, too. Do your part. Remember, only rain down the drain—it’s the law (Ordinance #06-13). To report illegal dumping [www.pinellascounty.org/reportanissue/](http://www.pinellascounty.org/reportanissue/) or call (727) 464-4425.

***“Do not remove sand from the beach or disturb dunes to fill sandbags.”*** Doing so will cause more harm to property owners. This message is very relevant to Pinellas County, which is home to some of the most popular beaches in the nation. Beaches and dunes provide a natural buffer from storm events to lessen flooding during coastal storms. In addition, removing sand from beaches or dunes may violate federal, state or local law.

#### Potential New Topic: Resiliency

Communities can better manage and/or avoid disasters by developing resiliencies throughout different service areas. In addition to the added messages above, messages catered to governments, businesses and agencies can make a big impact on how the community can minimize the impact of disasters, and how quickly the community can recover.

In addition to discussing the effectiveness of each outreach initiatives and messages, new projects were also developed to streamline the coordination of messaging and better communicate to the public about the risks of flooding. The following subsections highlight some of the notable new achievements for 2020.

## **OUTREACH RESOURCE TOOLBOX**

Pinellas County developed a new toolbox which allows the participating communities to access the sharable resources compiled by Pinellas County as well as upload their documentation of completed projects. The toolbox addresses the needs of the participating communities to better coordinate messages and projects. Communities can view outreach messages of other communities as well as edit and upload their own content. The toolbox also provides templates for brochures, community newsletters, repetitive loss area letters and other valuable tools they can use to better communicate with residents about flood hazards and measures they can take to reduce risks. The toolbox is a great means to document and track the status of outreach initiatives. Figure 2-1 and Figure 2-2 illustrate the PPI projects toolbox.

**Figure 2-1 Program for Public Information Toolbox: Project Descriptions**

**Information:**  
The following are Outreach Projects (OP) that can be implemented within your jurisdiction. OP is part of CRS Activity 330 as well as the multi-jurisdictional Program for Public Information (PPI). OP are projects that should be completed annually regardless of a flooding event. Countywide projects are denoted with \*. You may still choose to implement these denoted projects within your jurisdiction in addition to the countywide implementation.

The project titles are listed below with a description of the project and an approximate date for when the project should be implemented. Click on the link under "Project Instructions" to find an example of the project and more in-depth instructions on how the project is implemented.

**new item or edit this list**

All Items	OP Calendar 2020	OP Calendar 2021	Find an item	
✓ Title	Description	Project Instructions		2020 Date
* Annual Review/Report (LMS/PP/FRP/FIA) Press Release	... An annual evaluation report on progress towards plan implementation must be prepared at least once each year and submitted with the community's annual CRS recertification. The report must be submitted to the governing body, released to the media, and made available to the public.			3/1/2021
* E!ert	... EM Newsletter email blast	<a href="http://pinellasgov.sharepoint.com/sites/BCCExt/FRMPiWG/e!ert">http://pinellasgov.sharepoint.com/sites/BCCExt/FRMPiWG/e!ert</a>		
* Flood Map and Insurance Training	... Flood Map and Insurance Training as requested via Speakers Bureau presented by Flood Insurance Advocates	<a href="http://pinellasgov.sharepoint.com/sites/BCCExt/FRMPiWG/maptrg">http://pinellasgov.sharepoint.com/sites/BCCExt/FRMPiWG/maptrg</a>		4/22/2020
* Flood Map Service Promo Email Blast	... Flood Map Service Promo Email to Realtors, Insurance Agents, Lenders, and Surveyors Licensed in Pinellas County (DPPR); Distributed by Pinellas County Floodplain Admin via Everbridge (AlertPinellas) as email	<a href="https://pinellasgov.sharepoint.com/sites/BCCExt/FRMPiWG/MapInfo">https://pinellasgov.sharepoint.com/sites/BCCExt/FRMPiWG/MapInfo</a>		1/15/2020
* Hurricane Guide	... Pinellas County Hurricane Preparedness Guide	<a href="http://pinellasgov.sharepoint.com/sites/BCCExt/FRMPiWG/hurricane">http://pinellasgov.sharepoint.com/sites/BCCExt/FRMPiWG/hurricane</a>		5/1/2020
* Landscaper Mandatory Training	... Employees, site supervisors, and managers of professional Landscape maintenance companies, as well as government and institutional landscape supervisors performing landscape maintenance (mowing, edging, tree service, pruning, debris management, etc) must complete a Pinellas County approved Best Management Practices Training Program and display a Pinellas County vehicle decal.			6/1/2020
* LMS Public Meetings	... Open House Style Public Meeting with tables for various risks, including flood lookup and survey table. This also includes Flood Insurance table with advocates. Must be advertised in paper. (implemented twice during a 5-year update cycles only) (Switched to virtual meetings during pandemic)	<a href="http://pinellasgov.sharepoint.com/sites/BCCExt/FRMPiWG/lmsmeet">http://pinellasgov.sharepoint.com/sites/BCCExt/FRMPiWG/lmsmeet</a>		
* Pinellas County Landscaper Certification Program	... Pinellas County Landscaper BMP Certification Class - requirement for all landscapers in county. (Target audience and project for no dumping regs)	<a href="http://pinellasgov.sharepoint.com/sites/BCCExt/FRMPiWG/landscaper">http://pinellasgov.sharepoint.com/sites/BCCExt/FRMPiWG/landscaper</a>		
* PRO Newsletter	... Flood Insurance Technical Assistance and 320 Map Service publicity	<a href="https://pinellasgov.sharepoint.com/sites/BCCExt/FRMPiWG/PROnews">https://pinellasgov.sharepoint.com/sites/BCCExt/FRMPiWG/PROnews</a>		11/1/2020
* PRO Training	... Flood Map and Disclosure Training at Pinellas Realtors Organization (PRO) given biannually.	<a href="https://pinellasgov.sharepoint.com/sites/BCCExt/FRMPiWG/PROnews">https://pinellasgov.sharepoint.com/sites/BCCExt/FRMPiWG/PROnews</a>		4/22/2020
* Social Media Blue Sky Messaging	... This is a spreadsheet of scheduled and unscheduled social media messages that are put out throughout the year.	<a href="https://pinellasgov.sharepoint.com/sites/BCCExt/FRMPiWG/SitePages/OP-Social-Media-Messaging.aspx">https://pinellasgov.sharepoint.com/sites/BCCExt/FRMPiWG/SitePages/OP-Social-Media-Messaging.aspx</a>		1/1/2021
Annual Review/Report (LMS/PP/FRP/FIA)	... An annual evaluation report on progress towards the planned implementation must be prepared at least once each year and submitted with the community's annual CRS recertification. This project (report) must be completed by each individual participating municipality and submitted to the governing body (Pinellas County). After submittal, the report must be released to the media and made available to the public.	<a href="http://pinellasgov.sharepoint.com/sites/BCCExt/FRMPiWG/report">http://pinellasgov.sharepoint.com/sites/BCCExt/FRMPiWG/report</a>		3/1/2021

**Figure 2-2 Program for Public Information Toolbox: Community Projects**

**Overview:**  
There is no need to scramble for documentation anymore! This section is where you can upload your community's documents needed for the Community Rating System (CRS). This will make it easier for you to keep track of all necessary documentation throughout the year when ISO asked for specific documentation, you can pull it up with ease.

*\*Please Note: The documents labeled "Countywide" are projects completed throughout the county. Your community can use these projects for CRS credit as well.*

**Properties Description:**  
Municipality: Select your community's name  
Project Name: Select from a drop down menu of pre-determined projects  
Title: This is the title of your project that will help you keep track more easily (i.e. OP1-Name of Document). This is different from the "Name" section and does not auto-populate.  
Implementation: Some projects require multiple dispersals or implementations throughout the year. For other projects, your community may opt to disperse or complete multiple times throughout the year. This is where you can identify those multi-implemented projects.  
Implementation Date: Select the date of implementation  
Name: This is the name of the actual document you are uploading. The program typically auto-populates this field based on the name of the document you updated.  
Prerequisite/Publicity Activity: Select the CRS Activity this project belongs to.  
Modified: Auto-populates the date the document or properties were last modified  
Modified By: Auto-populates the name of the person who last modified the document or properties

Click [Upload](#) below and follow the prompts to add proof that you did your project.

All Documents	320 Publicity	340 Real Estate	Find a file					
✓ Municipality	Project Name	Title	Implementation	Implementation Date	Name	Prerequisite/Publicity Activity	Modified	Modified By
Redington Shores	Utility Bill Insert		1st	12/9/2020	2020 PCU Bill Insert Redington Shores	...	December 9	Cece McKiernan
Countywide	* Flood Map Service Promo Email Blast	320_Flood Map Service Publicity	1st	7/3/2019	320_Publicity_EmailBlast_20190703	... 320,340	December 16	Moore, Maxine
Pinellas Park	Flood Guide		1st	10/1/2020	330 - OP 13 Mapfold for new residents	...	October 31	Cece McKiernan
Pinellas County Unincorporated	Annual Review/Report (LMS/PP/FRP/FIA)	PPI Annual Report 2019 (Unincorporated)	1st		330_PPI_AnnualReport_2019_Unincorporated	... 330	December 16	Moore, Maxine

## **PINELLAS COUNTY FLOOD MAP SERVICE**

In 2020, Pinellas County developed a new comprehensive Flood Map Service that improves the dissemination of flood risk data and available measures for homeowners and residents of Pinellas County and its municipalities. The intent of the service is to:

- Make flood risk information and measures more accessible to the public.
- Develop ADA compliant content.
- Better organize the content in a way that is easier to understand and navigate to the needed information.
- Provide data that is more specific to the user by allowing to search by an address and providing site specific information.
- Educate the public about the various nature of flood hazards, including riverine flooding, hurricanes, coastal hazards, natural floodplains and other pertinent information.
- Provide the public the ability to search and download elevation certificates.
- Describe the service available from the County, such as the access to the County's flood insurance advocates and flood protection technical assistance.

Figure 2-3 and Figure 2-4 illustrate the new and improved flood map service.

Figure 2-3 Pinellas County Flood Map Service Main Page

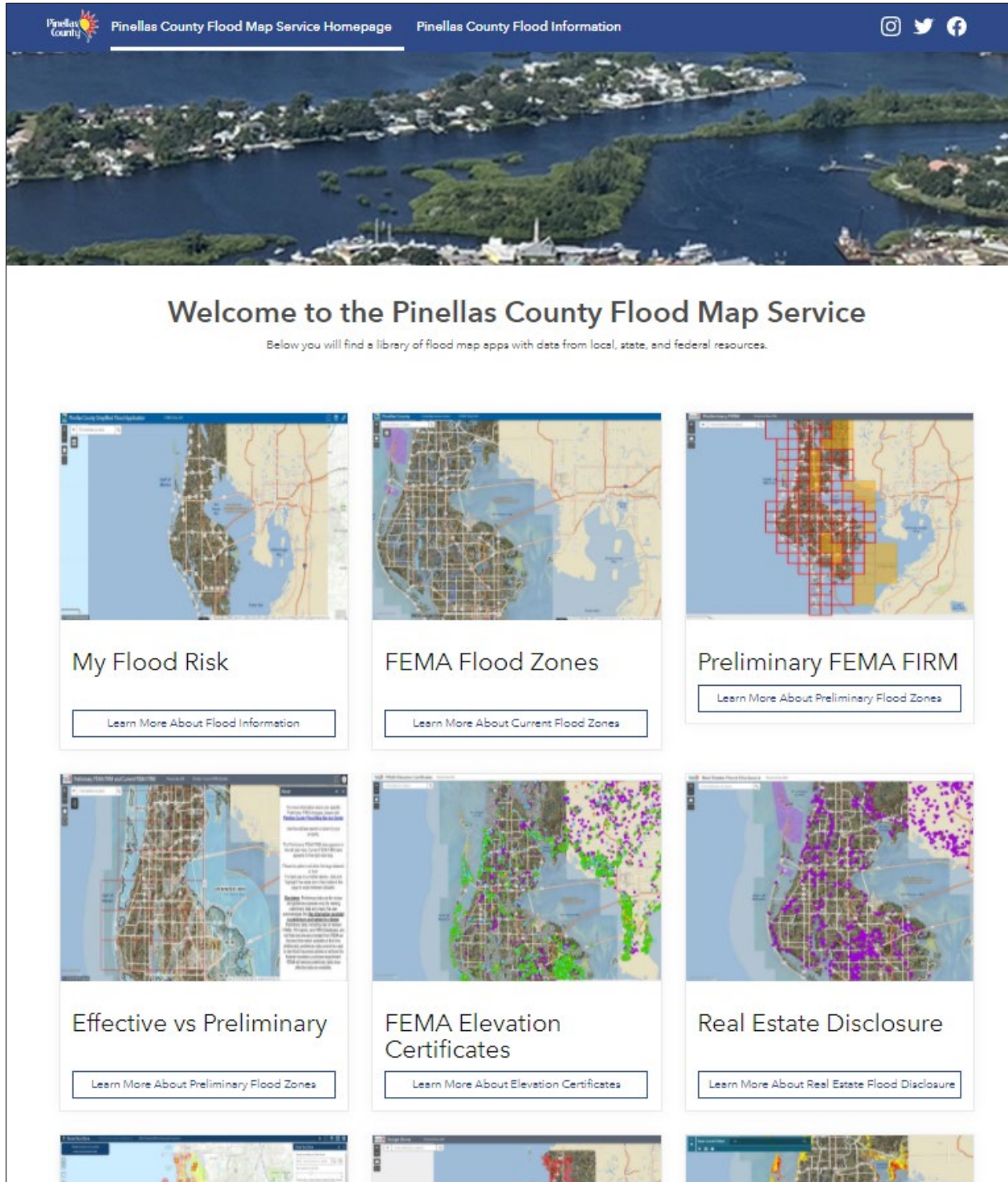



Figure 2-4 Pinellas County Flood Map Service Flood Risk Page

Pinellas County Flood Map Service Homepage
Pinellas County Flood Information

## Know Your Risk for Flooding


In Pinellas County, flooding and other drainage problems can result after several inches of rain in a short period of time or after several days of continued rain. Hurricanes, tropical storms and other threatening weather can also present flood hazards to residents due to high tides, storm surges caused by winds, and heavy rainfall.

### My Flood Risk Map App




Provides an overview of your flood risk and flood insurance requirement by clicking on your property.

### All-In-One Flood Map App



Provides detailed flood information in one map app by clicking on your property and turning data layers on and off.



### Additional Information

- > Flood Zones and Hurricane Evacuation Zones are Different!
- > Understanding Flood Maps
- > Protect your home or business and your belongings with a flood insurance policy
- > Flood Insurance Discounts are available in Pinellas County and most of its municipalities
- > Elevation Certificates have all of the information needed to write a flood policy
- > Protect Your Property

Note: Click on the linked heading text to expand or collapse accordion panels.

## BLUE SKY AND GRAY SKY MESSAGING

Pinellas County currently has a comprehensive messaging toolbox for flood response planning that includes:

- Messages for before, during, and after flooding events.
- Messages for the appropriate types and severity of hazards.
- Appropriate distribution channels for the hazards (i.e., social media, billboards, door hangars, TV, etc.)

In 2020, the committee recognized that a similar comprehensive toolbox should be developed for blue-sky and gray-sky conditions. These messages should be regularly distributed to homeowners and residents during non-emergency conditions in order to promote better preparation for hazards. Messages are intended to better prepare residents and seasonal visitors alike. Social media is also a widely used medium that the County can develop messages for. The County tailored the blue-sky messages (Appendix C) for different types of social media, ensuring that it meets specific topics and length requirements for each. In addition, the PPI committee worked with the communications department to develop optimized schedules for distributing information in a timely manner including before the hurricane season, during the hurricane season, as well as considering seasonal residents.

## PPI ADOPTION

The Pinellas County Multi-Jurisdictional PPI was adopted by the Pinellas County Board of Commissioners on April 21, 2020. The committee submits an annual update to the board.

The following municipalities also adopted this PPI through their local elected officials.

**Table 2-2 PPI Adoption**

Municipality	Adoption Date
Town of Belleair	April 7, 2020
City of Clearwater	May 7, 2020
City of Gulfport	April 21, 2020
City of Indian Rocks Beach	June 20, 2020
Town of Indian Shores	June 9, 2020
City of Largo	April 21, 2020
City of Madeira Beach	June 30, 2020
City of Oldsmar	September 3, 2020
City of Pinellas Park	June 25, 2020
Town of Redington Beach	May 6, 2020
Town of Redington Shores	May 13, 2020
City of St. Pete Beach	June 23, 2020
City of Tarpon Springs	August 4, 2020
City of Treasure Island	August 4, 2020

### 3 UPDATE: FLOODPLAIN MANAGEMENT PLAN

The County’s floodplain management plan is part of its overall Local Mitigation Strategy (LMS). Since the PPI and LMS are integrated to provide better coordination for both programs, the PPI committee stakeholders also serve as the LMS stakeholders and provide valuable input that mutually benefits both programs. The LMS started its 5-year update this year with the goal to make the LMS more accessible and provide a clearer understanding of the hazards and mitigation strategies for the public. LMS activities this year included updating the plan data, re-organizing the plan report, and developing a Story Map on the web to better convey the information to the public.

#### PLANNING COMMITTEE MEETINGS AND PROJECTS EVALUATION

The LMS committee met four times in 2020. In addition, the LMS committee provided a training for updating projects with the municipalities. Table 3-1 describes the committee meetings.

**Table 3-1 LMS Meetings**

Date	Discussion Topics
January 29, 2020	Committee reviewed the status of the LMS initiatives and comments received from the State. The initiatives list was revised based on comments from the state and input from municipalities. The Repetitive Loss Areas Analysis was also updated.
February 19, 2020	Committee reviewed new project initiatives to include in the LMS. The committee also discussed making the plan available to the public and prepare for adoption.
July 1, 2020	The committee reviewed the status of the projects and updated the LMS accordingly. The committee also discussed the progress of the Story Map intended to better communicate the hazards and mitigation projects to the public.
October 7, 2020	The Committee discussed adding new projects to the plan, including addressing the pandemic. Funding opportunities for the projects were also discussed.

Meeting agendas and minutes for the above meetings and subsequent meetings to update the plan are provided in the attachments that accompany this annual report (Appendix A). Throughout each of the meetings, the committee discussed the status of the projects as well as updates to the LMS report itself. These updates included additional narratives for the planning process, updates to the risk assessment and how the projects are scored.

The committee also evaluated the implementation of the mitigation initiatives. Many of the projects are ongoing. New projects were also added with some submitted for grant applications. Appendix D illustrates the status of the projects.



## LOCAL MITIGATION STRATEGY STORY MAP

The LMS is a comprehensive strategy. The report itself is very large with many appendices included. Navigating the report can be difficult for the public. Although there are strict requirements for the report in terms of the organization and presentation of the content to be eligible for state funding, the County thought it was necessary to develop a story map for the public. The story map will make the LMS more accessible to the public and provide a clearer understanding of its goals and objectives. In addition, it is an opportunity to educate the public about the hazards that can affect them and the mitigation initiatives the County and its municipalities have implemented to help safeguard their health, lives and property.

Highlights of the Story Map includes:

- Introduction to the LMS
- Overview of hazards and risk for the community
- Federal and local resources for mitigation
- Examples of the County's current and past projects
- Survey questionnaire and portal for the public to provide feedback

Figure 3-1 through Figure 3-4 illustrate some screenshots of the Story Map.

**Figure 3-1 LMS Story Map Screenshot #1 (Introduction)**

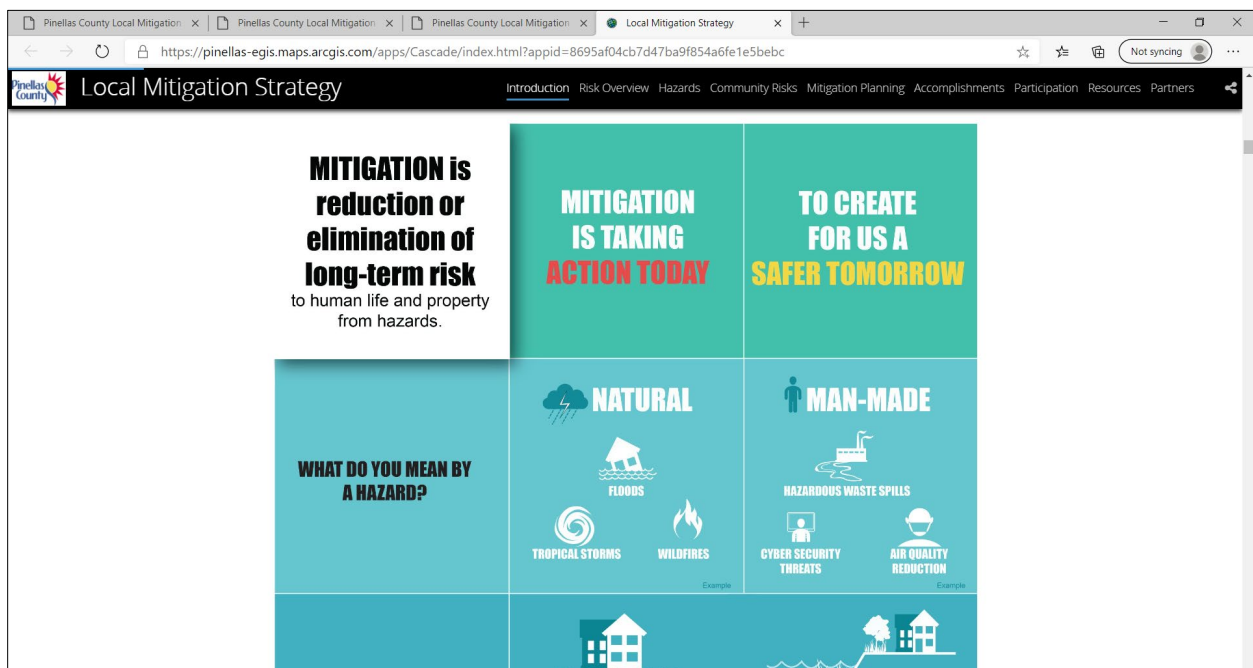


Figure 3-2 LMS Story Map Screenshot #2 (Risk Overview)

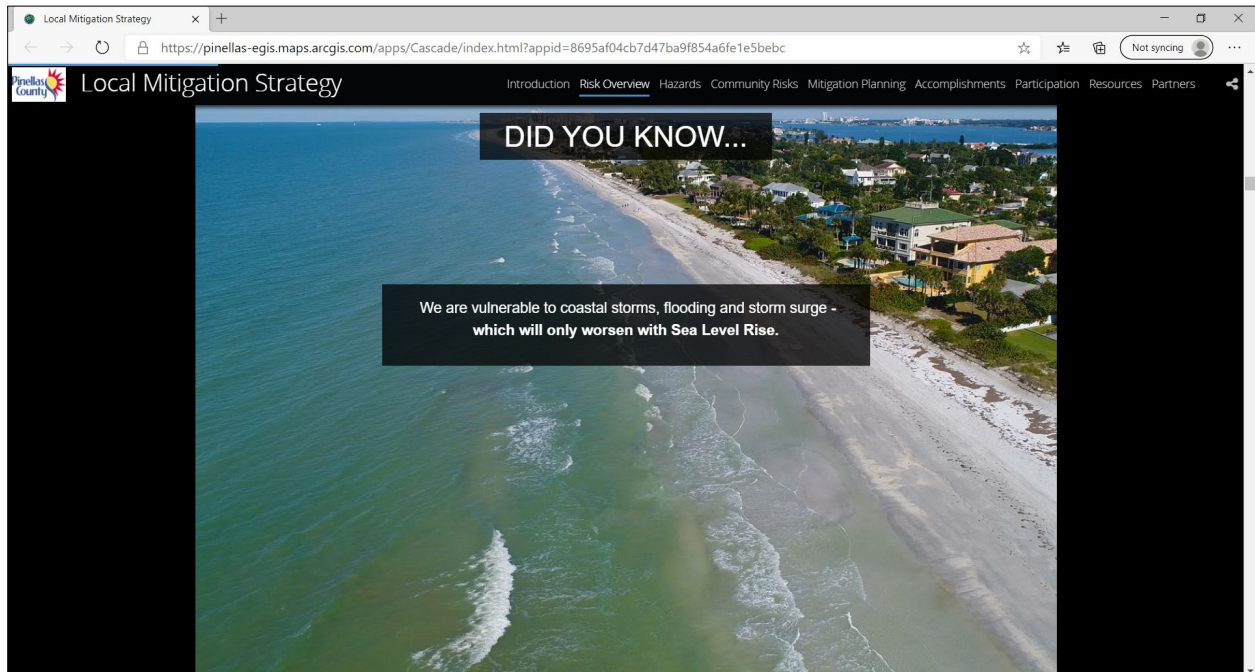


Figure 3-3 LMS Story Map Screenshot #3 (Mitigation Planning)

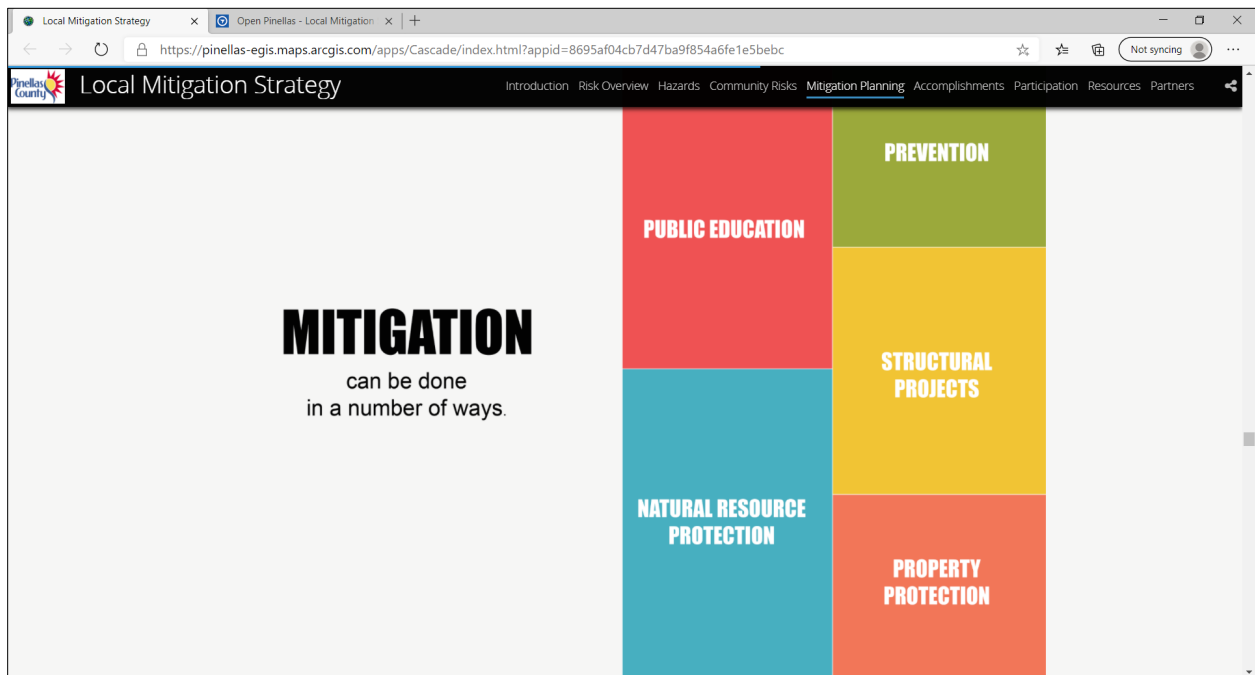
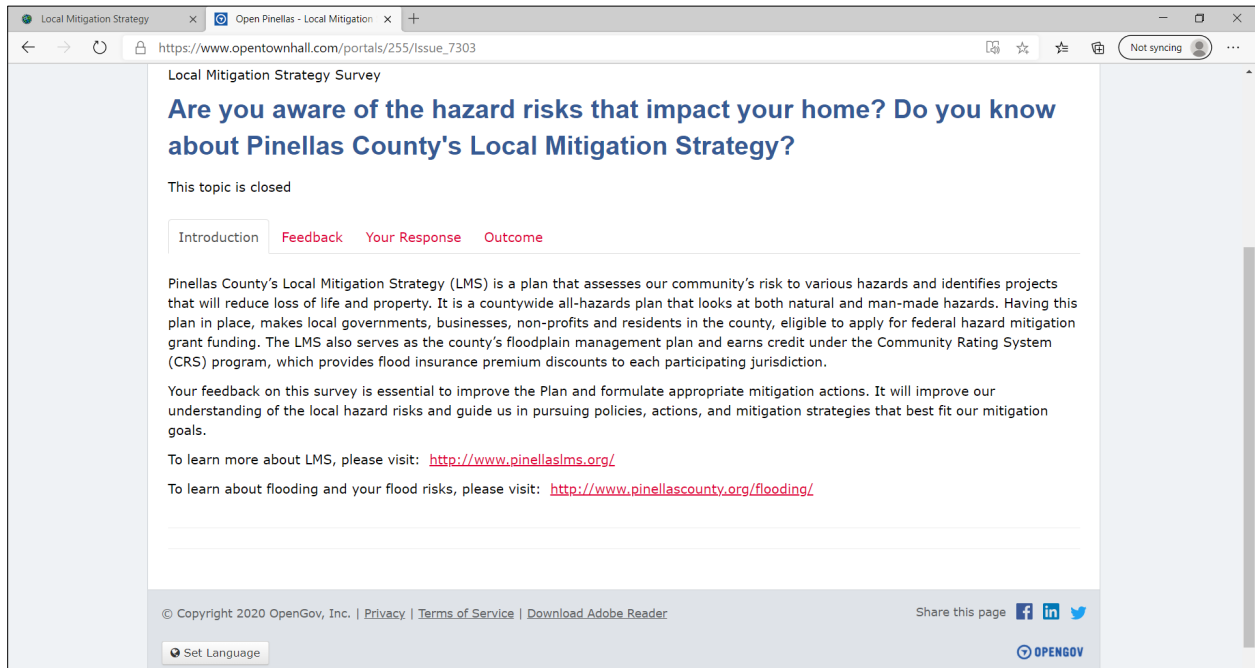


Figure 3-4 LMS Story Map Screenshot #4 (Feedback)



## 4 UPDATE: FLOOD INSURANCE IMPROVEMENT PLAN

The committee evaluated the flood insurance improvement plan. Since the plan was completed recently, minimal changes were necessary. As part of the PPI update, a new message was developed that encourages property owners to purchase flood insurance by educating owners about the limitations of disaster assistance programs. The below message will be incorporated into projects intended to improve insurance coverage.

***“Learn more about the difference between insurance and disaster assistance.”*** More than 20% of claims are paid for properties outside of a designated special flood hazard area. The average cost of flood insurance is about \$1,850 and reimburses you for all covered building losses up to \$250,000 for residential properties and up to \$500,000 for businesses. Contents coverage is also available. This coverage is available whether a disaster is declared or not. Most forms of disaster assistance require a declaration from the President and often come in the form of loans that have to be repaid.

In addition, insurance statistics in the plan were updated with the latest available data. Updates to the plan also included:

- Re-evaluation of the current policies in place and updating the GIS coverage map.
- Re-evaluation of the claims information and updating the GIS claims density map.

## 5 UPDATE: FLOOD RESPONSE PLAN

The committee evaluated the flood response plan and updated the plan as necessary. The flood response activities and messages remain mostly unchanged. Minor updates to the plan included revising the County’s Flood Response Toolkit to include messaging for pets. In addition, a new 2020 Hurricane Preparedness Guide was developed by the County to update emergency contact information, provide additional preparation guidelines for pets, and incorporate guidelines to address the COVID-19 pandemic.

This year, the hurricane exercise became real with Tropical Storm Eta. The Flood Response Plan was revised to reflect the lessons learned from Tropical Storm Eta. In addition, several figures have been revised, including updating the storm surge map to reflect new information and updating the hurricane evacuation map accordingly.

# Appendix A

## FRMPIWG Meeting Minutes



## MEETING MINUTES

**PROJECT NAME:** CRS Support/Flood Risk and Mitigation Public Information Working Group (FRMPIWG)

**MEETING DATE:** Thursday January 31<sup>st</sup>, 2019

**LOCATION:** Tampa Bay Regional Planning Council

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

- Jurisdictions introduced their staff and stakeholders. Meeting participants are listed on the sign-in sheet.

### 2.0 PPI AND EVOLUTION OF FRMPIWG

- Lisa explained the importance of the 1:1 staff/stakeholder ratio in order to meet requirements for carrying forward the PPI (Program for Public Information) and LMS (Local Mitigation Strategy) Working Group effort. She reviewed the time commitment and attendance requirements.
- Brendan Mackesey, Assistant County Attorney for Pinellas County explained the Sunshine Law and how this group will advertise meetings and conduct themselves outside these meeting in an abundance of caution to meet requirements. We will be treating this group as a Sunshine Body and hold open meetings, where public can attend, minutes are taken and an agenda is published in advance.
  - We will add to future agendas, public comment.
- Lisa presented a diagram (attached) depicting the many applications of this group including PPI (Program for Public Information), FRP (Flood Response Plan), FIP (Flood Insurance Plan) and FMP (Floodplain Management Plan), which is a component of the larger LMS (Local Mitigation Strategy)

### 3.0 FLOOD RISKS AND FLOODING PROBLEMS

- Lisa reviewed the types of flooding across the County and how each is being addressed through outreach and mitigation.
- Lisa showed pictures of Mexico Beach depicting the flood map vs. storm surge
- Lisa demonstrated the Pinellas County Map Service Center
- It was recommended to update the Pinellas County flood information brochure to for use across jurisdictions to ensure consistent messaging across the county.

### 4.0 IDENTIFY NEEDS AND GOALS (COUNTYWIDE & MINICIPALITY SPECIFIC)

- Lisa reviewed a spreadsheet she created with Libby Bolling, Pinellas County Public Information Specialist, and May Burrell, Pinellas County Emergency Management Community Education, Outreach & Program Coordinator.
  - Priority Areas such as:
    -



- Repetitive loss (Eg Shore Acres in St. Petersburg)
- X Zone but still in storm surge Category one or two
- Sea Level Rise / King tide flooding areas
- Flood insurance coverage
- Priority audiences
  - Realtors
  - Buyers of real estate
  - Home Inspectors
  - Recommended additions: Condo and Homeowner Associations, Banks/Lenders – Brochure development (Nelson Garcia), Large data companies
  -
- Other efforts
  - Flood services provided by county and munis (map info service, property protection investigations and consults, flood insurance technical assistance, websites, storm drain marking, Alert Pinellas, etc...)
  - USF – Email blast annually
  - Flood insurance writers – email blasts to agents
  - PRO member newsletters
  - TBRPC

#### 5.0 **FORMULATE FLOOD INFORMATION MESSAGES**

- Libby discussed the tools they have created for messaging and when/how they will be distributed to the municipalities for their use
- Messages from existing PPIs will be consolidated and sent to working group for review

#### 6.0 **IDENTIFY OUTREACH PROJECTS AND INITIATIVES**

- St. Pete/Clearwater Airport as target for visitors
- Faith Based Organizations
- Schools – St. Pete Science Fest – Elementary Students
- Public Transportation Wraps (Anamarie Rivera)
- Newsletter from Elected Official
- Insurance Advocates on Website

#### 7.0 **FLOODPLAIN MANAGEMENT PLAN**

- Public Meeting in March
- Chris Zambito, Senior Planner from Atkins, briefed the group on the Local Mitigation Strategy efforts and how our group will feed into that process (presentation attached)

#### 8.0 **REQUESTS**

- Create a mission statement for the group to help better understand goals
- Create something local government staff can use to explain to their managers how this effort will help them – Flood Economics



FRMPIWG meetings for 2019 will be June 13 and September 12. Cece will send Outlook invitations for 2019 as the venue and times are confirmed.

Adjourn



## PINELLAS COUNTY FLOOD INFORMATION & MITIGATION ALTERNATIVES WORKING GROUP ROSTER

Public Stakeholder Working Group members have agreed to take part in three meetings per year to help the County Develop the LMS 5-year plan.

Jurisdiction Represented	Staff/Stakeholder	Name	Affiliation	Email	Phone	Jan 31 2019 RSVP	Jan 31 Initial	June 20 2019 RSVP2
Belleair	Staff	Greg Lauda	Floodplain Manager	<a href="mailto:glauda@townofbelleair.net">glauda@townofbelleair.net</a>	727-588-3769	X	x	
Belleair	Staff	Keith Bodeker	Town of Belleair	<a href="mailto:kbodeker@townofbelleair.net">kbodeker@townofbelleair.net</a>	727-408-4860		x	x
Belleair	Stakeholder	Tom Shelly	Town of Belleair, Commissioner; Florida Real Estate Bro	<a href="mailto:tshelly@townofbelleair.net">tshelly@townofbelleair.net</a>	727-510-8350	X	x	
Belleair	Stakeholder	Andy Neiswender	Belleair CC	<a href="mailto:andyn@belleaircc.com">andyn@belleaircc.com</a>	727-459-9324		x	Tentative
Clearwater	Staff	Sarah Kessler	City of Clearwater	<a href="mailto:sarah.kessler@myclearwater.com">sarah.kessler@myclearwater.com</a>		x	x	x
Clearwater	Stakeholder	Steve Kessler	City of Clearwater	<a href="mailto:skessler@hotmail.com">skessler@hotmail.com</a>	727-560-1575		x	
Clearwater	Stakeholder	Jared Leone	Clearwater	<a href="mailto:jared.leone@gmail.com">jared.leone@gmail.com</a>			x	
Clearwater	Stakeholder	Heather Young	Tampa Bay Regional Planning Council	<a href="mailto:heather@tbrpc.org">heather@tbrpc.org</a>		x	x	
East Lake	Staff	Michael Porch	Division Chief	<a href="mailto:mporch@elfl.org">mporch@elfl.org</a>	813-966-2012		x	
Gulfport	Staff	Michael Taylor	Community Development Principal Planner	<a href="mailto:mtaylor@mygulfport.us">mtaylor@mygulfport.us</a>	727-893-1087	x	x	x
Gulfport	Staff	Clark Streicher	Building Official	<a href="mailto:cstreicher@mygulfport.us">cstreicher@mygulfport.us</a>	727-893-1020			
Gulfport	Stakeholder	Mike Whitman	WhitCo Insurance Agency	<a href="mailto:mike@whitcoinsurance.com">mike@whitcoinsurance.com</a>	727-209-8888		x	
Gulfport	Stakeholder	Karen Brodeur	WhitCo Insurance Agency	<a href="mailto:karen@whitcoinsurance.com">karen@whitcoinsurance.com</a>	727-209-8888			
Indian Rocks Beach	Staff	Dean Scharmen	Public Services Director	<a href="mailto:dscharmen@irbcity.com">dscharmen@irbcity.com</a>	727-595-6889	X	x	x
Indian Rocks Beach	Staff	Lorin Kornijtschuk	Public Services Administrative Assistant	<a href="mailto:lorink@irbcity.com">lorink@irbcity.com</a>	727-595-6889			
Indian Rocks Beach	Stakeholder	Ron Sacra	Resident	<a href="mailto:ronsacra@yahoo.com">ronsacra@yahoo.com</a>		X	x	
Indian Rocks Beach	Stakeholder	Eric Meyer	Resident	<a href="mailto:ericmeyer@discoverdps.com">ericmeyer@discoverdps.com</a>				x
Indian Shores	Staff	Stephen Tetlak	Building Official	<a href="mailto:buildingofficial@IndianShoresFL.onmicrosoft.com">buildingofficial@IndianShoresFL.onmicrosoft.com</a>		X	x	
Indian Shores	Staff	William Jones	Building Clerk	<a href="mailto:wjones@myindianshores.com">wjones@myindianshores.com</a>	727-595-4020		x	x
Indian Shores	Stakeholder	Katrena Hales-Claver	Calusa Vacations LTD	<a href="mailto:sandglo@msn.com">sandglo@msn.com</a>	727-320-9720	X	x	x
Indian Shores	Stakeholder	Robert E. Lyons	Sunwest Construction LLC	<a href="mailto:swcrel@gmail.com">swcrel@gmail.com</a>	727-330-7772		x	x
Largo	Staff	Matt Butler	Assistant Building Official	<a href="mailto:mbutler@largo.com">mbutler@largo.com</a>	727-586-7488 x7302		x	
Largo	Staff	Sam Ball	Planner	<a href="mailto:sball@largo.com">sball@largo.com</a>	727-588-1040		x	x
Largo	Staff	Robert Hatton	Building Official	<a href="mailto:rhatton@largo.com">rhatton@largo.com</a>				
Largo	Stakeholder	Anna Robinson	Realtor	<a href="mailto:Annarobinson@kw.com">Annarobinson@kw.com</a>				x
Madeira Beach	Staff	Linda Portal	Madeira Beach	<a href="mailto:lportal@madeirabeachfl.gov">lportal@madeirabeachfl.gov</a>		X	x	x
Madeira Beach	Staff	Jenny Rowan	Madeira Beach	<a href="mailto:jrowan@madeirabeachfl.gov">jrowan@madeirabeachfl.gov</a>		X	x	x
Madeira Beach		Derryl O'Neal	Madeira Beach	<a href="mailto:doneal@madeirabeachfl.gov">doneal@madeirabeachfl.gov</a>		X	x	
Madeira Beach	Stakeholder	Vincent Gadrix	Gulf Beaches Public Library Director	<a href="mailto:gulfbeacheslibrary@icloud.com">gulfbeacheslibrary@icloud.com</a>	727-391-2828			x
Oldsmar	Staff	Marie Dauphinais	Director Planning & Redevelopment	<a href="mailto:mdauphinais@myoldsmar.com">mdauphinais@myoldsmar.com</a>				
Oldsmar	Staff	Gregg Silliman	Code Enforcement Officer	<a href="mailto:gsilliman@myoldsmar.com">gsilliman@myoldsmar.com</a>				
Oldsmar	Staff	Michele Parisano	CRA Administrator/Planning Manager	<a href="mailto:mparisano@myoldsmar.com">mparisano@myoldsmar.com</a>	813-749-1137			x
Oldsmar	Staff	Mandi Clark	Planning Technician	<a href="mailto:mclark@myoldsmar.com">mclark@myoldsmar.com</a>		X		
Oldsmar	Staff	Daniel Simpson	City Engineer	<a href="mailto:dsimpson@myoldsmar.com">dsimpson@myoldsmar.com</a>	727-623-7605	X	x	
Oldsmar	Staff	Nan Bennet	Director Public Works	<a href="mailto:nbennet@myoldsmar.com">nbennet@myoldsmar.com</a>	813-749-1123			x
Oldsmar	Staff	Felicia Donnelly		<a href="mailto:fdonnelly@myoldsmar.com">fdonnelly@myoldsmar.com</a>				x
Oldsmar	Stakeholder	Doug Bevis	Resident/Realtor	<a href="mailto:teambevis@gmail.com">teambevis@gmail.com</a>		X		x
Oldsmar	Stakeholder	Paula Saracki	Resident/Business Owner	<a href="mailto:paula@impactgrafx.com">paula@impactgrafx.com</a>	813-928-3178			x
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Pinellas County	Staff	Alissa Berro		<a href="mailto:amberro@pinellascounty.org">amberro@pinellascounty.org</a>		X		
Pinellas County	Staff	Glen-Paul Edson	Pinellas County Mosquito Control	<a href="mailto:gedson@pinellascounty.org">gedson@pinellascounty.org</a>	727-464-7745	X	x	
Pinellas County	Staff	Anamarie Rivera	Env. Services	<a href="mailto:arivera@co.pinellas.fl.us">arivera@co.pinellas.fl.us</a>		X	x	
Pinellas County	Staff	Angela Dunkel	PIE Airport/Engineering	<a href="mailto:adunkle@fly2pie.com">adunkle@fly2pie.com</a>		x	x	
Pinellas County	Staff	Rhonda Bowman	CIP Survey	<a href="mailto:rpowman@pinellascounty.org">rpowman@pinellascounty.org</a>	727-453-3406		x	
Pinellas County	Staff	Dylan Smith	Intern	<a href="mailto:dsmith45@mail.usf.edu">dsmith45@mail.usf.edu</a>	727-709-8024		x	x

Jurisdiction Represented	Staff/Stakeholder	Name	Affiliation	Email	Phone	Jan 31 2019 RSVP	Jan 31 Initial	June 20 2019 RSVP2
Pinellas County	Staff	Libby Bolling	Pinellas County Marketing & Communications – PIO	<a href="mailto:lbolling@co.pinellas.fl.us">lbolling@co.pinellas.fl.us</a>	727-464-3519			
Pinellas County	Staff	Barbara Hernandez	BCC	<a href="mailto:bhernandez@pinellascounty.org">bhernandez@pinellascounty.org</a>			x	
Pinellas County	Stakeholder	Cece McKienan	Florida Floodplain Managers Association, Executive Dir	<a href="mailto:cece@mckiernanconsulting.us">cece@mckiernanconsulting.us</a>		X	x	x
Pinellas County	Stakeholder	Brian Ellis	Tampa Bay Regional Planning Council	<a href="mailto:brian@tbrpc.org">brian@tbrpc.org</a>		X		
Pinellas County	Stakeholder	CJ Reynolds	Tampa Bay Regional Planning Council	<a href="mailto:cireynolds@TBRPC.org">cireynolds@TBRPC.org</a>		x		
Pinellas County	Stakeholder	Joe Farrell	Pinellas Realtor Organization, Director of Governmenta	<a href="mailto:jfarrell@tampabayrealtor.com">jfarrell@tampabayrealtor.com</a>		X		
Pinellas County	Stakeholder	Betty Ryals	Wright Flood, Regional Sales Manager	<a href="mailto:betty.ryals@weareflood.com">betty.ryals@weareflood.com</a>				
Pinellas County	Stakeholder	Ashley Tharp	Wright Flood, Corporate Agent Training Manager	<a href="mailto:Ashley.Tharp@weareflood.com">Ashley.Tharp@weareflood.com</a>		X	x	x
Pinellas County	Stakeholder	Dawn Forrest	Wright Flood	<a href="mailto:dawn.forrest@weareflood.com">dawn.forrest@weareflood.com</a>		X	x	x
Pinellas County	Stakeholder	Katherine Howington	Flood Insurance Specialist	<a href="mailto:kathowington@gmail.com">kathowington@gmail.com</a>				
Pinellas County	Stakeholder	Jim Watt	SmartVent & Risk Reduction Plus	<a href="mailto:jwatt@smartvent.com">jwatt@smartvent.com</a>		x	x	x
Pinellas County	Stakeholder	Nelson Garcia	Sunpoint Home Loans	<a href="mailto:ngarcia@sphomeloans.com">ngarcia@sphomeloans.com</a>			x	x
Pinellas County	Stakeholder	Marty Sorensen	Resident	<a href="mailto:msorensen@fuenteholdings.com">msorensen@fuenteholdings.com</a>		X	x	x
Pinellas County	Stakeholder	Cheryl Morales	Pinellas Public Library Cooperative (PPLC), Executive Di	<a href="mailto:cmorales@pplc.us">cmorales@pplc.us</a>		X		
Pinellas County	Stakeholder	John Hibbard	Weisner Insurance	<a href="mailto:John@winfl.com">John@winfl.com</a>				
Pinellas County	Stakeholder	Rick Haupricht	Greenleaf Title					
Pinellas County	Stakeholder	Brad Hubbard	National Flood Experts	<a href="mailto:bhubbard@nationalfloodexperts.com">bhubbard@nationalfloodexperts.com</a>		X		
Pinellas County	Stakeholder	Pete Travis	Torrent Technologies	<a href="mailto:pete.travis@torrentcorp.com">pete.travis@torrentcorp.com</a>				
Pinellas County	Stakeholder	Christopher Weaver	Florida Strategic Insurance	<a href="mailto:chrisw@flstrategic.com">chrisw@flstrategic.com</a>				
Pinellas County	Stakeholder	Vicki Russo	Resident	<a href="mailto:vicki.russo@yahoo.com">vicki.russo@yahoo.com</a>				
Pinellas County	Stakeholder	Sally Bishop	Resident	<a href="mailto:sara.bishop1@verizon.net">sara.bishop1@verizon.net</a>	727-647-0084	X	x	x
Pinellas County	Stakeholder	CJ Reynolds	Tampa Bay Regional Planning Council	<a href="mailto:cireynolds@TBRPC.org">cireynolds@TBRPC.org</a>		X	x	
Pinellas County	Stakeholder	Cara Serra	Tampa Bay Regional Planning Council	<a href="mailto:cara@tbrpc.org">cara@tbrpc.org</a>			x	
Pinellas County	Stakeholder	John Toomer	Reliant Insurance Services	<a href="mailto:johnT@myreliantinsurance.com">johnT@myreliantinsurance.com</a>	813-502-0282			x
Pinellas County	Stakeholder	Nate Coco/Yara Torres	State Farm	<a href="mailto:flood@teamcocco.com">flood@teamcocco.com</a>	727-240-1719			
Pinellas County	Stakeholder	Siobhan O'Kane	Urban Land Institute	<a href="mailto:siobhan.okane@uli.org">siobhan.okane@uli.org</a>	860-222-5295			
Pinellas Park	Staff	Benjamin Ziskal	Planning & Development Services Director	<a href="mailto:bziskal@pinellas-park.com">bziskal@pinellas-park.com</a>	727-369-5620	X	x	x
Pinellas Park	Staff	E Lindquist		<a href="mailto:elindquist@pinellas-park.com">elindquist@pinellas-park.com</a>				
Pinellas Park	Stakeholder	Linda Yang	FI Strategic Insurance	<a href="mailto:Linda@flstrategic.com">Linda@flstrategic.com</a>	813-440-0253		x	x
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Pinellas Park	Stakeholder	Housh Ghovae	Gateway Chamber of Commerce	<a href="mailto:housh@northsideengineering.net">housh@northsideengineering.net</a>	727-709-0943		x	x
Redington Beach	Staff	Adriana Nieves	Deputy Clerk	<a href="mailto:deputyclerk@townofredingronbeach.com">deputyclerk@townofredingronbeach.com</a>		X		
Redington Beach	Staff	Darin Cushing	Building Official/FPM	<a href="mailto:dcushing@safebuilt.com">dcushing@safebuilt.com</a>	941-662-7748		x	x
Redington Beach	Stakeholder	Pat English	Resident	<a href="mailto:pat_english2014@gmail.com">pat_english2014@gmail.com</a>			x	x
Redington Beach	Stakeholder	Annie Fleeting	Owner, Next Home Beach Time Realty	<a href="mailto:annie@beachtimeteam.com">annie@beachtimeteam.com</a>	727-504-1111		x	x
Redington Shores	Staff	Michael Robinson	Commissioner	<a href="mailto:comdist3@townofredingtonshores.com">comdist3@townofredingtonshores.com</a>		X	x	x
Redington Shores	Staff	Pat Drumm	Commissioner	<a href="mailto:comdist4@townofredingtonshores.com">comdist4@townofredingtonshores.com</a>				
Redington Shores	Stakeholder	Dave Motley	Resident	<a href="mailto:dmotley123@gmail.com">dmotley123@gmail.com</a>	727-452-4536	X	x	
Redington Shores	Stakeholder	Tim Deboy	Resident	<a href="mailto:tjdeboy@yahoo.com">tjdeboy@yahoo.com</a>				
Redington Shores	Stakeholder	Jeffrey Kareskie	Resident	<a href="mailto:jeffkareskie@msn.com">jeffkareskie@msn.com</a>	410-458-4431		x	
Redington Shores	Stakeholder	Kimberly Harr	Harr & Associates Insurance, Inc.	<a href="mailto:kim@harrins.com">kim@harrins.com</a>	727-424-8376	X	x	x
Saint Petersburg	Staff	Noah Taylor	CRS Coordinator	<a href="mailto:noah.taylor@stpete.org">noah.taylor@stpete.org</a>	727-893-7283	X	x	x
Saint Petersburg	Staff	Amber Boulding	St. Pete Emergency Management	<a href="mailto:amber.boulding@stpete.org">amber.boulding@stpete.org</a>	727-895-7683		x	x
Saint Petersburg	Staff	Kyla Brelenel	St. Pete Emergency Management	<a href="mailto:kyla.brelenel@stpete.org">kyla.brelenel@stpete.org</a>	727-882-8200		x	
Saint Petersburg	Stakeholder	Jake Holehouse	HH Insurance	<a href="mailto:jwh@hhinsgroup.com">jwh@hhinsgroup.com</a>	727-498-5559	X	x	x
Saint Petersburg	Stakeholder	Chris Dailey	Shore Acres Civic Association	<a href="mailto:chris.dailey@rsandh.com">chris.dailey@rsandh.com</a>		X		x
Saint Petersburg	Stakeholder	Chris Simoniello	USF St. Pete	<a href="mailto:simoniel@mail.usf.edu">simoniel@mail.usf.edu</a>		X	x	x
Saint Petersburg	Stakeholder	John Mason	St. Petersburg Council of Neighborhood Associations	<a href="mailto:Jmas38@gmail.com">Jmas38@gmail.com</a>		X		
Saint Petersburg	Stakeholder	Frank Malowany	Smith & Associates	<a href="mailto:malow1@aol.com">malow1@aol.com</a>	727-432-1176			
St. Petersburg Beach	Staff	Wesley Wright	Community Development Director	<a href="mailto:wwright@stpetebeach.org">wwright@stpetebeach.org</a>		X		

Jurisdiction Represented	Staff/Stakeholder	Name	Affiliation	Email	Phone	Jan 31 2019 RSVP	Jan 31 Initial	June 20 2019 RSVP2
St. Petersburg Beach	Staff	Bill Palmer	Building Official	<a href="mailto:bpalmer@stpetebeach.org">bpalmer@stpetebeach.org</a>	727-363-9276	X	x	x
St. Petersburg Beach	Stakeholder	Chris Hollands	Local Business Owner	<a href="mailto:crhollands@gmail.com">crhollands@gmail.com</a>	727-642-4141			Tentative
St. Petersburg Beach	Stakeholder	Michael Welch		<a href="mailto:mfw517@yahoo.com">mfw517@yahoo.com</a>	727-542-2450			
South Pasadena	Staff	Ashley Dochinez	Building Services Coordinator	<a href="mailto:ADochinez@mysouthpasadena.com">ADochinez@mysouthpasadena.com</a>	727-343-4192	X	x	x
South Pasadena	Staff	David Mixson	Fire Chief	<a href="mailto:dmixson@mysouthpasadena.com">dmixson@mysouthpasadena.com</a>	727-420-8100		x	
South Pasadena	Stakeholder	Doug Izzo	Tampa Bay Beaches Chamber of Commerce	<a href="mailto:doug@tampabaybeaches.com">doug@tampabaybeaches.com</a>	727-360-6957	X	x	x
South Pasadena	Stakeholder	TJ Griner	Marine Max	<a href="mailto:TJGriner@marinemax.com">TJGriner@marinemax.com</a>		X	x	
South Pasadena	Stakeholder	George Lewis	Leverocks	<a href="mailto:gelewisin@aol.com">gelewisin@aol.com</a>				
Tarpon Springs	Staff	Kevin Powell	Building Official	<a href="mailto:kpowell@ctsfl.us">kpowell@ctsfl.us</a>		X	x	x
Tarpon Springs	Stakeholder	Joan Jennings	Resident	<a href="mailto:joanjenn@gmail.com">joanjenn@gmail.com</a>				
Tarpon Springs	Stakeholder	Barbara Mamouzelos	Resident	<a href="mailto:bmamouzelos@yahoo.com">bmamouzelos@yahoo.com</a>				
Treasure Island	Staff	Paula Cohen	Director CID	<a href="mailto:pcohen@mytreasureisland.org">pcohen@mytreasureisland.org</a>	727-547-4575 x 239	X	x	
Treasure Island	Staff	R.G. "Bob" Bray	City Planner	<a href="mailto:rbray@mytreasureisland.org">rbray@mytreasureisland.org</a>	727-547-4575 x 233	X	x	x
Treasure Island	Stakeholder	Clyde Smith	GM, Bilmar Resort	<a href="mailto:gm@bilmarbeachresort.com">gm@bilmarbeachresort.com</a>	727-360-5531	X	x	
Treasure Island	Stakeholder	Brad Piche	Owner, Ricky T's	<a href="mailto:pichebrad@yahoo.com">pichebrad@yahoo.com</a>		X		x
University of Florida	Stakeholder	Jerry Murphy	UF Project Coordinator	<a href="mailto:jerry@murphyplanning.com">jerry@murphyplanning.com</a>			x	x
Pasco County	Staff	Bob Cobelli	Pasco County	<a href="mailto:bcobelli@pascocountyfl.net">bcobelli@pascocountyfl.net</a>		X		
Hillsborough County	Staff	Eugene Henry		<a href="mailto:henrye@hillsboroughcounty.org">henrye@hillsboroughcounty.org</a>		X		x
	Staff	Christine Hummel		<a href="mailto:hummelc@hillsboroughcounty.org">hummelc@hillsboroughcounty.org</a>		X	x	x
Consultant	Staff	Khan Boupha	Jones Edmunds	<a href="mailto:kboupha@jonesedmunds.com">kboupha@jonesedmunds.com</a>		X	x	x
Consultant	Staff	Chris Zambito	Atkins	<a href="mailto:chris.zambito@atkinsglobal.com">chris.zambito@atkinsglobal.com</a>	813-244-1654	X	x	x



## MEETING MINUTES

**PROJECT NAME:** CRS Support/Flood Risk and Mitigation Public Information Working Group (FRMPIWG)  
**MEETING DATE:** Thursday June 20th, 2019  
**LOCATION:** Tampa Bay Regional Planning Council

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

- Jurisdictions introduced their staff and stakeholders. Meeting participants are listed on the sign-in sheet.

### 2.0 PPI AND EVOLUTION OF FRMPIWG

- Cece McKiernan reiterated the importance of the 1:1 staff/stakeholder ratio in order to meet requirements for carrying forward the PPI (Program for Public Information) and LMS (Local Mitigation Strategy) Working Group effort. She reviewed the time commitment and attendance requirements.
- Lisa Foster further explained the additional applications of this group in addition to the PPI (Program for Public Information). This group will serve as the working group for the FRP (Flood Response Plan), FIP (Flood Insurance Plan) and FMP (Floodplain Management Plan), which is a component of the larger LMS (Local Mitigation Strategy).

### 3.0 LMS

- Floodplain Management Planning Steps  
Chris Zambito provided an overview (attached) of the steps already taken and future work needed. He explained what we need from stakeholders which includes representation by specific communities at this meeting, giving input to the process, developing projects and sharing this information among those in your community.
- Story Map  
Lisa Foster and Chris Zambito demonstrated the draft story map which provides a simpler method of reviewing data and communicating the LMS in a format for everyone. Lisa and Chris will share the link for the story map when it is ready to be shared.

### 4.0 IDENTIFY NEEDS (COUNTYWIDE & MUNICIPALITY SPECIFIC)

- Khan Bouphe reviewed spreadsheets (attached) that allow Pinellas County to capture all the projects from each municipality so this can be included in the PPI document and make it easier for ISO to review when they visit the individual communities. We will need a commitment from each community to implement the projects of their choice once a year.
- All communities committed to the following projects:
  - Utility Bill
  - Map Service
  - Repetitive Loss Area Mailing
  - Hurricane Guide
  - Real Estate Information and Brochure
  - Links to Web
  - Providing Flood Service Information to callers

- Community Newsletter/Beach Newspaper
- Veterinarian Email Blast
- Redington Shores, Treasure Island and Indian Shores do Annual Meetings
- Unincorporated and St. Petersburg do Flash Reports

#### 5.0 **PINELLAS RESOURCES TOOLBOX**

- Libby Bolling, Pinellas County Public Information Specialist, demonstrated the capabilities of the Toolbox that is being compiled for all jurisdictions with resources to be used in this effort. As soon as the Toolbox is complete a link will be shared with all the meeting participants for review, comment and approval at the next meeting.

#### 6.0 **REQUESTS**

- Follow Sunshine Meeting standards
- We will add to future agendas, public comment
- Send final mission statement for the group to help better understand goals
- Create something local government staff can use to explain to their managers how this effort will help them – Flood Economics

#### 7.0 **NEEDS**

- Repetitive Loss Areas from Communities in shape files if possible
- A grant for communities to send flood risk mailers is available from TBRPC
- Send Alert Pinellas Link to all municipalities

The final FRMPIWG meeting for 2019 will be held September 19 here at the Tampa Bay Regional Planning Council. Cece McKiernan will send Outlook invitations for this final meeting in the following weeks.

Adjourn



**PINELLAS COUNTY FLOOD INFORMATION & MITIGATION PUBLIC INFORMATION WORKING GROUP**

MEETING DATE:  
LOCATION:

Thursday, June 20, 2019  
Tampa Bay Regional Planning Council

Jurisdiction Represented	Staff/Stakeholder	Name	Affiliation	Email	Phone	Signature
Belleair	Staff	Greg Lauda	Floodplain Manager	glauda@townofbelleair.net	727-588-3769	
Belleair	Staff	Keith Bodeker	Town of Belleair	kbodeker@townofbelleair.net	727-408-4860	
Belleair	Stakeholder	Tom Shelly	Town of Belleair, Commissioner; Florida Real Estate Broker, Owner Realtor of	tshelly@townofbelleair.net	727-510-8350	
Belleair	Stakeholder	Andy Neiswender	Belleair CC	andyn@belleaircc.com	727-459-9324	
Clearwater	Staff	Sarah Kessler	City of Clearwater	sarah.kessler@myclearwater.com		
Clearwater	Stakeholder	Steve Kessler	City of Clearwater	skessler@hotmail.com	727-560-1575	
Clearwater	Stakeholder	Jared Leone	Clearwater	jared.leone@gmail.com		
Clearwater	Stakeholder	Heather Young	Tampa Bay Regional Planning Council	heather@tbrpc.org		
East Lake	Staff	Michael Porch	Division Chief	mporch@elfl.org	813-966-2012	
Gulfport	Staff	Michael Taylor	Community Development Principal Planner	mtaylor@mygulfport.us	727-893-1087	
Gulfport	Staff	Clark Streicher	Building Official	cstreicher@mygulfport.us	727-893-1020	
Gulfport	Stakeholder	Mike Whitman	WhitCo Insurance Agency	mike@whitcoinsurance.com	727-209-8888	
Gulfport	Stakeholder	Karen Brodeur	WhitCo Insurance Agency	karen@whitcoinsurance.com	727-209-8888	
Indian Rocks Beach	Staff	Dean Scharmen	Public Services Director	dscharmen@irbcity.com	727-595-6889	
Indian Rocks Beach	Staff	Lorin Kornijtschuk	Public Services Administrative Assistant	lorink@irbcity.com	727-595-6889	
Indian Rocks Beach	Stakeholder	Ron Sacra	Resident	ronsacra@yahoo.com		
Indian Rocks Beach	Stakeholder	Eric Meyer	Resident	ericmeyer@discoverdps.com		
Indian Shores	Staff	Stephen Tetlak	Building Official	buildingofficial@indianshoresFL.onmicrosoft.com		



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MEETING DATE:  
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Jurisdiction Represented	Staff/Stakeholder	Name	Affiliation	Email	Phone	Signature
Indian Shores	Staff	William Jones	Building Clerk	wjones@myindiashores.com	727-595-4020	<i>William Jones</i>
Indian Shores	Stakeholder	Katrena Hales-Claver	Calusa Vacations LTD	sandglo@msn.com	727-320-9720	<i>Katrena Hales</i>
Indian Shores	Stakeholder	Robert E. Lyons	Sunwest Construction LLC	swcrel@gmail.com	727-330-7772	
Largo	Staff	Matt Butler	Assistant Building Official	mbutler@largo.com	727-586-7488 x7302	
Largo	Staff	Sam Ball	Planner	sball@largo.com	727-588-1040	<i>Sam Ball</i>
Largo	Staff	Robert Hatton	Building Official	rhatton@largo.com		
Largo	Stakeholder	Anna Robinson	Realtor	Annarobinson@kw.com	727-537-9743	<i>Anna Robinson</i>
Madeira Beach	Staff	Linda Portal	Madeira Beach	lportal@madeirabeachfl.gov		
Madeira Beach	Staff	Jenny Rowan	Madeira Beach	jrowan@madeirabeachfl.gov	607-379-2533	<i>JR</i>
Madeira Beach		Derryl O'Neal	Madeira Beach	doneal@madeirabeachfl.gov		
Madeira Beach	Stakeholder	Vincent Gadrix	Gulf Beaches Public Library Director	gulfbeacheslibrary@icloud.com	727-391-2828	<i>VG</i>
Oldsmar	Staff	Marie Dauphinais	Director Planning & Redevelopment	mdauphinais@myoldsmar.com		
Oldsmar	Staff	Gregg Silliman	Code Enforcement Officer	gsilliman@myoldsmar.com		
Oldsmar	Staff	Michele Parisano	CRA Administrator/Planning Manager	mparisano@myoldsmar.com	813-749-1137	<i>Michele Parisano</i>
Oldsmar	Staff	Mandi Clark	Planning Technician	mclark@myoldsmar.com		
Oldsmar	Staff	Daniel Simpson	City Engineer	dsimpson@myoldsmar.com	727-623-7605	
Oldsmar	Staff	Nan Bennet	Director Public Works	nbennet@myoldsmar.com	813-749-1123	<i>Nan Bennet</i>
Oldsmar	Staff	Felicia Donnelly	<i>ASSIST. CITY MANAGER</i>	fdonnelly@myoldsmar.com	813-749-1144	<i>Felicia Donnelly</i>
Oldsmar	Stakeholder	Doug Bevis	Resident/Realtor	teambevis@gmail.com	813-326-4474	<i>Doug Bevis</i>
Oldsmar	Stakeholder	Paula Saracki	Resident/Business Owner	paula@impactgrafx.com	813-928-3178	<i>Paula Saracki</i>



**PINELLAS COUNTY FLOOD INFORMATION & MITIGATION PUBLIC INFORMATION WORKING GROUP**

MEETING DATE:  
LOCATION:

Thursday, June 20, 2019  
Tampa Bay Regional Planning Council

Jurisdiction Represented	Staff/Stakeholder	Name	Affiliation	Email	Phone	Signature
Pinellas County	Staff	Lisa Foster	Floodplain Administrator	ldfoster@pinellascounty.org	727-464-8962	
Pinellas County	Staff	Alissa Berro		amberro@pinellascounty.org		
Pinellas County	Staff	Glen-Paul Edson	Pinellas County Mosquito Control	gedson@pinellascounty.org	727-464-7745	
Pinellas County	Staff	Anamarie Rivera	Env. Services	arivera@co.pinellas.fl.us		
Pinellas County	Staff	Angela Dunkel	PIE Airport/Engineering	adunkle@fly2pie.com		
Pinellas County	Staff	Rhonda Bowman	CIP Survey	rpowman@pinellascounty.org	727-453-3406	
Pinellas County	Staff	Dylan Smith	Intern	dsmith45@mail.usf.edu	727-709-8024	
Pinellas County	Staff	Libby Bolling	Pinellas County Marketing & Communications – PIO	lbolling@co.pinellas.fl.us	727-464-3519	
Pinellas County	Staff	Barbara Hernandez	BCC	bhernandez@pinellascounty.org		
Pinellas County	Stakeholder	Cece McKieran	Florida Floodplain Managers Association, Executive Director	cece@mckiernanconsulting.us		
Pinellas County	Stakeholder	Brian Ellis	Tampa Bay Regional Planning Council	brian@tbrpc.org		
Pinellas County	Stakeholder	CJ Reynolds	Tampa Bay Regional Planning Council	cjreynolds@TBRPC.org		
Pinellas County	Stakeholder	Joe Farrell	Pinellas Realtor Organization, Director of Governmental Affairs	jfarrell@tampabayrealtor.com		
Pinellas County	Stakeholder	Betty Ryals	Wright Flood, Regional Sales Manager	betty.ryals@weareflood.com		
Pinellas County	Stakeholder	Ashley Tharp	Wright Flood, Corporate Agent Training Manager	Ashley.Tharp@weareflood.com	<del>813</del> 727- 207-5108-5310	
Pinellas County	Stakeholder	Dawn Forrest	Wright Flood	dawn.forrest@weareflood.com		
Pinellas County	Stakeholder	Katherine Howington	Flood Insurance Specialist	kathowington@gmail.com		
Pinellas County	Stakeholder	Jim Watt	SmartVent & Risk Reduction Plus	jwatt@smartvent.com		
Pinellas County	Stakeholder	Nelson Garcia	Sunpoint Home Loans	ngarcia@sphomeloans.com		
Pinellas County	Stakeholder	Marty Sorensen	Resident	msorensen@fuenteholdings.com		
Pinellas County	Stakeholder	Cheryl Morales	Pinellas Public Library Cooperative (PPLC), Executive Director	cmorales@pplc.us		
Pinellas County	Stakeholder	John Hibbard	Weisner Insurance	John@winfl.com		





**PINELLAS COUNTY FLOOD INFORMATION & MITIGATION PUBLIC INFORMATION WORKING GROUP**

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Jurisdiction Represented	Staff/Stakeholder	Name	Affiliation	Email	Phone	Signature
Pinellas County	Stakeholder	Rick Haupricht	Greenleaf Title			
Pinellas County	Stakeholder	Brad Hubbard	National Flood Experts	bhubbard@nationalfloodexperts.com		
Pinellas County	Stakeholder	Pete Travis	Torrent Technologies	pete.travis@torrentcorp.com		
Pinellas County	Stakeholder	Christopher Weaver	Florida Strategic Insurance	chrisw@flstrategic.com		
Pinellas County	Stakeholder	Vicki Russo	Resident	vicki.russo@yahoo.com		
Pinellas County	Stakeholder	Sally Bishop	Resident	sara.bishop1@verizon.net	727-647-0084	
Pinellas County	Stakeholder	CJ Reynolds	Tampa Bay Regional Planning Council	cjreynolds@TBRPC.org		
Pinellas County	Stakeholder	Cara Serra	Tampa Bay Regional Planning Council	cara@tbrpc.org		
Pinellas County	Stakeholder	John Toomer	Reliant Insurance Services	johnT@myreliantinsurance.com	813-502-0282	
Pinellas County	Stakeholder	Nate Coco/Yara Torres	State Farm	flood@teamcocco.com	727-240-1719	
Pinellas County	Stakeholder	Siobhan O'Kane	Urban Land Institute	siobhan.okane@uli.org	860-222-5295	
P.C.		Mary Burrell	Emergency Management			M Burrell
Pinellas Park	Staff	Derek Reeves for Benjamin Ziskal	Planning & Development Services Director	bziskal@pinellas-park.com	727-369-5620	Ben Ziskal
Pinellas Park	Staff	E Lindquist	P+DS Manager	elindquist@pinellas-park.com	727-369-5650	E Lindquist
Pinellas Park	Stakeholder	Linda Yang	FI Strategic Insurance	Linda@flstrategic.com	813-440-0253	
Pinellas Park	Stakeholder	Terry England	Gateway Chamber of Commerce	terryenglandbrothers@tampabay.rr.com	727-365-1092	Terry England
Pinellas Park	Stakeholder	Housh Ghovaei	Gateway Chamber of Commerce	housh@northsideengineering.net	727-709-0943	H. Ghovaei
Redington Beach	Staff	Adriana Nieves	Deputy Clerk	deputyclerk@townofredingronbeach.com		
Redington Beach	Staff	Darin Cushing	Building Official/FPM	dcushing@safebuilt.com	941-662-7748	Darin Cushing
Redington Beach	Stakeholder	Pat English	Resident	pat.english2014@gmail.com		
Redington Beach	Stakeholder	Annie Fleeting	Owner, Next Home Beach Time Realty	annie@beachtimeteam.com	727-504-1111	Annie Fleeting



**PINELLAS COUNTY FLOOD INFORMATION & MITIGATION PUBLIC INFORMATION WORKING GROUP**

MEETING DATE:  
LOCATION:

Thursday, June 20, 2019  
Tampa Bay Regional Planning Council

Jurisdiction Represented	Staff/Stakeholder	Name	Affiliation	Email	Phone	Signature
Redington Shores	Staff	Michael Robinson	Commissioner	comdist3@townofredingtonshores.com	727-771-3078	
Redington Shores	Staff	Pat Drumm	Commissioner	comdist4@townofredingtonshores.com		
Redington Shores	Stakeholder	Dave Motley	Resident	dmotley123@gmail.com	727-452-4536	
Redington Shores	Stakeholder	Tim Deboy	Resident	tjdeboy@yahoo.com		
Redington Shores	Stakeholder	Jeffrey Kareskie	Resident	jeffkareskie@msn.com	410-458-4431	
Redington Shores	Stakeholder	Kimberly Harr	Harr & Associates Insurance, Inc.	kim@harrins.com	727-424-8376	
Saint Petersburg	Staff	Noah Taylor	CRS Coordinator	noah.taylor@stpete.org	727-893-7283	
Saint Petersburg	Staff	Amber Boulding	St. Pete Emergency Management	amber.boulding@stpete.org	727-895-7683	
Saint Petersburg	Staff	Kyla Brelenel	St. Pete Emergency Management	kyla.brelenel@stpete.org	727-882-8200	
Saint Petersburg	Stakeholder	Jake Holehouse	HH Insurance	jwh@hhinsgroup.com	727-498-5559	
Saint Petersburg	Stakeholder	Chris Dailey	Shore Acres Civic Association	chris.dailey@rsandh.com		
Saint Petersburg	Stakeholder	Chris Simoniello	USF St. Pete	simoniel@mail.usf.edu	727-455-1512	
Saint Petersburg	Stakeholder	John Mason	St. Petersburg Council of Neighborhood Associations	Jmas38@gmail.com		
Saint Petersburg	Stakeholder	Frank Malowany	Smith & Associates	malow1@aol.com	727-432-1176	
St. Petersburg Beach	Staff	Wesley Wright	Community Development Director	wwright@stpetebeach.org	727-363-9265	
St. Petersburg Beach	Staff	Bill Palmer	Building Official	bpalmer@stpetebeach.org	727-363-9276	
St. Petersburg Beach	Stakeholder	Chris Hollands	Local Business Owner	crhollands@gmail.com	727-642-4141	✓
St. Petersburg Beach	Stakeholder	Michael Welch		mfw517@yahoo.com	727-542-2450	
South Pasadena	Staff	Ashley Dochinez	Building Services Coordinator	ADochinez@mysouthpasadena.com	727-343-4192	
South Pasadena	Staff	David Mixson	Fire Chief	dmixson@mysouthpasadena.com	727-420-8100	



**PINELLAS COUNTY FLOOD INFORMATION & MITIGATION PUBLIC INFORMATION WORKING GROUP**

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Jurisdiction Represented	Staff/Stakeholder	Name	Affiliation	Email	Phone	Signature
South Pasadena	Stakeholder	Doug Izzo	Tampa Bay Beaches Chamber of Commerce	doug@tampabaybeaches.com	727-360-6957	
South Pasadena	Stakeholder	TJ Griner	Marine Max	TJGriner@marinemax.com		
South Pasadena	Stakeholder	George Lewis	Leverocks	gelewisin@aol.com		
Tarpon Springs	Staff	Kevin Powell	Building Official	kpowell@ctsf.us		<i>[Signature]</i>
Tarpon Springs	Stakeholder	Joan Jennings	Resident	joanjenn@gmail.com		
Tarpon Springs	Stakeholder	Barbara Mamouzelos	Resident	bmamouzelos@yahoo.com		<i>BCW</i>
Treasure Island	Staff	Paula Cohen	Director CID	pcohen@mytreasureisland.org	727-547-4575 x 239	
Treasure Island	Staff	R.G. "Bob" Bray	City Planner	rbray@mytreasureisland.org	727-547-4575 x 233	<i>[Signature]</i>
Treasure Island	Stakeholder	Clyde Smith	GM, Bilmar Resort	gm@bilmarbeachresort.com	727-360-5531	
Treasure Island	Stakeholder	Brad Piche	Owner, Ricky T's	pichebrad@yahoo.com	727-482-1558	<i>B.P.</i>
University of Florida	Stakeholder	Jerry Murphy	UF Project Coordinator	jerry@murphyplanning.com	239-322-8510	<i>[Signature]</i>
Pasco County	Staff	Bob Cobelli	Pasco County	bcobelli@pascocountyfl.net		<i>BC</i>
Hillsborough County	Staff	Eugene Henry	<i>Andromeda H C</i>	henrye@hillsboroughcounty.org	813-307-1800	
Consultant	Staff	Khan Bouppha	Jones Edmunds	kbouppha@jonesedmunds.com	813-258-0703	
Consultant	Staff	Chris Zambito	Atkins	chris.zambito@atkinsglobal.com	813-244-1654	<i>[Signature]</i>
<i>Yara Torres</i>			<i>State Farm - Nate Cooco</i>	<i>yara@teamcooco.com</i>	<i>727-240-1719</i>	



## MEETING MINUTES

**PROJECT NAME:** CRS Support/Flood Risk and Mitigation Public Information Working Group (FRMPIWG)  
**MEETING DATE:** Thursday September 19, 2019  
**LOCATION:** Tampa Bay Regional Planning Council

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

- Jurisdictions introduced their staff and stakeholders. Meeting participants are listed on the sign-in sheet.
- Cece reiterated the importance of the 1:1 staff/stakeholder ratio in order to meet requirements for carrying forward the PPI (Program for Public Information) and LMS (Local Mitigation Strategy) Working Group effort.

### 2.0 STATUS OF FRMPIWG

- Lisa explained the additional applications of this group in addition to the PPI (Program for Public Information). This group will serve as the working group for the FRP (Flood Response Plan), FIP (Flood Insurance Plan) and FMP (Floodplain Management Plan), which is a component of the larger LMS (Local Mitigation Strategy).
- Cece reviewed the time commitment for 2020, introduced the Flood Insurance Advocates and discussed what the attendance requirements are in order for them to be listed on the Pinellas County website as a resource.

### 3.0 LMS

- Chris Zambito provided an overview of the current projects that have been identified and updated the Working Group on items that have been recently added (See presentation attached).
- Recommendations were provided to bring back to the LMS Working Group included:
    - Discussion about funding for underground utilities needing to be looked at holistically and analyzed for cost/benefit.
    - Another Working Group member emphasized the importance of using Social Media to communicate information to the public.
    - Consider tourists that are staying at smaller hotels and at transient accommodations by establishing lines of communication with entities like Airbnb and VRBO.
  - Chris provided information regarding the next LMS Open House to be held on October 17<sup>th</sup> at the Lealman Exchange, 5175 45<sup>th</sup> Street N., St. Petersburg from 6:00 – 8:00 pm.
  - Chris also discussed updates to the Story Map which will be used to help with communication and gathering community input.
  - Lisa encourages this Working Group to go to <http://pinellaslms.org/> which provides a platform to review data and provide comment to the LMS in a format for everyone.

#### 4.0 **FRMPIWG NEEDS**

- The Working Group local communities then worked together to update a spreadsheet that listed projects they would commit to for the coming year.
- Cece and Lisa then reviewed the list, answered questions and entertained recommendations for additional projects.
- Two additional ideas included expanding the messages to Veterinarians (add Pinellas County Animal Control to this list) adding a list of “pet friendly” hotels/locations that residents can take their pets when evacuating.

#### 5.0 **PINELLAS RESOURCES TOOLBOX**

- Lisa demonstrated the new and improved toolbox which will allow all the participating communities to not only access the sharable resources compiled by Pinellas County but also upload their documentation of completed projects making Community Rating System (CRS) reviews by Insurance Services Office (ISO) easier and automated! Wow! This is still a work in progress and training will be offered to the local community representatives in the upcoming months.

#### 6.0 **REVIEW UNINCORPORATED PINELLAS COUNTY PPI FOR ANNUAL REPORT**

- Lisa reviewed the current PPI project list and all participants agreed to the content and approved moving forward with the annual report.

#### 7.0 **REMINDERS**

- We continue to follow Sunshine Meeting Standards
- All documents on the web must be ADA compliant, linking to the Pinellas County website for communication of your flood risk information meets requirements

#### 8.0 **NEEDS/TASKS**

- Cece asked if the communities had any additional needs, none were heard.
- The floor was opened for public comment, no comments were heard.
- The new PPI document will be sent to all Working Group members for review and comment in November. Please comply with any review deadlines so we can prepare this document for you to take to your local boards for approval.

The FRMPIWG meetings for 2020 will be held January, May and September at the Tampa Bay Regional Planning Council. You will be notified once the dates are selected and finalized.

Adjourn



PINELLAS COUNTY FLOOD INFORMATION & MITIGATION PUBLIC INFORMATION WORKING GROUP

MEETING DATE:  
LOCATION:

Thursday, September 19, 2019  
Tampa Bay Regional Planning Council

A

Jurisdiction Represented	Staff/Stakeholder	Name	Affiliation	Email	Phone	Signature
Belleair	Staff	Greg Lauda	Floodplain Manager	glauda@townofbelleair.net	727-588-3769	
Belleair	Staff	Keith Bodeker	Town of Belleair	kbodeker@townofbelleair.net	727-408-4860	
Belleair	Stakeholder	Andy Neiswender	Belleair CC	andyn@belleaircc.com	727-459-9324	
Belleair	Stakeholder	Tom Shelly	Town of Belleair, Commissioner; Florida Real Estate Broker, Owner Realtor of	tomshelly@townofbelleair.net	727-510-8350	
Clearwater	Staff	Sarah Kessler	City of Clearwater	sarah.kessler@myclearwater.com		<i>Sarah Kessler</i>
Clearwater	Stakeholder	Heather Young	Tampa Bay Regional Planning Council	heather@tbrpc.org		<i>Heather Young</i>
Clearwater	Stakeholder	Jared Leone	Clearwater	jared.leone@gmail.com		
Clearwater	Stakeholder	Steve Kessler	City of Clearwater	skessler@hotmail.com	727-560-1575	
Gulfport	Staff	Clark Streicher	Building Official	cstreicher@mygulfport.us	727-893-1020	
Gulfport	Staff	Michael Taylor	Community Development Principal Planner	mtaylor@mygulfport.us	727-893-1087	
Gulfport	Stakeholder	Karen Brodeur	WhitCo Insurance Agency	karen@whitcoinsurance.com	727-209-8888	
Gulfport	Stakeholder	Mike Whitman	WhitCo Insurance Agency	mike@whitcoinsurance.com	727-209-8888	
Hillsborough County	Staff	Christine Hummel		<a href="mailto:hummelc@hillsboroughcounty.org">hummelc@hillsboroughcounty.org</a>		<i>Christine Hummel</i>
Hillsborough County	Staff	Eugene Henry		<a href="mailto:henrye@hillsboroughcounty.org">henrye@hillsboroughcounty.org</a>		
Indian Rocks Beach	Staff	Dean Scharmen	Public Services Director	dscharmen@irbcity.com	727-595-6889	
Indian Rocks Beach	Staff	Lorin Kornijtschuk	Public Services Administrative Assistant	lorink@irbcity.com	727-595-6889	<i>Lorin Kornijtschuk</i>
Indian Rocks Beach	Stakeholder	Eric Meyer	Resident	ericmeyer@discoverdps.com		
Indian Rocks Beach	Stakeholder	Ron Sacra	Resident	ronsacra@yahoo.com		<i>Ron Sacra</i>

Indian Rocks Beach Stakeholder Kelly Cisarik Resident

[kelsarik@A&L.com](mailto:kelsarik@A&L.com)



**PINELLAS COUNTY FLOOD INFORMATION & MITIGATION PUBLIC INFORMATION WORKING GROUP**

MEETING DATE:  
LOCATION:

Thursday, September 19, 2019  
Tampa Bay Regional Planning Council

Jurisdiction Represented	Staff/Stakeholder	Name	Affiliation	Email	Phone	Signature
Indian Shores	Staff	Stephen Tetiak	Building Official	buildingofficial@IndianShoresFL.onmicrosoft.com		
Indian Shores	Staff	William Jones	Building Clerk	wjones@myindianshores.com	727-595-4020	
Indian Shores	Stakeholder	Katrena Hales-Claver	Calusa Vacations LTD	sandglo@msn.com	727-320-9720	
Indian Shores	Stakeholder	Robert E. Lyons	Sunwest Construction LLC	swcrel@gmail.com	727-330-7772	
Largo	Staff	Dylan Carlson	Planning Technician	dcarlson@largo.com		
Largo	Staff	Matt Butler	Assistant Building Official	mbutler@largo.com	727-586-7488 x7302	
Largo	Staff	Robert Hatton	Building Official	rhatton@largo.com		
Largo	Staff	Sam Ball	Planner	sbll@largo.com	727-588-1040	
Largo	Stakeholder	Anna Robinson	Realtor	Annarobinson@kw.com		
Madeira Beach	Staff	Derryi O'Neal	Madeira Beach	doneal@madeirabeachfl.gov		
Madeira Beach	Staff	Gwen Sinkfield	Madeira Beach	gsinkfield@madeirabeachfl.gov		
Madeira Beach	Staff	Linda Portal	Madeira Beach	lportal@madeirabeachfl.gov		
Madeira Beach	Stakeholder	Vincent Gadrix	Gulf Beaches Public Library Director	gulfbeacheslibrary@icloud.com	727-391-2828	
Oldsmar	Staff	Daniel Simpson	City Engineer	dsimpson@myoldsmar.com	727-623-7605	
Oldsmar	Staff	Felicia Donnelly		fdonnelly@myoldsmar.com		
Oldsmar	Staff	Gregg Silliman	Code Enforcement Officer	gsilliman@myoldsmar.com		
Oldsmar	Staff	Mandi Clark	Planning Technician	mclark@myoldsmar.com		
Oldsmar	Staff	Marie Dauphinais	Director Planning & Redevelopment	mdauphinais@myoldsmar.com		



**PINELLAS COUNTY FLOOD INFORMATION & MITIGATION PUBLIC INFORMATION WORKING GROUP**

MEETING DATE:  
LOCATION:

Thursday, September 19, 2019  
Tampa Bay Regional Planning Council

Jurisdiction Represented	Staff/Stakeholder	Name	Affiliation	Email	Phone	Signature
Oldsmar	Staff	Michele Parisano	CRA Administrator/Planning Manager	<a href="mailto:mparisano@myoldsmar.com">mparisano@myoldsmar.com</a>	813-749-1137	
Oldsmar	Staff	Nan Bennet	Director Public Works	<a href="mailto:nbennet@myoldsmar.com">nbennet@myoldsmar.com</a>	813-749-1123	<i>Nan Bennet</i>
Oldsmar	Stakeholder	Doug Bevis	Resident/Realtor	<a href="mailto:teambevis@gmail.com">teambevis@gmail.com</a>		<i>Doug Bevis</i>
Oldsmar	Stakeholder	Paula Saracki	Resident/Business Owner	<a href="mailto:paula@impactgrafx.com">paula@impactgrafx.com</a>	813-928-3178	<i>Paula Saracki</i>
Pasco County	Staff	Bob Cobelli	Pasco County	<a href="mailto:bcobelli@pascocountyfl.net">bcobelli@pascocountyfl.net</a>		
Pinellas County	Staff	David Connor		<a href="mailto:dconnor@co.pinellas.fl.us">dconnor@co.pinellas.fl.us</a>		
Pinellas County	Staff	Alissa Berro		<a href="mailto:amberro@pinellascounty.org">amberro@pinellascounty.org</a>		
Pinellas County	Staff	Anamarie Rivera	Env. Services	<a href="mailto:arivera@co.pinellas.fl.us">arivera@co.pinellas.fl.us</a>		<i>Ana Rivera</i>
Pinellas County	Staff	Angela Dunkel	PIE Airport/Engineering	<a href="mailto:adunkle@fly2pie.com">adunkle@fly2pie.com</a>		
Pinellas County	Staff	Barbara Hernandez	BCC	<a href="mailto:bhernandez@pinellascounty.org">bhernandez@pinellascounty.org</a>		
Pinellas County	Staff	Dylan Smith	Intern	<a href="mailto:dsmith45@mail.usf.edu">dsmith45@mail.usf.edu</a>	727-709-8024	
Pinellas County	Staff	Glen-Paul Edson	Pinellas County Mosquito Control	<a href="mailto:gedson@pinellascounty.org">gedson@pinellascounty.org</a>	727-464-7745	
Pinellas County	Staff	Libby Bolling	Pinellas County Marketing & Communications – PIO	<a href="mailto:lbolling@co.pinellas.fl.us">lbolling@co.pinellas.fl.us</a>	727-464-3519	
Pinellas County	Staff	Lisa Foster	Floodplain Administrator	<a href="mailto:ldfoster@pinellascounty.org">ldfoster@pinellascounty.org</a>	727-464-8962	
Pinellas County	Staff	Mary Burrell	Emergency Management	<a href="mailto:maryburrell@co.pinellas.fl.us">maryburrell@co.pinellas.fl.us</a>	727-464-3815	
Pinellas County	Staff	Rhonda Bowman	CIP Survey	<a href="mailto:rpowman@pinellascounty.org">rpowman@pinellascounty.org</a>	727-453-3406	
Pinellas County	Stakeholder	Ashley Tharp	Wright Flood, Corporate Agent Training Manager	<a href="mailto:Ashley.Tharp@weareflood.com">Ashley.Tharp@weareflood.com</a>		
Pinellas County	Stakeholder	Betty Ryals	Wright Flood, Regional Sales Manager	<a href="mailto:betty.ryals@weareflood.com">betty.ryals@weareflood.com</a>		<i>Betty Ryals</i>
Pinellas County	Stakeholder	Brad Hubbard	National Flood Experts	<a href="mailto:bhubbard@nationalfloodexperts.com">bhubbard@nationalfloodexperts.com</a>		
Pinellas County	Stakeholder	Brian Ellis	Tampa Bay Regional Planning Council	<a href="mailto:brian@tbrpc.org">brian@tbrpc.org</a>		







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Thursday, September 19, 2019  
Tampa Bay Regional Planning Council

Jurisdiction Represented	Staff/Stakeholder	Name	Affiliation	Email	Phone	Signature
Pinellas County	Stakeholder	Cara Serra	Tampa Bay Regional Planning Council	cara@tbrpc.org		
Pinellas County	Stakeholder	Cece McKienan	Florida Floodplain Managers Association, Executive Director	cece@mckiernanconsulting.us		
Pinellas County	Stakeholder	Cheryl Morales	Pinellas Public Library Cooperative (PPLC), Executive Director	cmorales@pplc.us		
Pinellas County	Stakeholder	Christopher Weaver	Florida Strategic Insurance	chrisw@flstrategic.com		
Pinellas County	Stakeholder	CJ Reynolds	Tampa Bay Regional Planning Council	cjreynolds@TBRPC.org		
Pinellas County	Stakeholder	Dawn Forrest	Wright Flood	dawn.forrest@weareflood.com		
Pinellas County	Stakeholder	Jim Watt	SmartVent & Risk Reduction Plus	kwatt@smartvent.com		
Pinellas County	Stakeholder	Joe Farrell	Pinellas Realtor Organization, Director of Governmental Affairs	jfarrell@tampabayrealtor.com		
Pinellas County	Stakeholder	John Hibbard	Weisner Insurance	John@winfl.com		
Pinellas County	Stakeholder	John Toomer	Reliant Insurance Services	johnT@myreliantinsurance.com	813-502-0282	
Pinellas County	Stakeholder	Katherine Howington	Flood Insurance Specialist	kathowington@gmail.com		
Pinellas County	Stakeholder	Laura Klement	Douglas Elliman Real Estate	laura.klement@elliman.com	305-331-6518	
Pinellas County	Stakeholder	Mallory Arents	PPLC Services Coordinator	marents@pplc.us		
Pinellas County	Stakeholder	Marty Sorensen	Resident	msorensen@fuenteholdings.com		
Pinellas County	Stakeholder	Nate Coco	State Farm	flood@teamcocco.com	727-240-1719	
Pinellas County	Stakeholder	Yara Torres	State Farm	flood@teamcocco.com	727-240-1719	
Pinellas County	Stakeholder	Nelson Garcia	Sunpoint Home Loans	ngarcia@sphomeloans.com		
Pinellas County	Stakeholder	Pete Travis	Torrent Technologies	pete.travis@torrentcorp.com		
Pinellas County	Stakeholder	Rick Haupricht	Greenleaf Title			
Pinellas County	Stakeholder	Sally Bishop	Resident	sara.bishop1@verizon.net	727-647-0084	
Pinellas County	Stakeholder	Siobhan O'Kane	Urban Land Institute	siobhan.okane@uli.org	860-222-5295	
Pinellas County	Stakeholder	Vicki Russo	Resident	vicki.russo@yahoo.com		



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Tampa Bay Regional Planning Council

Jurisdiction Represented	Staff/Stakeholder	Name	Affiliation	Email	Phone	Signature
Pinellas Park	Staff	Benjamin Ziskal	Planning & Development Services Director	bziskal@pinellas-park.com	727-369-5620	
Pinellas Park	Staff	Derek Reeves	Planning & Development Services Principal Planner	dreeves@pinellas-park.com	727-369-5838	
Pinellas Park	Staff	E Lindquist		elindquist@pinellas-park.com		
Pinellas Park	Staff	Erica Lindquist	Planning & Development Review Manager	elindquist@pinellas-park.com	727-369-5650	
Pinellas Park	Stakeholder	Carol Ashman	RockBridge Insurance	carol@rockbridgeinsure.com	727-234-8700	<i>Carol Ashman</i>
Pinellas Park	Stakeholder	Housh Ghovaei	Gateway Chamber of Commerce	housh@northsideengineering.net	727-709-0943	
Pinellas Park	Stakeholder	Linda Yang	Fi Strategic Insurance	Linda@fistrategic.com	813-440-0253	<i>Linda Yang</i>
Pinellas Park	Stakeholder	Terry England	Gateway Chamber of Commerce	terryenglandbrothers@tampabay.rr.com	727-365-1092	
Redington Beach	Staff	Adriana Nieves	Deputy Clerk	deputyclerk@townofredingronbeach.com		<i>Adriana Nieves</i>
Redington Beach	Staff	Darin Cushing	Building Official/FPM	dcushing@safebuilt.com	941-662-7748	
Redington Beach	Stakeholder	Annie Fleeting	Owner, Next Home Beach Time Realty	annie@beachtimeteam.com	727-504-1111	
Redington Beach	Stakeholder	Pat English	Resident	pat.english2014@gmail.com		<i>Pat English</i>
Redington Beach	Stakeholder	Tim Thompson	JPM Chase, Associate Vice President	TTALYECE@VERIZON.NET		<i>Tim Thompson</i>
Redington Shores	Staff	Michael Robinson	Commissioner	comdist3@townofredingtonshores.com		<i>Michael Robinson</i>
Redington Shores	Staff	Pat Drumm	Commissioner	comdist4@townofredingtonshores.com		
Redington Shores	Staff	Sarah Mauter	Deputy Town Clerk	depclerk@townofredingtonshores.com	727-397-5538	<i>Sarah Mauter</i>
Redington Shores	Stakeholder	Dave Motley	Resident	dmotley123@gmail.com	727-452-4536	<i>Dave Motley</i>
Redington Shores	Stakeholder	Jeffrey Kareskie	Resident	jeffkareskie@msn.com	410-458-4431	
Redington Shores	Stakeholder	Kimberly Harr	Harr & Associates Insurance, Inc.	kim@harrins.com	727-424-8376	

*JENNIFER BLACKBURN*

*jenniferblackburn@coastalRealty.com 813/9510615*



**PINELLAS COUNTY FLOOD INFORMATION & MITIGATION PUBLIC INFORMATION WORKING GROUP**

MEETING DATE:  
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Thursday, September 19, 2019  
Tampa Bay Regional Planning Council

Jurisdiction Represented	Staff/Stakeholder	Name	Affiliation	Email	Phone	Signature
Redington Shores	Stakeholder	Tim Deboy	Resident	tjdeboy@yahoo.com		
Saint Petersburg	Staff	Amber Boulding	St. Pete Emergency Management	amber.boulding@stpete.org	727-895-7683	
Saint Petersburg	Staff	Kyla Brelenel	St. Pete Emergency Management	kyla.brelenel@stpete.org	727-882-8200	
Saint Petersburg	Staff	Noah Taylor	CRS Coordinator	noah.taylor@stpete.org	727-893-7283	
Saint Petersburg	Stakeholder	Chris Dailey	Shore Acres Civic Association	chris.dailey@rsandh.com		
Saint Petersburg	Stakeholder	Chris Simonello	USF St. Pete	simoniel@mail.usf.edu		
Saint Petersburg	Stakeholder	Frank Malowany	Smith & Associates	malow1@aol.com	727-432-1176	
Saint Petersburg	Stakeholder	Jake Holehouse	HH Insurance	jwh@hhinsgroup.com	727-498-5559	
Saint Petersburg	Stakeholder	John Mason	St. Petersburg Council of Neighborhood Associations	Jmas38@gmail.com		
South Pasadena	Staff	Ashley Dochinez	Building Services Coordinator	ADochinez@mysouthpasadena.com	727-343-4192	
South Pasadena	Staff	David Mixson	Fire Chief	dmixson@mysouthpasadena.com	727-420-8100	
South Pasadena	Stakeholder	Doug Izzo	Tampa Bay Beaches Chamber of Commerce	doug@tampabaybeaches.com	727-360-6957	
South Pasadena	Stakeholder	George Lewis	Leverocks	gelewisin@aol.com		
South Pasadena	Stakeholder	Suzanne Burtzlaff	The Fountains Executive Director	sburtzlaff@watermarkcommunities.com		
St. Petersburg Beach	Staff	Bill Palmer	Building Official	bpalmer@stpetebeach.org	727-363-9276	
St. Petersburg Beach	Staff	Wesley Wright	Community Development Director	wwright@stpetebeach.org		
St. Petersburg Beach	Stakeholder	Chris Hollands	Local Business Owner	crhollands@gmail.com	727-642-4141	
St. Petersburg Beach	Stakeholder	Michael Welch		mfw517@yahoo.com	727-542-2450	
		Lynn Rosetta	Senior Planner	lrosetta@stpetebeach.org	727-363-9266	





PINELLAS COUNTY FLOOD INFORMATION & MITIGATION PUBLIC INFORMATION WORKING GROUP



MEETING DATE:  
LOCATION:

Thursday, September 19, 2019  
Tampa Bay Regional Planning Council

Jurisdiction Represented	Staff/Stakeholder	Name	Affiliation	Email	Phone	Signature
Belleair	Staff	Greg Lauda	Floodplain Manager	glauda@townofbelleair.net	727-588-3769	<i>Greg Lauda</i>
Belleair	Staff	Keith Bodeker	Town of Belleair	kbodeker@townofbelleair.net	727-408-4860	<i>Keith Bodeker</i>
Belleair	Stakeholder	<del>Debbie Darling</del> Andy Neiswender	Belleair CC	bccmaint@belleaircc.com andyn@belleaircc.com	727-865-4657 727-459-9324	<i>Debbie Darling</i>
Belleair	Stakeholder	<del>Edwin Sparkman</del> Tom Shelly	Town of Belleair, Commissioner; Florida Real Estate Broker, Owner Realtor of	tshelly@townofbelleair.net	727-510-8350	
Clearwater	Staff	Sarah Kessler	City of Clearwater	sarah.kessler@myclearwater.com		
Clearwater	Stakeholder	Heather Young	Tampa Bay Regional Planning Council	heather@tbrpc.org		<i>Heather Young</i>
Clearwater	Stakeholder	Jared Leone	Clearwater	jared.leone@gmail.com		
Clearwater	Stakeholder	Steve Kessler	City of Clearwater	skessler@hotmail.com	727-560-1575	<i>Steve Kessler</i>
Gulfport	Staff	Clark Streicher	Building Official	cstreicher@mygulfport.us	727-893-1020	
Gulfport	Staff	Michael Taylor	Community Development Principal Planner	mtaylor@mygulfport.us	727-893-1087	<i>Michael Taylor</i>
Gulfport	Stakeholder	Karen Brodeur	WhitCo Insurance Agency	karen@whitcoinsurance.com	727-209-8888	
Gulfport	Stakeholder	Mike Whitman	WhitCo Insurance Agency	mike@whitcoinsurance.com	727-209-8888	<i>Mike Whitman</i>
Hillsborough County	Staff	Christine Hummel		<a href="mailto:hummelc@hillsboroughcounty.org">hummelc@hillsboroughcounty.org</a>		
Hillsborough County	Staff	Eugene Henry		<a href="mailto:henrye@hillsboroughcounty.org">henrye@hillsboroughcounty.org</a>		
Indian Rocks Beach	Staff	Dean Scharmen	Public Services Director	dscharmen@irbcity.com	727-595-6889	
Indian Rocks Beach	Staff	Lorin Kornijtschuk	Public Services Administrative Assistant	lorink@irbcity.com	727-595-6889	
Indian Rocks Beach	Stakeholder	Eric Meyer	Resident	ericmeyer@discoverdps.com		
Indian Rocks Beach	Stakeholder	Ron Sacra	Resident	ronsacra@yahoo.com		



**PINELLAS COUNTY FLOOD INFORMATION & MITIGATION PUBLIC INFORMATION WORKING GROUP**

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Thursday, September 19, 2019  
Tampa Bay Regional Planning Council

Jurisdiction Represented	Staff/Stakeholder	Name	Affiliation	Email	Phone	Signature
Indian Shores	Staff	Stephen Tetlak	Building Official	buildingofficial@IndianShoresFL.onmicrosoft.com		
Indian Shores	Staff	William Jones	Building Clerk	wjones@myindiashores.com	727-595-4020	
Indian Shores	Stakeholder	Katrena Hales-Claver	Calusa Vacations LTD	sandglo@msn.com	727-320-9720	
Indian Shores	Stakeholder	Robert E. Lyons	Sunwest Construction LLC	swcrel@gmail.com	727-330-7772	
Largo	Staff	Dylan Carlson	Planning Technician	dcarlson@largo.com		
Largo	Staff	Matt Butler	Assistant Building Official	mbutler@largo.com	727-586-7488 x7302	
Largo	Staff	Robert Hatton	Building Official	rhatton@largo.com		
Largo	Staff	Sam Ball	Planner	sbali@largo.com	727-588-1040	
Largo	Stakeholder	Anna Robinson	Realtor	Annarobinson@kw.com		
Madeira Beach	Staff	Derryl O'Neal	Madeira Beach	doneal@madeirabeachfl.gov		<i>Derryl O'Neal</i>
Madeira Beach	Staff	Gwen Sinkfield	Madeira Beach	gsinkfield@madeirabeachfl.gov		
Madeira Beach	Staff	Linda Portal	Madeira Beach	lportal@madeirabeachfl.gov		
Madeira Beach	Stakeholder	Vincent Gadrix	Gulf Beaches Public Library Director	gulfbeacheslibrary@icloud.com	727-391-2828	<i>Vincent Gadrix</i>
Oldsmar	Staff	Daniel Simpson	City Engineer	dsimpson@myoldsmar.com	727-623-7605	
Oldsmar	Staff	Felicia Donnelly		fdonnelly@myoldsmar.com		
Oldsmar	Staff	Gregg Silliman	Code Enforcement Officer	gsilliman@myoldsmar.com		<i>Gregg Silliman</i>
Oldsmar	Staff	Mandi Clark	Planning Technician	mclark@myoldsmar.com		
Oldsmar	Staff	Marie Dauphinais	Director Planning & Redevelopment	mdauphinais@myoldsmar.com		



**PINELLAS COUNTY FLOOD INFORMATION & MITIGATION PUBLIC INFORMATION WORKING GROUP**

MEETING DATE:

Thursday, September 19, 2019

LOCATION:

Tampa Bay Regional Planning Council

Jurisdiction Represented	Staff/Stakeholder	Name	Affiliation	Email	Phone	Signature
Oldsmar	Staff	Michele Parisano	CRA Administrator/Planning Manager	<a href="mailto:mparisano@myoldsmar.com">mparisano@myoldsmar.com</a>	813-749-1137	
Oldsmar	Staff	Nan Bennet	Director Public Works	<a href="mailto:nbennet@myoldsmar.com">nbennet@myoldsmar.com</a>	813-749-1123	
Oldsmar	Stakeholder	Doug Bevis	Resident/Realtor	<a href="mailto:teambevis@gmail.com">teambevis@gmail.com</a>		
Oldsmar	Stakeholder	Paula Saracki	Resident/Business Owner	<a href="mailto:paula@impactgrafx.com">paula@impactgrafx.com</a>	813-928-3178	
Pasco County	Staff	Bob Cobelli	Pasco County	<a href="mailto:bcobelli@pascocountyfl.net">bcobelli@pascocountyfl.net</a>		
Pinellas County	Staff	David Connor	ma-keing + communication	<a href="mailto:dconnor@co.pinellas.fl.us">dconnor@co.pinellas.fl.us</a>		
Pinellas County	Staff	Alissa Berro		<a href="mailto:amberro@pinellascounty.org">amberro@pinellascounty.org</a>		
Pinellas County	Staff	Anamarie Rivera	Env. Services	<a href="mailto:arivera@co.pinellas.fl.us">arivera@co.pinellas.fl.us</a>		
Pinellas County	Staff	Angela Dunkel	PIE Airport/Engineering	<a href="mailto:adunkle@fly2pie.com">adunkle@fly2pie.com</a>		
Pinellas County	Staff	Barbara Hernandez	BCC	<a href="mailto:bhernandez@pinellascounty.org">bhernandez@pinellascounty.org</a>		
Pinellas County	Staff	Dylan Smith	Intern	<a href="mailto:dsmith45@mail.usf.edu">dsmith45@mail.usf.edu</a>	727-709-8024	
Pinellas County	Staff	Glen-Paul Edson	Pinellas County Mosquito Control	<a href="mailto:gedson@pinellascounty.org">gedson@pinellascounty.org</a>	727-464-7745	
Pinellas County	Staff	Libby Bolling	Pinellas County Marketing & Communications - PIO	<a href="mailto:lbolling@co.pinellas.fl.us">lbolling@co.pinellas.fl.us</a>	727-464-3519	
Pinellas County	Staff	Lisa Foster	Floodplain Administrator	<a href="mailto:ldfoster@pinellascounty.org">ldfoster@pinellascounty.org</a>	727-464-8962	
Pinellas County	Staff	Mary Burrell	Emergency Management	<a href="mailto:maryburrell@co.pinellas.fl.us">maryburrell@co.pinellas.fl.us</a>	727-464-3815	
Pinellas County	Staff	Rhonda Bowman	CIP Survey	<a href="mailto:rpowman@pinellascounty.org">rpowman@pinellascounty.org</a>	727-453-3406	
Pinellas County	Stakeholder	Ashley Tharp	Wright Flood, Corporate Agent Training Manager	<a href="mailto:Ashley.Tharp@weareflood.com">Ashley.Tharp@weareflood.com</a>		
Pinellas County	Stakeholder	Betty Ryals	Wright Flood, Regional Sales Manager	<a href="mailto:betty.ryals@weareflood.com">betty.ryals@weareflood.com</a>		
Pinellas County	Stakeholder	Brad Hubbard	National Flood Experts	<a href="mailto:bhubbard@nationalfloodexperts.com">bhubbard@nationalfloodexperts.com</a>		
Pinellas County	Stakeholder	Brian Ellis	Tampa Bay Regional Planning Council	<a href="mailto:brian@tbrpc.org">brian@tbrpc.org</a>		



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Pinellas County	Stakeholder	Cara Serra	Tampa Bay Regional Planning Council	cara@tbrpc.org		
Pinellas County	Stakeholder	Cece McKieran	Florida Floodplain Managers Association, Executive Director	cece@mckieranconsulting.us		
Pinellas County	Stakeholder	Cheryl Morales	Pinellas Public Library Cooperative (PPLC), Executive Director	cmorales@pplc.us		
Pinellas County	Stakeholder	Christopher Weaver	Florida Strategic Insurance	chrisw@flstrategic.com		
Pinellas County	Stakeholder	CJ Reynolds	Tampa Bay Regional Planning Council	cjreynolds@TBRPC.org		
Pinellas County	Stakeholder	Dawn Forrest	Wright Flood	dawn.forrest@weareflood.com		
Pinellas County	Stakeholder	Jim Watt	SmartVent & Risk Reduction Plus	jwatt@smartvent.com		
Pinellas County	Stakeholder	Joe Farrell	Pinellas Realtor Organization, Director of Governmental Affairs	jfarrell@tampabayrealtor.com		
Pinellas County	Stakeholder	John Hibbard	Weisner Insurance	john@winfl.com		
Pinellas County	Stakeholder	John Toomer	Reliant Insurance Services	johnT@myreliantinsurance.com	813-502-0282	
Pinellas County	Stakeholder	Katherine Howington	Flood Insurance Specialist	kathowington@gmail.com		
Pinellas County	Stakeholder	Laura Klement	Douglas Elliman Real Estate	laura.klement@elliman.com	305-331-6518	
Pinellas County	Stakeholder	Mallory Arents	PPLC Services Coordinator	marents@pplc.us		
Pinellas County	Stakeholder	Marty Sorensen	Resident	msorensen@fuenteholdings.com	727-433-3029	
Pinellas County	Stakeholder	Nate Coco	State Farm	flood@teamcocco.com	727-240-1719	
Pinellas County	Stakeholder	Yara Torres	State Farm	flood@teamcocco.com	727-240-1719	
Pinellas County	Stakeholder	Nelson Garcia	Sunpoint Home Loans	ngarcia@sphomeloans.com		
Pinellas County	Stakeholder	Pete Travis	Torrent Technologies	pete.travis@torrentcorp.com	(561) 596-3002	
Pinellas County	Stakeholder	Rick Haupricht	Greenleaf Title			
Pinellas County	Stakeholder	Sally Bishop	Resident	sara.bishop1@verizon.net	727-647-0084	
Pinellas County	Stakeholder	Siobhan O'Kane	Urban Land Institute	siobhan.okane@uli.org	860-222-5295	
Pinellas County	Stakeholder	Vicki Russo	Resident	vicki.russo@yahoo.com		





**PINELLAS COUNTY FLOOD INFORMATION & MITIGATION PUBLIC INFORMATION WORKING GROUP**

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Tampa Bay Regional Planning Council

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Pinellas Park	Staff	Benjamin Ziskal	Planning & Development Services Director	bziskal@pinellas-park.com	727-369-5620	
Pinellas Park	Staff	Derek Reeves	Planning & Development Services Principal Planner	dreeves@pinellas-park.com	727-369-5838	
Pinellas Park	Staff	E Lindquist		elindquist@pinellas-park.com		
Pinellas Park	Staff	Erica Lindquist	Planning & Development Review Manager	elindquist@pinellas-park.com	727-369-5650	<i>E. Lindquist</i>
Pinellas Park	Stakeholder	Carol Ashman	RockBridge Insurance	carol@rockbridgeinsure.com	727-234-8700	
Pinellas Park	Stakeholder	Housh Ghovae	Gateway Chamber of Commerce	housh@northsideengineering.net	727-709-0943	
Pinellas Park	Stakeholder	Linda Yang	FI Strategic Insurance	Linda@flstrategic.com	813-440-0253	
Pinellas Park	Stakeholder	Terry England	Gateway Chamber of Commerce	terryenglandbrothers@tampabay.rr.com	727-365-1092	<i>Terry England</i>
Redington Beach	Staff	Adriana Nieves	Deputy Clerk	deputyclerk@townofredingronbeach.com		
Redington Beach	Staff	Darin Cushing	Building Official/FPM	dcushing@safebuilt.com	941-662-7748	<i>D. Cushing</i>
Redington Beach	Stakeholder	Annie Fleeting	Owner, Next Home Beach Time Realty	annie@beachtimeteam.com	727-504-1111	
Redington Beach	Stakeholder	Pat English	Resident	pat.english2014@gmail.com		
Redington Beach	Stakeholder	Tim Thompson	JPM Chase, Associate Vice President	TTALYECE@VERIZON.NET		
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Redington Shores	Staff	Pat Drumm	Commissioner	comdist4@townofredingtonshores.com		
Redington Shores	Staff	Sarah Mauter	Deputy Town Clerk	depclerk@townofredingtonshores.com		
Redington Shores	Stakeholder	Dave Motley	Resident	dmotley123@gmail.com	727-452-4536	
Redington Shores	Stakeholder	Jeffrey Kareskie	Resident	jeffkareskie@msn.com	410-458-4431	
Redington Shores	Stakeholder	Kimberly Harr	Harr & Associates Insurance, Inc.	kim@harrins.com	727-424-8376	<i>Kimberly Harr</i>



**PINELLAS COUNTY FLOOD INFORMATION & MITIGATION PUBLIC INFORMATION WORKING GROUP**

MEETING DATE:  
LOCATION:

Thursday, September 19, 2019  
Tampa Bay Regional Planning Council

Jurisdiction Represented	Staff/Stakeholder	Name	Affiliation	Email	Phone	Signature
Redington Shores	Stakeholder	Tim Deboy	Resident	tjdeboy@yahoo.com		
Saint Petersburg	Staff	Amber Boulding	St. Pete Emergency Management	amber.boulding@stpete.org	727-895-7683	
Saint Petersburg	Staff	Kyla Brelenel	St. Pete Emergency Management	kyla.brelenel@stpete.org	727-882-8200	
Saint Petersburg	Staff	Noah Taylor	CRS Coordinator	noah.taylor@stpete.org	727-893-7283	
Saint Petersburg	Stakeholder	Chris Dailey	Shore Acres Civic Association	chris.dailey@rsandh.com		
Saint Petersburg	Stakeholder	Chris Simoniello	USF St. Pete	simoniel@mail.usf.edu		
Saint Petersburg	Stakeholder	Frank Malowany	Smith & Associates	malow1@aol.com	727-432-1176	
Saint Petersburg	Stakeholder	Jake Holehouse	HH Insurance	jwh@hhinsgroup.com	727-498-5559	
Saint Petersburg	Stakeholder	John Mason	St. Petersburg Council of Neighborhood Associations	Jmas38@gmail.com		
South Pasadena	Staff	Ashley Dochinez	Building Services Coordinator	ADochinez@mysouthpasadena.com	727-343-4192	
South Pasadena	Staff	David Mixson	Fire Chief	dmixson@mysouthpasadena.com	727-420-8100	
South Pasadena	Stakeholder	Doug Izzo	Tampa Bay Beaches Chamber of Commerce	doug@tampabaybeaches.com	727-360-6957	
South Pasadena	Stakeholder	George Lewis	Leverocks	gelewisin@aol.com		
South Pasadena	Stakeholder	Suzanne Burtzlaff	The Fountains Executive Director	sburtzlaff@watermarkcommunities.com		
St. Petersburg Beach	Staff	Bill Palmer	Building Official	bpalmer@stpetebeach.org	727-363-9276	
St. Petersburg Beach	Staff	Wesley Wright	Community Development Director	wwright@stpetebeach.org		
St. Petersburg Beach	Stakeholder	Chris Hollands	Local Business Owner	crhollands@gmail.com	727-642-4141	
St. Petersburg Beach	Stakeholder	Michael Welch		mfw517@yahoo.com	727-542-2450	



PINELLAS COUNTY FLOOD INFORMATION & MITIGATION PUBLIC INFORMATION WORKING GROUP

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Tarpon Springs	Staff	Kevin Powell	Building Official	kpowell@ctsfl.us		
Tarpon Springs	Staff	Megan Araya	Development Services Coordinator	maraya@ctsfl.us	727-942-5604	<i>M. Araya</i>
Tarpon Springs	Stakeholder	Barbara Mamouzelos	Resident	bmamouzelos@yahoo.com		<i>B. Mamouzelos</i>
Tarpon Springs	Stakeholder	Joan Jennings	Resident	joanjenn@gmail.com		
Treasure Island	Staff	Paula Cohen	Director CID	pcohen@mytreasureisland.org	727-547-4575 x 239	
Treasure Island	Staff	R.G. "Bob" Bray	City Planner	rbray@mytreasureisland.org	727-547-4575 x 233	<i>R.G. Bray</i>
Treasure Island	Stakeholder	Brad Piche	Owner, Ricky T's	pichebrad@yahoo.com		<i>Brad Piche</i>
Treasure Island	Stakeholder	Brian Ford	Insurance Resources	bford@insuranceresourcesllc.com	727-346-1988	
Treasure Island	Stakeholder	Clyde Smith	GM, Bilmar Resort	gm@bilmarbeachresort.com	727-360-5531	
University of Florida	Stakeholder	Jerry Murphy	UF Project Coordinator	jerry@murphyplanning.com		
Consultant	Staff	Chris Zambito	Atkins	chris.zambito@atkinsglobal.com	813-244-1654	
Consultant	Staff	Khan Boupouha	Jones Edmunds	kboupouha@jonesedmunds.com	813-258-0703	
STAKEHOLDER		ENRIQUE LAIRET	NATIONAL FLOOD EXPERTS	ENRIQUE@NATIONALFLOODEXPERTS.COM	321-444-9851	<i>EL</i>



## MEETING MINUTES

**PROJECT NAME:** CRS Support/Flood Risk and Mitigation Public Information Working Group (FRMPIWG)  
**MEETING DATE:** Friday, January 31<sup>st</sup>, 2020  
**LOCATION:** Tampa Bay Regional Planning Council

### 1.0 INTRODUCTION OF PARTICIPANTS (CECE)

- Cece went through the sign in sheet and had jurisdictions stand with their stakeholders. Meeting participants are listed on the sign-in sheet.
- Cece reiterated the importance of the 1:1 staff/stakeholder ratio in order to meet requirements for carrying forward the PPI (Program for Public Information) and LMS (Local Mitigation Strategy) Working Group effort.
- Cece also discussed future meetings this year (May & October, and perhaps one in late summer) and asked for a commitment from participants. All agreed.
- Cece also introduced the Flood Insurance Advocates as a resource for everyone and Lisa reminded them that they must attend this meeting for a year to qualify to be listed on the Pinellas County website. We also discussed how they keep a log of the calls received for documentation purposes.

### 2.0 STATUS OF LOCAL MITIGATION STRATEGY (LMS) AND FLOOD RISK AND MITIGATION PUBLIC INFORMATION WORKING GROUP (FRMPIWG)

- Lisa explained the additional applications of this group in addition to the PPI (Program for Public Information). This group will serve as the working group for the FRP (Flood Response Plan), FIP (Flood Insurance Plan) and FMP (Floodplain Management Plan), which is a component of the larger LMS. This is available for each local jurisdiction to use in their CRS reviews.
- Chris Zambito, Atkins Global, provided an overview of the current status of the LMS and the “official” version of that presentation is attached. We saw the “fun” version.
  - Chris indicated that the draft update had been submitted to Florida Division of Emergency Management (FDEM) and that FDEM has provided recommended and required revisions.
  - The revised version with updated language is scheduled to be resubmitted to FDEM before the end of February.
  - The FRMPIWG had no additional comments regarding the 5-year update.
  - Chris noted that Pinellas County also received their notice from FDEM indicating that the annual LMS status update (required by Florida Administrative Code) is compliant for the 2020 year.
  - Chris and Lisa Foster demonstrated the online [StoryMap](#).
  - Lisa noted that the LMS had also been submitted to ISO for review
- Khan Bopha, Jones Edmunds, explained the latest activities regarding the Community Rating System (CRS)/Insurance Services Office (ISO) review of the new PPI document. We are waiting for the results of that review. Pinellas County is hoping to adopt the document at the March Commission Meeting. Municipalities can move forward with their own adoption processes at that time as well.

- We have been asked by ISO to come up with our own scoring sheet that will be used by the County as well as the municipalities. The score sheet is under development and will be shared with the communities once completed.
- Khan explained that the PPI report can serve as the official multi-jurisdictional PPI, but the communities still need to track their activities. He highlighted examples of how communities should document their activities.

### 3.0 IMPLEMENTATION

- PINELLAS RESOURCES TOOLBOX
  - Lisa demonstrated the new and improved toolbox which will allow all the participating communities to not only access the sharable resources compiled by Pinellas County but also upload their documentation of completed projects making Community Rating System (CRS) reviews by Insurance Services Office (ISO) easier and automated! Webinar training will be planned in the coming weeks.
- FRMPIWG NEEDS
  - Municipality project sheet – Cece reviewed the following items
  - Review of priority areas and audiences
    - The committee discussed an additional audience of condo associations and their residents, and how best to reach them. Options included a combination of contacting the condo management agencies as well as providing links and/or attachments in the emails sent out to utility bill customers.
    - Community Newsletter/Beach Newspaper – This is a project that targets multiple audiences and areas, including the priority areas along the Gulf Coast. Need content and coordination – Cece will take the lead on this (May/Anamarie)
    - Veterinarian Email Blast – The committee will develop, and review PPI messages targeted for pet owners. Need content and documentation steward – (Sarah Kessler)
    - Small businesses were identified as a target audience and a potential project was discussed by Mary Burrell (see below).
  - Review of other public information efforts
    - Annual Community Meetings – Document Topics, Agenda and Photo – Mary Burrell offered Pinellas’ Speaker’s Bureau to all the Municipalities for their use.
    - She also mentioned Small Business Workshops will be offered which Municipalities may get credit for if they are held in their communities.
  - Review of projects all municipalities have committed to:
    - Utility Bill Insert
    - Repetitive Loss Area Mailing
    - Flood Guide
    - Hurricane Guide – Mary Burrell provided and update
    - Real Estate Flood Disclosure Brochure
    - Library Materials
    - Web Content – Muni links to County Flood website
    - Only Rain Down Drain – storm drain markers, publicity – Anamaria mentioned the TBRPC funding opportunity for Municipalities to get copies of Door Hangers and Placards.
    - Providing flood map information – keep log

- Providing property protection information and site visits as needed – keep log
- Social Media – blue sky and gray sky
- Flood Warning Response Plans

#### 4.0 **REMINDERS**

- We continue to follow Sunshine Meeting Standards
- All documents on the web must be ADA compliant, linking to the Pinellas County website for communication of your flood risk information meets requirements

#### 5.0 **NEEDS/TASKS**

- Cece asked if the communities had any additional needs, none were heard.
- The floor was opened for public comment, no comments were heard.
- Please provide any feedback on the Floodplain Management Plan, Flood Response Plan and PPI to Lisa asap!

The FRMPIWG meetings for 2020 will be held May and October (with one late summer meeting possibly). You will be notified once the dates are selected and finalized.

Adjourn







PINELLAS COUNTY FLOOD INFORMATION & MITIGATION PUBLIC INFORMATION WORKING GROUP

MEETING DATE: Friday, January 31, 2020  
 LOCATION: Tampa Bay Regional Planning Council

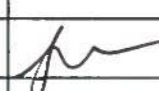
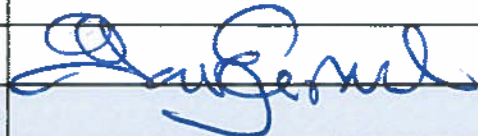

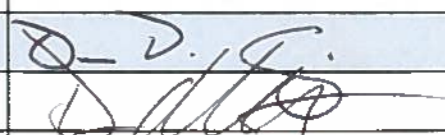
JUST  
SIGN  
ONE SHEET

Jurisdiction Represented	Name	Affiliation	Email	Phone	Signature
Belleair	Debbie Darling	Belleair CC	bccmaint@belleaircc.com	727-865-4655	<i>Debbie Darling</i>
Belleair	Greg Lauda	Belleair Floodplain Manager	glauda@townofbelleair.net	727-588-3769	<i>Greg Lauda</i>
Belleair	Keith Bodeker	Belleair - Town of Belleair	kbodeker@townofbelleair.net	727-408-4860	
Belleair	Tom Shelly	Florida Real Estate Broker	tshelly@townofbelleair.net	727-510-8350	<i>Tom Shelly</i>
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Gulfport	Mike Whitman	WhitCo Insurance Agency	mike@whitcoinsurance.com	727-209-8888	<i>MW</i>
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Hillsborough County	Eugene Henry	Hillsborough County	henrye@hillsboroughcounty.org		
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Indian Rocks Beach	Lorin Kornijtschuk	Public Services Administrative Assistant	lorink@irbcity.com	727-595-6889	
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Indian Shores	William Jones	Building Clerk	wjones@myindianshores.com	727-595-4020	
Largo	Dylan Carlson	Largo - Planning Technician	dcarlson@largo.com		
Largo	Matt Butler	Assistant Building Official	mbutler@largo.com	727-586-7488 x7302	
Largo	Robert Hatton	Largo - Building Official	rhatton@largo.com		
Largo	Sam Ball	Largo - Planner	sball@largo.com	727-588-1040	
Madeira Beach	Derryl O'Neal	Madeira Beach - Madeira Beach	doneal@madeirabeachfl.gov		
Madeira Beach	Gwen Sinkfield	Madeira Beach - Madeira Beach	gsinkfield@madeirabeachfl.gov		
Madeira Beach	Linda Portal	Madeira Beach	lportal@madeirabeachfl.gov		
Madeira Beach	<del>Vincent Gadrax</del> Chuck Dillon Neighborhood Construction @ Crystal Island Gulf Beaches Public Library Director		gulfbeacheslibrary@icloud.com	727-391-2828	
Oldsmar	Daniel Simpson	Oldsmar - City Engineer	dsimpson@myoldsmar.com	727-623-7605	
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Oldsmar	Felicia Donnelly	Oldsmar	fdonnelly@myoldsmar.com		
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Oldsmar	Paula Saracki	Resident/Business Owner	paula@impactgrafx.com	813-928-3178	
Oldsmar	Tonya Wonderly	Oldsmar	<a href="mailto:twonderly@myoldsmar.com">twonderly@myoldsmar.com</a>		
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Pinellas County	Rhonda Bowman	Pinellas County - CIP Survey	rpowman@pinellascounty.org	727-453-3406	




Jurisdiction Represented	Name	Affiliation	Email	Phone	Signature
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Pinellas Park	Linda Yang	FI Strategic Insurance	Linda@flstrategic.com	813-440-0253	
Pinellas Park	Terry England	Gateway Chamber of Commerce	terryenglandbrothers@tampabay.rr.com	727-365-1092	
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Redington Beach	Annie Fleeting	Owner, Next Home Beach Time Realty	annie@beachtimeteam.com	727-504-1111	
Redington Beach	Pat English	Resident	pat.english2014@gmail.com		
Redington Beach	Thomas Dorgan		tdorgan27@gmail.com		
Redington Beach	Tim Thompson	JPM Chase, Associate Vice President	TTALYECE@VERIZON.NET		
	PARIN CUSHING	Building Official			
Redington Shores	Dave Motley	Resident	dmotley123@gmail.com	727-452-4536	
Redington Shores	Jeffrey Kareskie	Resident	jeffkareskie@msn.com	410-458-4431	
Redington Shores	Kimberly Harr	Harr & Associates Insurance, Inc.	kim@harrins.com	727-424-8376	
Redington Shores	Michael Robinson	Redington Shores - Commissioner	comdist3@townofredingtonshores.com		

11

Jennie Blackburn Resident, Realtor

Jennie@BlackburnCoastalRealty.com

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Redington Shores	Sarah Mauter	Deputy Town Clerk	depclerk@townofredingtonshores.com		<i>Sarah Mauter</i>
Redington Shores	Tim Deboy	Resident	tjdeboy@yahoo.com		
Saint Petersburg	Amber Boulding	Saint Petersburg - St. Pete Emergency Management	amber.boulding@stpete.org	727-895-7683	
Saint Petersburg	Chris Dailey	Shore Acres Civic Association	chris.dailey@rsandh.com	<i>813 230 2479</i>	<i>Chris Dailey</i>
Saint Petersburg	Chris Simoniello	USF St. Pete	simoniel@mail.usf.edu		
Saint Petersburg	Frank Malowany	Smith & Associates	malow1@aol.com	727-432-1176	
Saint Petersburg	Jake Holehouse	HH Insurance	jwh@hhinsgroup.com	727-498-5559	
Saint Petersburg	John Mason	St. Petersburg Council of Neighborhood Associations	Jmas38@gmail.com		
Saint Petersburg	<del>Noah Taylor</del> <i>Scott Crawford</i>	<del>CRS Coordinator</del> <i>Flood Plain Administrator</i>	<del>noah.taylor@stpete.org</del> <i>scott.crawford@stpete.org</i>	<del>727-893-7385</del> <i>727-893-7283</i>	<i>Scott Crawford</i>
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St. Pete Beach	Michael Welch	Resident	mfw517@yahoo.com	727-542-2450	<i>Michael Welch</i>
St. Pete Beach	Wesley Wright	Community Development Director	wwright@stpetebeach.org		
Tarpon Springs	Barbara Mamouzelos	Resident	bmamouzelos@yahoo.com		
Tarpon Springs	Joan Jennings	Resident	joanjenn@gmail.com		
Tarpon Springs	Kevin Powell	Tarpon Springs - Building Official	kpowell@ctsfl.us		
Tarpon Springs	Megan Araya	<del>Development Services Coordinator</del> <i>Floodplain</i>	maraya@ctsfl.us	727-942-5604	<i>Megan Araya</i>
Treasure Island	Brad Piche	Owner, Ricky T's	pichebrad@yahoo.com		

Jurisdiction Represented	Name	Affiliation	Email	Phone	Signature
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Treasure Island	Clyde Smith	GM, Bilmar Resort	gm@bilmarbeachresort.com	727-360-5531	
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Treasure Island	Paula Cohen	Treasure Island - Director CID	pcohen@mytreasureisland.org	727-547-4575 x 239	
University of Florida	Jerry Murphy	University of Florida	jerry@murphyplanning.com	239-322-8510	
Consultant	Chris Zambito	Atkins	chris.zambito@atkinsglobal.com	813-244-1654	
Consultant	Khan Bouppha	Jones Edmunds	kbouppha@jonesedmunds.com	813-258-0703	
Consultant	Christine Mehle	Wood	Christine.mehle@woodplc.com	813-636-1513	

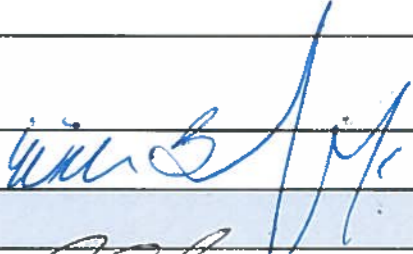

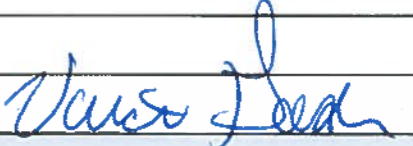
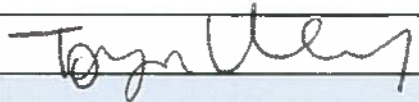


JUST SIGN ONE SHEET

PINELLAS COUNTY FLOOD INFORMATION & MITIGATION PUBLIC INFORMATION WORKING GROUP

MEETING DATE: Friday, January 31, 2020  
 LOCATION: Tampa Bay Regional Planning Council





Jurisdiction Represented	Name	Affiliation	Email	Phone	Signature
Belleair	Debbie Darling	Belleair CC	bccmaint@belleaircc.com	727-865-4655	
Belleair	Greg Lauda	Belleair Floodplain Manager	glauda@townofbelleair.net	727-588-3769	
Belleair	Keith Bodeker	Belleair - Town of Belleair	kbodeker@townofbelleair.net	727-408-4860	<i>Keith Bodeker</i>
Belleair	Tom Shelly	Florida Real Estate Broker	tshelly@townofbelleair.net	727-510-8350	
Clearwater	Jared Leone	Resident - City of Clearwater	jared.leone@gmail.com		
Clearwater	<del>Sarah Kessler</del> Lauren Matzke	City of Clearwater	<del>sarah.kessler@myclearwater.com</del> lauren.matzke		<i>Lauren Matzke</i>
Clearwater	Steve Kessler	Resident - City of Clearwater	skessler@hotmail.com	727-560-1575	
Gulfport	Clark Streicher	Gulfport - Building Official	cstreicher@mygulfport.us	727-893-1020	
Gulfport	Karen Brodeur	WhitCo Insurance Agency	karen@whitcoinsurance.com	727-209-8888	
Gulfport	Michael Taylor	Community Development Principal Planner	mtaylor@mygulfport.us	727-893-1087	<i>Michael Taylor</i>
Gulfport	Mike Whitman	WhitCo Insurance Agency	mike@whitcoinsurance.com	727-209-8888	
Hillsborough County	Christine Hummel	Hillsborough County			
Hillsborough County	Eugene Henry	Hillsborough County	henrye@hillsboroughcounty.org		
Indian Rocks Beach	Dean Scharmen	Indian Rocks Beach - Public Services Director	dscharmen@irbcity.com	727-595-6889	
Indian Rocks Beach	Eric Meyer	Resident	ericmeyer@discoverdps.com		
Indian Rocks Beach	Lorin Kornijtschuk	Public Services Administrative Assistant	lorink@irbcity.com	727-595-6889	<i>Lorin Kornijtschuk</i>
Indian Rocks Beach	Ron Sacra	Resident	ronsacra@yahoo.com		<i>Ron Sacra</i>

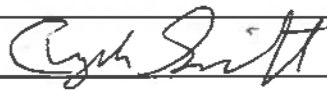
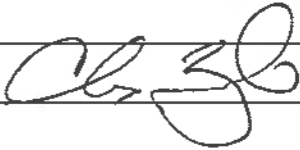
Jurisdiction Represented	Name	Affiliation	Email	Phone	Signature
Indian Shores	Darin Cushing	Indian Shores - Building Official	buildingofficial@IndianShoresFL.onmicrosoft.com	941-662-7748	
Indian Shores	Katrena Hales-Claver	Calusa Vacations LTD	sandglo@msn.com	727-320-9720	
Indian Shores	Robert E. Lyons	Sunwest Construction LLC	swcrei@gmail.com	727-330-7772	
Indian Shores	William Jones	Building Clerk	wjones@myindianshores.com	727-595-4020	
Largo	Dylan Carlson	Largo - Planning Technician	dcarlson@largo.com		
Largo	Matt Butler	Assistant Building Official	mbutler@largo.com	727-586-7488 x7302	
Largo	Robert Hatton	Largo - Building Official	rhatton@largo.com		
Largo	Sam Ball	Largo - Planner	sbll@largo.com	727-588-1040	
Madeira Beach	Derryl O'Neal	Madeira Beach - Madeira Beach	doneal@madeirabeachfl.gov		
Madeira Beach	Gwen Sinkfield	Madeira Beach - Madeira Beach	gsinkfield@madeirabeachfl.gov		
Madeira Beach	Linda Portal	Madeira Beach	lportal@madeirabeachfl.gov		
Madeira Beach	Vincent Gadrix	Gulf Beaches Public Library Director	gulfbeacheslibrary@icloud.com	727-391-2828	
Oldsmar	Daniel Simpson	Oldsmar - City Engineer	dsimpson@myoldsmar.com	727-623-7605	
Oldsmar	Doug Bevis	Resident/Realtor	teambevis@gmail.com		
Oldsmar	Felicia Donnelly	Oldsmar	fdonnelly@myoldsmar.com		
Oldsmar	Gregg Silliman	Oldsmar - Code Enforcement Officer	gsilliman@myoldsmar.com		
Oldsmar	Mandi Clark	Oldsmar - Planning Technician	mclark@myoldsmar.com		
Oldsmar	Marie Dauphinais	Director Planning & Redevelopment	mdauphinais@myoldsmar.com		
Oldsmar	Michele Parisano	Oldsmar - CRA Administrator/Planning Manager	mparisano@myoldsmar.com	813-749-1137	
Oldsmar	Paula Saracki	Resident/Business Owner	paula@impactgrafx.com	813-928-3178	
Oldsmar	Tonya Wonderly	Oldsmar	twonderly@myoldsmar.com		
Pasco County	Bob Cobelli	Pasco County - Pasco County	bcobelli@pascocountyfl.net		

Jurisdiction Represented	Name	Affiliation	Email	Phone	Signature
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Pinellas County	Anamarie Rivera	Pinellas County - Env. Services	arivera@co.pinellas.fl.us		
Pinellas County	Ashley Tharp	Wright Flood, Corporate Agent Training Manager	Ashley.Tharp@weareflood.com	727-599-5664	Ashley Tharp
Pinellas County	Barbara Hernandez	Pinellas County - BCC	bhernandez@pinellascounty.org		
Pinellas County	Betty Ryals	Wright Flood, Regional Sales Manager	betty.ryals@weareflood.com		
Pinellas County	Brad Hubbard	National Flood Experts	bhubbard@nationalfloodexperts.com		
Pinellas County	Brian Ellis	Tampa Bay Regional Planning Council	brian@tbrpc.org		
Pinellas County	Cara Serra	Tampa Bay Regional Planning Council	cara@tbrpc.org		
Pinellas County	Cece McKienan	Florida Floodplain Managers Association, Executive Director	cece@mckiernanconsulting.us		
Pinellas County	Cheryl Morales	Pinellas Public Library Cooperative (PPLC), Executive Director	cmorales@pplc.us		
Pinellas County	Christopher Weaver	Florida Strategic Insurance	chrisw@flstrategic.com		
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Pinellas County	John Hibbard	Weisner Insurance	John@winfl.com		
Pinellas County	John Toomer	Reliant Insurance Services	johnT@myreliantinsurance.com	813-502-0282	
Pinellas County	Katherine Howington	Flood Insurance Specialist	kathowington@gmail.com		
Pinellas County	Laura Klement	Douglas Elliman Real Estate	laura.klement@elliman.com	305-331-6518	
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Pinellas County	Lisa Foster	Floodplain Administrator	ldfoster@pinellascounty.org	727-464-8962	
Pinellas County	Mallory Arents	PPLC Services Coordinator	marents@pplc.us		
Pinellas County	Marty Sorensen	Resident	msorensen@fuenteholdings.com	727 433-3024	
Pinellas County	Mary Burrell	Pinellas County - Emergency Management	maryburrell@co.pinellas.fl.us	727-464-3815	
Pinellas County	Nelson Garcia	Sunpoint Home Loans	ngarcia@sphomeloans.com		
Pinellas County	Rhonda Bowman	Pinellas County - CIP Survey	rpowman@pinellascounty.org	727-453-3406	

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Pinellas County	Rick Haupricht	Greenleaf Title			
Pinellas County	Sally Bishop	Resident	sara.bishop1@verizon.net	727-647-0084	
Pinellas County	Siobhan O'Kane	Urban Land Institute	siobhan.okane@uli.org	860-222-5295	
Pinellas County	Vicki Russo	Resident	vicki.russo@yahoo.com		
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Pinellas Park	Derek Reeves	Pinellas Park - Planning & Development Services Principal Planner	dreeves@pinellas-park.com	727-369-5838	
Pinellas Park	Erica Lindquist	Planning & Development Review Manager	elindquist@pinellas-park.com	727-369-5650	
Pinellas Park	Housh Ghovaei	Gateway Chamber of Commerce	housh@northsideengineering.net	727-709-0943	
Pinellas Park	Linda Yang	Fl Strategic Insurance	Linda@flstrategic.com	813-440-0253	
Pinellas Park	Terry England	Gateway Chamber of Commerce	terryenglandbrothers@tampabay.rr.com	727-365-1092	
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Redington Beach	Annie Fleeting	Owner, Next Home Beach Time Realty	annie@beachtimeteam.com	727-504-1111	
Redington Beach	Pat English	Resident	pat.english2014@gmail.com		
Redington Beach	Thomas Dorgan		tdorgan27@gmail.com		
Redington Beach	Tim Thompson	JPM Chase, Associate Vice President	TTALYECE@VERIZON.NET		
Redington Shores	Dave Motley	Resident	dmotley123@gmail.com	727-452-4536	
Redington Shores	Jeffrey Kareskie	Resident	jeffkareskie@msn.com	410-458-4431	
Redington Shores	Kimberly Harr	Harr & Associates Insurance, inc.	kim@harrins.com	727-424-8376	
Redington Shores	Michael Robinson	Redington Shores - Commissioner	comdist3@townofredingtonshores.com		



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Redington Shores	Tim Deboy	Resident	tjdeboy@yahoo.com		
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Saint Petersburg	Chris Dailey	Shore Acres Civic Association	chris.dailey@rsandh.com		
Saint Petersburg	Chris Simoniello	USF St. Pete	simoniel@mail.usf.edu		
Saint Petersburg	Frank Malowany	Smith & Associates	malow1@aol.com	727-432-1176	
Saint Petersburg	Jake Holehouse	HH Insurance	jwh@hhinsgroup.com	727-498-5559	
Saint Petersburg	John Mason	St. Petersburg Council of Neighborhood Associations	Jmas38@gmail.com		
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South Pasadena	Doug Izzo	Tampa Bay Beaches Chamber of Commerce	doug@tampabaybeaches.com	727-360-6957	
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St. Pete Beach	Lyn Rosetti	Senior Planner	lrosetti@stpetebeach.org	727-363-9266	
St. Pete Beach	Michael Welch	Resident	mfw517@yahoo.com	727-542-2450	
St. Pete Beach	Wesley Wright	Community Development Director	wwright@stpetebeach.org		
Tarpon Springs	Barbara Mamouzelos	Resident	bmamouzelos@yahoo.com		
Tarpon Springs	Joan Jennings	Resident	joanjenn@gmail.com		
Tarpon Springs	Kevin Powell	Tarpon Springs - Building Official	kpowell@ctsfl.us		
Tarpon Springs	Megan Araya	Development Services Coordinator	maraya@ctsfl.us	727-942-5604	
Treasure Island	Brad Piche	Owner, Ricky T's	pichebrad@yahoo.com		

Jurisdiction Represented	Name	Affiliation	Email	Phone	Signature
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Treasure Island	Kathy Gademer	Assistant Director for Community Improvement	kgademer@mytreasureisland.org		
Treasure Island	Paula Cohen	Treasure Island - Director CID	pcohen@mytreasureisland.org	727-547-4575 x 239	
University of Florida	Jerry Murphy	University of Florida	jerry@murphyplanning.com		
Consultant	Chris Zambito	Atkins	chris.zambito@atkinsglobal.com	813-244-1654	
Consultant	Khan Bouphe	Jones Edmunds	kbouphe@jonesedmunds.com	813-258-0703	
Consultant	Christine Mehle	Wood	Christine.mehle@woodplc.com	813-636-1513	



## 1.1 MEETING MINUTES

**PROJECT NAME:** CRS Support/Flood Risk and Mitigation Public Information Working Group (FRMPIWG)  
**MEETING DATE:** Friday, May 29, 2020  
**LOCATION:** GoTo Meeting

## 2.0 INTRODUCTION OF PARTICIPANTS (CECE)

- Cece welcomed everyone to the Virtual meeting and Lisa encouraged participants to share their cameras so we could see as many participants as possible.
- Cece checked attendance to verify that each participating community met the required 1:1 staff/stakeholder ratio.
- Cece reiterated the importance of the 1:1 staff/stakeholder ratio requirement to ensure success with the CRS PPI (Program for Public Information) and LMS (Local Mitigation Strategy) Working Group effort.
- Cece shared that the October meeting for this year would most likely be Virtual as well. All agreed. A date of October 16<sup>th</sup> from 12:00 – 2:00 was tentatively set.

## 3.0 STATUS OF PPI

- Khan Bopha, Jones Edmunds, reviewed the current status of the multijurisdictional LMS, which includes the multijurisdictional PPI and RLAA (Repetitive Loss Area Analysis) countywide overview and detailed unincorporated analysis. He thanked everyone for their input and advised that ISO had conducted a courtesy review. He noted that:
  - Highlighted projects must have specific precise publicity language.
  - Each jurisdiction's Annual Evaluation Report must be submitted to their own governing body for approval and submitted as part of their Annual Recertification.
  - Local jurisdictions need to adopt the LMS and/or PPI document and since our last meeting the County has shared specific language that ISO (Insurance Service Office) will be looking for in the Adoption Resolutions and the resolutions must be submitted to Cece so she can assist with getting them to ISO for approval. Per ISO, the communities that participate in the MJ PPI and have an LMS adoption resolution worded as specific as the Pinellas County resolution, will receive the PPI credit (assuming they implement their projects). The specific language is in the County toolbox. Let Cece or Lisa know if you are having trouble finding it.
  - Lisa sent the Flood Insurance Coverage Improvement Plan to FEMA for approval and FEMA acknowledged receipts and clarified that they were not required to approve the plan, but will offer suggestions that benefit Pinellas County.

- Lisa elaborated on the FEMA approval issue and showed the communities the projects for 2020 that she is compiling and showed where documentation is being kept. Social media is being saved as screen shots and communities may have to do their own social media so check with your ISO specialist to confirm what they will approve.
- Municipalities should have the Flood Guide and All Hazard Preparedness Guide at each of their events and should modify it with their specific logos and contact information.
  - Mary Burrell discussed an outreach effort that will be hosted by Pinellas County for the Barrier Island Zoom Webinar on June 4<sup>th</sup>.

#### 4.0 **STATUS OF LOCAL MITIGATION STRATEGY (LMS) AND FLOOD RISK AND MITIGATION PUBLIC INFORMATION WORKING GROUP (FRMPIWG)**

- Chris Zambito, Atkins Global, provided an overview of the current status of the LMS
  - The Plan was approved
  - He reviewed a list of communities and where they are in the adoption process.
- Chris reviewed the CRS scoring for CRS FMP credit from ISO based on their review of the LMS Plan.

#### 5.0 **IMPLEMENTATION**

- **PINELLAS RESOURCES TOOLBOX UPDATE**
  - Lisa again reviewed the toolbox which will allow all the participating communities to not only access the plethora of sharable resources compiled by Pinellas County but also upload their documentation of completed projects making CRS outreach project reviews by ISO easier
- **INFORMATION AVAILABLE**
  - Standardized messages for social and regular media in different weather scenarios.
  - Real Estate Disclosure Program email promotion content available, municipalities need to make an effort to connect with their local area Real Estate agents to further the success of this project for them.
  - Calendar is available, dates that are set are recommendations. Reminders are being sent.

#### 6.0 **ELEVATION CERTIFICATE ENTRY APPLICATION FOR MUNICIPALITIES**

- Elevation Certificates are currently being uploaded to the Pinellas County website ECs from the FDEM database are also on the map but have not been reviewed for quality.
- Municipal ECs are being added to another map service by a contractor. Once complete, the municipalities will need to upload their ECS to the map service via the City EC Entry Application developed by the County. CRS credit is available to communities that make ECs available online and in a database. Pinellas County will hold a training on the EC app. Send Lisa your login for ArcGIS online or the name of the person that will be doing this upload for you so we can add them as

a user to the application. Each community should have one user for EC uploading.

## 7.0 **STORM SEASON**

- Lisa asked meeting participants to visit the Pinellas County COVID-19 information How to Help to see how you can help the communities with the upcoming storm season.
- Lisa asked the meeting participants to think about what messaging should be used for this year specifically.
  - Mary talked about people in cars being such a risk driving into water of unknown depth, is “Turn Around Don’t Drown” not working anymore? Don’t Drive, Stay Alive?
  - Mary talked about the Host Homes program that allows for people to evacuate and not have to go to a community shelter.

## 8.0 **REMINDERS**

- We will continue to post agendas and minutes on the website, although it may not be required.
- All documents on the web must be ADA compliant, linking to the Pinellas County website for communication of your flood risk information meets requirements.

## 9.0 **NEEDS/TASKS**

- Cece asked if the communities had any additional needs, none were heard.
- The floor was opened for public comment.
  - Sally Bishop talked about using our tools and good data to help residents assess their vulnerability so they can decide during the time of COVID-19 if they really need to evacuate during a storm.
  - Katrena from Indian Shores talked about continuing work on information for the tourists that provide listing of hotels available for emergency housing. We need to connect Katrena with Mary and Lisa to develop a packet. The hotel owners will be making the plan that they would give to the visitors.

The next FRMPIWG meeting will be Virtual and will be held on October 16 from 12 – 2 pm.

Adjourn



## MEETING MINUTES

**PROJECT NAME:** CRS Support/Flood Risk and Mitigation Public Information Working Group (FRMPIWG)  
**MEETING DATE:** Friday, October 16, 2020  
**LOCATION:** GoTo Meeting

### 1.0 INTRODUCTION OF PARTICIPANTS (CECE)

- Cece welcomed everyone to the Virtual meeting and Lisa encouraged participants to share their cameras so we could see as many participants as possible.
- Cece assessed the RSVP list to assure the 1:1 staff/stakeholder ratio. A review after the meeting indicated that all communities met this requirement.
- Cece reiterated the importance of the 1:1 staff/stakeholder ratio to meet requirements for carrying forward the PPI (Program for Public Information) and LMS (Local Mitigation Strategy) Working Group effort.
- Cece shared that the January meeting for 2021 would most likely be Virtual as well. A date of January 15<sup>th</sup> from 12:00 – 2:00 was tentatively set.

### 2.0 STATUS OF PPI

- Khan Bopha, from Jones Edmunds, reviewed the current messaging in the PPI document. There were comments on the following messages:
  - Insurance
  - Road Flooding and DOT (we were given contact information for this issue)
  - Safety Tips
  - Resiliency messaging will replace the additional insurance-related topics for messaging which we currently have. All insurance messaging will be combined into one topic.
- Khan discussed the need for municipalities to give us feedback on the projects they implemented this year. An Excel spreadsheet will be sent to everyone to make it easier to report this information. Once Khan receives that information, he will create the Annual Evaluation Report.
- Documentation for each municipality's projects should be entered in the Pinellas County SharePoint site to assist with facilitation of ISO reviews of communities.
- Each jurisdiction's Annual Evaluation Report must be submitted to their own governing body for approval and submitted as part of their Annual Recertification.
- Feddy Azoifeifa from Pinellas County demonstrated the Social Media Messaging Toolkit that is available to all municipalities. Mary Burrell highlighted the wide variety of messages available in the Toolkit.

### 3.0 STATUS OF LOCAL MITIGATION STRATEGY (LMS) AND FLOOD RISK AND MITIGATION PUBLIC INFORMATION WORKING GROUP (FRMPIWG)

- Khan talked about the LMS report updates. The documents were provided as attachments to the meeting invitation. Municipalities were asked to review the report to see if there were projects missing from each municipality and to review the project rankings.

- A web story map was created for the LMS to improve the LMS goals and objectives, current status and other hazard-related information to the public.
- Khan recently reviewed the LMS report with ISO. It received a very good score compared to previous versions. Congratulations to everyone that have contributed to the report.

#### 4.0 **POTENTIAL PROJECTS**

- Tampa Bay Newspaper – Commissioner Robinson explained what they did in Redington Shores.
  - This weekly newspaper could be used for one of the publicity projects.
  - Cost share ideas were raised.
  - Prices will be determined and sent out via email at a later date.
- Mary Burrell talked about an effort to work with Businesses to have them assist with flood and hurricane outreach messages
  - CJ Reynolds from Tampa Bay Regional Planning Council (TBRPC) is interested in getting involved in this effort, especially for minority businesses.
- Lisa asked Cece to research the letters to utility companies project idea further.
- There was discussion about connecting with Home Inspectors regarding flood risk so they could assist in communicating information through their inspection reports.
  - It was recommended to first contact the people that serve as instructors for the Home Inspector program to find out how to make this part of the inspection reporting basics.

#### 5.0 **MAP SERVICE**

- Lisa demonstrated the new Pinellas County Flood Map Service that provides simplified access to flood risk and other important information.

#### 6.0 **NEEDS/TASKS**

- Cece asked if the communities had any additional needs, none were heard.
- The floor was opened for public comment.
- Lisa asked if municipalities needed the information page on the website that was created to explain the FEMA letters that residents have been receiving about insurance. No communities are sending residents to this page anymore and FEMA has stopped sending the letters out.
- CJ Reynolds from TBRPC invited participation in their Regional Resilience Plan Working Group. Interested parties can contact CJ at [cjreynolds@tbrpc.org](mailto:cjreynolds@tbrpc.org).

#### 7.0 **REMINDERS**

- We continue to follow Sunshine Meeting Standards.
- All documents on the web must be ADA compliant, linking to the Pinellas County website for communication of your flood risk information meets requirements.

The next FRMPIWG notice for January 2021 will be send out as soon as the date is confirmed.

Adjourn

# Appendix B

## Status of PPI Projects



**330 OUTREACH PROJECTS WORKSHEET**

Project ID	Outreach Projects	Description	CPI?	Target Audience	STK?	Countywide Reach	Unincorporated	Belleair	Clearwater	Gulfport	Indian Rocks Beach	Indian Shores	Largo	Madeira Beach
OP#1	RLA Letter	Letter, Flood Info Brochure, and Insurance Info Sheet distributed via direct mail to residents and businesses in the Repetitive Loss Areas	Y	RLAA	N	N	Y	Y	Y	Y	Y	Y	Y	Y
*OP#2	*Flood Guide available at County/City Buildings	PC Departments: Building, Planning, Development Review Services, Communications, Utilities	Y	Customers of Pinellas County Services	N	N	Y	N	N	N	Y	N	N	Y
*OP#3	*Flood Guide available at County Libraries	Made Available at 25 Library Locations throughout Pinellas County	Y	Customers of Pinellas County Libraries	Y	Y					Y			Y
*OP#4a	*Hurricane Guide 2020	•Distributed countywide •Made available at County and municipal buildings •Made available at numerous buisnesses	Y	No target audience	N	N	Y	N	N	N	N	N	N	Y
*OP#4b	*Hurricane Guide 2020 - ESOL (Spanish)	•Distributed countywide •Made available at County and municipal buildings •Made available at numerous buisnesses	Y	Spanish-Speaking Residents	N	N	Y	N	N	N	N	N	N	N
*OP#4c	*Hurricane Guide 2020 - ESOL (Vietnamese)	•Distributed countywide •Made available at County and municipal buildings •Made available at numerous buisnesses	Y	Vietnamese-Speaking Residents	N	N	Y	N	N	N	N	N	N	N
*OP#5a	*Hurricane Guide 2020 Available at County Libraries	Made Available at 25 Library Locations throughout Pinellas County	Y	No target audience	Y	Y					Y			Y
OP#5b	*Hurricane Guide 2020 - ESOL (Spanish) Available at County Libraries	Made Available at 25 Library Locations throughout Pinellas County	Y	Spanish-Speaking Residents	Y	Y					Y			
*OP#5c	*Hurricane Guide 2020 - ESOL (Vietnamese) Available at County Libraries	Made Available at 25 Library Locations throughout Pinellas County	Y	Vietnamese-Speaking Residents	Y	Y					Y			
OP#6	Utility Bill Insert	Information distributed in the utility bill that is distributed to Unincorporated, Beach communities from Belleair Beach south to Tierra Verde, City of Largo, Town of Kenneth City, and limited sections of Clearwater, Dunedin, Pinellas Park and St. Petersburg	Y	No target audience	N	N	Y	N	N	N	Y	N	N	Y
*OP#7	*Flood Map Service Training	Pinellas County Floodplain Administrator and Flood Insurance Advocate present to Real Estate professionals that work countywide about: •Flood Information-all 10 topics •Flood Insurance Details •How to use the online flood map service center  Real Estate Flood Disclosure Brochures are provided	Y	Real Estate Professionals	Y	Y					Y			
*OP#8	*Real Estate Agents Flood Disclosure and Information Brochure (English & Spanish)	Brochure distributed to potential buyers of property countywide by real estate professionals.	Y	Buyers of Real Estate	Y	Y					Y			Y
*OP#9	*Pinellas/Pasco Realtor Organization Newsletter	Article published annually in the PRO newsletter that covers Pinellas County Flood Map Service, Real Estate Disclosure trainings, Emergency Management alert information, and technical assistance information.	Y	Real Estate Professionals	Y	Y					Y			
OP#10	Landscape Training	Any person or company providing landscape services must complete the Pinellas County Landscape Best Management Practices Course and display a Pinellas County vehicle decal to avoid violation of the Pinellas County Fertilizer and Landscape Maintenance Ordinance.	N	Landscapers	N	Y					Y			
OP#11	Commissioner / Mayor Article in Utility Bills or Mailed letters	Each year the County Commission Chair or Mayor will provide flood reminders, including for residents to review their insurance coverage and consider adding flood insurance, and promote flood insurance technical assistance in an article disseminated in Utility bills or mailed letters, and released to the press. This is frequently published in newspapers and neighborhood newsletters.	Y	No target audience	N	N	Y	N	N	N	N	N	N	N
OP#12	Flood Map Service Promo Email Blast (via everbridge)	Flood Map Service Promo Email to Realtors, Insurance Agents, Lenders, and Surveyors registered in Pinellas County via Everbridge	Y	Realtors, Lenders, Insurance Agents	N	N	N	N	N	N	Y	N	N	N
OP#13	Storm Drain Markers	Only Rain Down Drain Storm Drain Marker program	N	No target audience	N	N	N	N	Y	N	N	N	N	N
OP#14	Storm Drain Murals	Only Rain Down Drain Storm Drain Mural program	N	No target audience	N	N	Y	N	N	N	N	N	N	N
OP#15	Vehicle Wraps	Natural functions messages, such as Only Rain Down Drain are wrapped on 19 vehicles. All vehicles can be see across the county and out of the county when vehicles are used for business travel.	N	No target audience	N	N	Y	N	N	N	N	N	N	N







# Appendix C

## Blue Sky Messaging Toolkit

## TOOLKIT INSTRUCTIONS & INFORMATION

### **Purpose:**

This toolkit is to provide easy access to prescribed messaging needed for Outreach Projects such as social media posts, brochures, industry newsletters, etc. This toolkit will also make it easier to keep track of messaging related to specific topics needs for PPI & CRS purposes.

### **CRS/PPI Points Explanation:**

Information Materials (1 Point per Topic)

General Outreach (2 Points per Topic)

Targeted Outreach (6 Point per Topic)

### **CRS/PPI Points Calculation:**

*# of Points* = (Type) \* (# of Topics) \* (# of Times Completed)

*Additional PPI Points* = (*# of Points*) \* (0.4)

*Total # of Points* = (*# of Points*) + (*Additional PPI Points*)

### **Social Media Instructions:**

Social Media messages are considered "General Outreach". The prescribed social media messages are for use by the Communications Team. There are Scheduled Messages and Unscheduled Messages available for use.

All messaging needs to include three items:

Premise

Call to Action (Do This)

Reason Why

### Example:

The sun is shining and the weather is nice! Today is a good day to clean out your gutters before the rainy season. A clogged gutter can cause a leaky roof or water damage to the interior or exterior of your home.

### \*\*Note\*\*

Scheduled Messages already have these three items provided in the message.

Unscheduled Messages will need to be adjusted to include all three items depending on the situation.

Scheduled Social Media Messages:

**Note:** All messages will be posted on Fridays with #FloodplainFriday

Topics Covered	Hurricane Season (May 1 - November 30)	Winter Season (December 1 - April 30)
1. Know Your Flood Hazard	x	—
2. Insure Your Property For Your Flood Hazard	—	x
3. Protect People From Flood Hazard	x	—
4. Protect Your Property From Flood Hazard	x	—
5. Build Responsibly	—	x
6. Protect Natural Floodplain Functions	—	x
7. Hurricane Preparedness	x	—
8. Pet Preparedness	x	—
9. Flood Economics	x	x
10. Understand Flood Insurance	—	x

Unscheduled Social Media Messages:

Topic #	Topics Covered
1	Know Your Flood Hazard
2	Insure Your Property For Your Flood Hazard
3	Protect People From Flood Hazard
4	Protect Your Property From Flood Hazard
5	Build Responsibly
6	Protect Natural Floodplain Functions
7	Hurricane Preparedness
8	Pet Preparedness
9	Flood Economics
10	Understand Flood Insurance

Topics Covered	Hurricane Season (May 1 - November 30)	Winter Season (December 1 - April 30)
1. Know Your Flood Hazard	x	—
2. Insure Your Property For Your Flood Hazard	—	x
3. Protect People From Flood Hazard	x	—
4. Protect Your Property From Flood Hazard	x	—
5. Build Responsibly	—	x
6. Protect Natural Floodplain Functions	—	x
7. Hurricane Preparedness	x	—
8. Pet Preparedness	x	—
9. Flood Economics	x	x
10. Understand Flood Insurance	—	x

Date	Facebook and Instagram (Character Limit: 2200)	Chars	Twitter (Character Limit: 280)	Chars2	Topic
2/5/2021	Purchasing flood insurance is the best way to protect your property during a hurricane or other rain events. Flood insurance technical assistance is available from representatives who can provide you with reliable information about your options. <a href="https://bit.ly/PinellasFloodAdvocates">bit.ly/PinellasFloodAdvocates</a> #FloodplainFriday	293	Purchasing flood insurance is the best way to protect your property during rain events. Flood insurance technical assistance is available from representatives who can provide you with reliable information about your options. <a href="https://bit.ly/PinellasFloodAdvocates">bit.ly/PinellasFloodAdvocates</a> #FloodplainFriday	272	Understand Flood Insurance & Insure Your Property For Your Flood Hazard
2/12/2021	Still not sure what to get your significant other for Valentine's Day? We've got you covered with a 2-4-1! Spruce up the yard by trimming dead branches from trees or palms and by picking up any loose items. This is sure to make them swoon and help you prepare for the hurricane season. <a href="https://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> #FloodplainFriday #GetReadyPinellas	344	Still not sure what to get your significant other for Valentine's Day? We've got you covered! Spruce up the yard by trimming the trees & palms. This is sure to make them swoon & help you prepare for hurricane season. <a href="https://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> #FloodplainFriday #GetReadyPinellas	275	Hurricane Preparedness & Protect Your Property From Flood Hazard
2/26/2021	Calling all Seasonal Residents! Before you leave us for the summer, prepare your property for the upcoming hurricane season. Secure all loose items outside your home, trim any dead branches from trees or palms, and install storm shutters on your windows. Don't forget to take your insurance documents with you! <a href="https://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> #FloodplainFriday #GetReadyPinellas #HurricanePrep #PinellasEM	396	Calling all Seasonal Residents! Before you leave us, prepare your property for hurricane season. Secure all loose items outside your home, trim any dead branches, install storm shutters, and take your insurance documents with you! <a href="https://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> #FloodplainFriday	271	Hurricane Preparedness & Protect Your Property From Flood Hazard
3/5/2021	Build Responsibly. Higher Keeps You Drier! Learn more about building regulations <a href="https://bit.ly/PinellasBuildSmart">bit.ly/PinellasBuildSmart</a>  Building higher can also help with your flood insurance premium. Questions about getting flood insurance? <a href="https://bit.ly/PinellasFloodAdvocates">bit.ly/PinellasFloodAdvocates</a> #FloodplainFriday #BuildSmart	273	Build Responsibly. Higher Keeps You Drier! Learn more about building regulations <a href="https://bit.ly/PinellasBuildSmart">bit.ly/PinellasBuildSmart</a>  Building higher can also help with your flood insurance premium. Questions about getting flood insurance? <a href="https://bit.ly/PinellasFloodAdvocates">bit.ly/PinellasFloodAdvocates</a> #FloodplainFriday #BuildSmart	273	Insure your Property & Build Responsibly
3/12/2021	🍀 St. Patrick's Day is on its way! 🍀 #DYK Most clover species in Florida are not native? One way to keep your landscape green and avoid algae-filled green waters is to plant native plants! Excess water, nutrients, grass clippings, and leaves flow into waterways and stormdrains which cause algae blooms and fish kills. Skip the fertilizer, plant native, and let nature do its job! #BeFloridian #OnlyRainDownTheDrain #FloodplainFriday	433	#DYK Most clover species in Florida are not native? One way to keep your landscape green & avoid green waters is to plant native plants! Grass clippings & leaves flow into waterways which cause algae blooms & fish kills. Skip the fertilizer & plant native! #FloodplainFriday	274	Protect Natural Floodplain Functions



Date	Facebook and Instagram (Character Limit: 2200)	Chars	Twitter (Character Limit: 280)	Chars2	Topic
3/19/2021	Just an inch of water can cause \$25k of damage to your home. Elevating your equipment, such as water heaters and A/C units can help mitigate flood damage. Higher Keeps You Drier! Build responsibly and protect your property. <a href="https://bit.ly/PinellasBuildSmart">bit.ly/PinellasBuildSmart</a> #FloodplainFriday #BuildSmart #Mitigation	291	Just an inch of water can cause \$25k of damage to your home. Elevating your equipment, such as water heaters and A/C units can help mitigate flood damage. Higher Keeps You Drier! Build responsibly and protect your property. <a href="https://bit.ly/PinellasBuildSmart">bit.ly/PinellasBuildSmart</a> #FloodplainFriday #BuildSmart	279	Flood Economics & Build Responsibly
3/26/2021	Get your umbrellas ready! The rainy season is upon us and the Atlantic Hurricane Season is just around the bend. Check with your flood insurance agent to make sure your flood insurance policy is up-to-date. Ensure that it is has the appropriate coverages, is rated correctly, and you are receiving the correct Community Rating System (CRS) discount. <a href="https://bit.ly/PinellasCRS">bit.ly/PinellasCRS</a> #FloodplainFriday	386	The rainy season is upon us! Check with your flood insurance agent to make sure your flood insurance policy is up-to-date. Ensure that it is has the appropriate coverages, is rated correctly, and you are receiving the correct CRS discount. <a href="https://bit.ly/PinellasCRS">bit.ly/PinellasCRS</a> #FloodplainFriday	276	Understand Flood Insurance
4/2/2021	Did you know that flood insurance policies do not become active until 30 days after the date of purchase? April Fools' Day was yesterday, but don't be fooled! Talk to a flood insurance "advocate" today. These professionals in the insurance field can provide you with reliable information about your flood risk and insurance options. <a href="https://bit.ly/PinellasFloodAdvocates">bit.ly/PinellasFloodAdvocates</a> #FloodplainFriday	380	Did you know that flood insurance policies do not become active until 30 days after the date of purchase? April Fools' Day was yesterday, but don't be fooled! Talk to a flood insurance "advocate" today about your insurance options. <a href="https://bit.ly/PinellasFloodAdvocates">bit.ly/PinellasFloodAdvocates</a> #FloodplainFriday	279	Understand Flood Insurance
4/9/2021	#NationalPetDay is coming up on April 11! Did you know pets have disaster needs as well? Be a friend to man's best friend and include them in your preparations. <a href="https://bit.ly/PreparePinellasPets">bit.ly/PreparePinellasPets</a> #FloodplainFriday #GetReadyPinellas #PetSupplyKit	237	#NationalPetDay is coming up on April 11! Did you know pets have disaster needs as well? Be a friend to man's best friend and include them in your preparations. <a href="https://bit.ly/PreparePinellasPets">bit.ly/PreparePinellasPets</a> #FloodplainFriday #GetReadyPinellas #PetSupplyKit	237	Pet Preparedness
4/23/2021	Celebrate #EarthDay this year by making some easy, environmentally friendly adjustments to your landscaping routine. Spruce up your yard by planting non-invasive vegetation; water your lawn with rain water collected through rain barrels; or plant a rain garden to utilize that wet spot in your yard. These Low Impact Development (LID) options enhance your home and protect our environment! <a href="https://bit.ly/UF-IFAS_DevBetterWay">bit.ly/UF-IFAS_DevBetterWay</a> #FloodplainFriday	436	This #EarthDay why not enhance your landscaping routine? Low Impact Development (LID) options like planting non-invasive vegetation, using rain barrels, or creating rain gardens are environmentally friendly and easy to do. <a href="https://bit.ly/UF-IFAS_DevBetterWay">bit.ly/UF-IFAS_DevBetterWay</a> #FloodplainFriday	269	Protect Natural Floodplain Functions & Protect Your Property From Flood Hazard
5/7/2021	The American Veterinary Medical Association states that in 2016, almost 60% of US households owned pets. During a hurricane, Special Needs Shelters and most emergency shelters are not pet friendly. There are specific shelters and other options available for pet owners during emergency situations, but you need to plan them in advance. <a href="https://bit.ly/PreparePinellasPets">bit.ly/PreparePinellasPets</a> #FloodplainFriday #GetReadyPinellas #PetSupplyKit #HurricanePreparednessMonth	440	Statistics show that in 2016, almost 60% of US households owned pets. There are specific shelters and other options available for pet owners during hurricanes, but you need to plan them in advance. <a href="https://bit.ly/PreparePinellasPets">bit.ly/PreparePinellasPets</a> #FloodplainFriday #HurricanePreparednessMonth	270	Pet Preparedness
5/21/2021	Hurricane season is coming up! When was the last time you checked your evacuation zone? Now is a great time to check your zone and make plans for the upcoming season. <a href="https://bit.ly/PinellasKnowYourEvacZone">bit.ly/PinellasKnowYourEvacZone</a> #FloodplainFriday #HurricanePreparednessMonth	243	Hurricane Season is coming up! When was the last time you checked your evacuation zone? Now is a great time to check your zone and make plans for the upcoming season. <a href="https://bit.ly/PinellasKnowYourEvacZone">bit.ly/PinellasKnowYourEvacZone</a> #FloodplainFriday #HurricanePreparednessMonth	243	Know Your Flood Hazard
6/1/2021	Are you ready? Today marks the first day of hurricane season! If you're not ready yet, visit <a href="https://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> for tips on how to prepare. #FloodplainFriday #GetReadyPinellas #HurricanePrep	194	Are you ready? Today marks the first day of hurricane season! If you're not ready yet, visit <a href="https://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> for tips on how to prepare. #FloodplainFriday #GetReadyPinellas #HurricanePrep	194	Hurricane Preparedness

Date	Facebook and Instagram (Character Limit: 2200)	Chars	Twitter (Character Limit: 280)	Chars2	Topic
6/4/2021	Flood Zones & Evacuation Zones are not the same! Flood zones are for assessing a property's flood insurance rates & flood risk. Evacuation zones are based on a property's vulnerability to storm surge. <a href="https://bit.ly/PinellasKnowYourEvacZone">bit.ly/PinellasKnowYourEvacZone</a> #FloodplainFriday #GetReadyPinellas	268	Flood Zones & Evacuation Zones are not the same! Flood zones are for assessing a property's flood insurance rates & flood risk. Evacuation zones are based on a property's vulnerability to storm surge. <a href="https://bit.ly/PinellasKnowYourEvacZone">bit.ly/PinellasKnowYourEvacZone</a> #FloodplainFriday #GetReadyPinellas	268	Know Your Flood Hazard
6/18/2021	Do you like FREE stuff? Because we like FREE stuff! Pinellas County offers a FREE emergency notification service called ALERTPinellas. This service sends out alerts about emergencies and other important news. Emergencies can be hard, but signing up for ALERTPinellas isn't! <a href="https://bit.ly/ALERTPinellasRegister">bit.ly/ALERTPinellasRegister</a> #FloodplainFriday #ALERTPinellas	337	Do you like FREE stuff? Pinellas County offers a FREE emergency notification service called ALERTPinellas. You can get updates about emergencies & other important news. Emergencies can be hard, but signing up for ALERTPinellas isn't! <a href="https://bit.ly/ALERTPinellasRegister">bit.ly/ALERTPinellasRegister</a> #FloodplainFriday	280	Protect People From Flood Hazard
7/2/2021	Independence Day is within view! Before setting off fireworks, find out if you live near protected areas that help store flood waters, buffer wave action, and provide homes for wildlife. Fireworks debris can land in these areas and compromise their integrity and functions. Make sure to clean up any firework debris from nearby land, water, or shoreline and dispose of them properly! <a href="https://bit.ly/PinellasFloodplain">bit.ly/PinellasFloodplain</a> #FloodplainFriday	427	Independence Day is within view! Before setting off fireworks, find out if you live near protected areas that store flood waters, buffer wave action, & give wildlife homes. Firework debris can land in these areas & pollute our channels. <a href="https://bit.ly/PinellasFloodplain">bit.ly/PinellasFloodplain</a> #FloodplainFriday	280	Know Your Flood Hazard & Protect Natural Floodplain Functions
7/16/2021	We offer assistance to special needs residents during weather emergencies. You must register for these services in advance at <a href="https://bit.ly/PinellasSpecialNeeds">bit.ly/PinellasSpecialNeeds</a> . Service animals are allowed at any shelter, but pets aren't and should have other plans. #FloodplainFriday #GetReadyPinellas	279	We offer assistance to special needs residents during weather emergencies. You must register for these services in advance at <a href="https://bit.ly/PinellasSpecialNeeds">bit.ly/PinellasSpecialNeeds</a> . Service animals are allowed at any shelter, but pets aren't and should have other plans. #FloodplainFriday #GetReadyPinellas	279	Protect People From Flood Hazard & Hurricane Preparedness
7/30/2021	Storm surge is water pushed by high winds from the Gulf of Mexico onto land. It happens quickly and is one of the most lethal parts of a hurricane. Know Your Evacuation Zone! <a href="https://bit.ly/PinellasKnowYourEvacZone">bit.ly/PinellasKnowYourEvacZone</a> #FloodplainFriday #GetReadyPinellas	242	Storm surge is water pushed by high winds from the Gulf of Mexico onto land. It happens quickly and is one of the most lethal parts of a hurricane. Know Your Evacuation Zone! <a href="https://bit.ly/PinellasKnowYourEvacZone">bit.ly/PinellasKnowYourEvacZone</a> #FloodplainFriday #GetReadyPinellas	242	Know Your Flood Hazard & Hurricane Preparedness
8/13/2021	Heavy rainfall always brings a danger of flash flooding, but sometimes light/moderate rainfall can trigger localized flooding in low-lying areas. Find out your flood risk and remember to Turn Around, Don't Drown! <a href="https://bit.ly/PinellasKnowYourFloodRisk">bit.ly/PinellasKnowYourFloodRisk</a> #FloodplainFriday	263	Heavy rainfall always brings a danger of flash flooding, but sometimes light/moderate rainfall can trigger localized flooding in low-lying areas. Find out your flood risk and remember to Turn Around, Don't Drown! <a href="https://bit.ly/PinellasKnowYourFloodRisk">bit.ly/PinellasKnowYourFloodRisk</a> #FloodplainFriday	263	Protect People From Flood Hazard & Know Your Flood Hazard
8/27/2021	Pets aren't allowed in Special Needs Shelters. Ask a friend to care for the pet while you're sheltering. If that option isn't available, contact Pinellas County Animal Services, 727-582-2600, to assist you. <a href="https://bit.ly/PreparePinellasPets">bit.ly/PreparePinellasPets</a> #FloodplainFriday #GetReadyPinellas	269	Pets aren't allowed in Special Needs Shelters. Ask a friend to care for the pet while you're sheltering. If that option isn't available, contact Pinellas County Animal Services, 727-582-2600, to assist you. <a href="https://bit.ly/PreparePinellasPets">bit.ly/PreparePinellasPets</a> #FloodplainFriday #GetReadyPinellas	269	Pet Preparedness
9/3/2021	#LaborDayWeekend Before hitting the beach, be aware of the weather. Regular rainfall can cause localized flooding. If this happens, avoid driving through flooded areas. Wake from vehicles traveling on flooded roads cause more property damage than rising water. BRAKE, DONT WAKE! #FloodplainFriday #TurnAroundDontDrown	317	#LaborDayWeekend Check the weather before hitting the beach. Regular rain can cause localized flooding. If this occurs, avoid driving through flooded areas. Wake from vehicles moving on flooded roads cause more property damage than rising water. #FloodplainFriday #BrakeDontWake	278	Protect People From Flood Hazard & Protect Your Property From Flood Hazard

Date	Facebook and Instagram (Character Limit: 2200)	Chars	Twitter (Character Limit: 280)	Chars2	Topic
9/10/2021	September is historically the most active month in hurricane season. Make sure to have a plan for you and your pets. Don't forget to keep your important documents in a floodproof location. <a href="https://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> & <a href="https://bit.ly/PreparePinellasPets">bit.ly/PreparePinellasPets</a> #FloodplainFriday #GetReadyPinellas	276	September is historically the most active month in hurricane season. Make sure to have a plan for you and your pets. Don't forget to keep your important documents in a floodproof location. <a href="https://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> & <a href="https://bit.ly/PreparePinellasPets">bit.ly/PreparePinellasPets</a> #FloodplainFriday #GetReadyPinellas	276	Hurricane Preparedness & Pet Preparedness
9/24/2021	If you needed your flood insurance tomorrow, do you know what's covered? Dig out your policies & check out the coverage. There are separate flood coverages for contents & buildings. Flood damage is expensive, but your insurance could cover it. #FloodplainFriday #GetReadyPinellas	279	If you needed your flood insurance tomorrow, do you know what's covered? Dig out your policies & check out the coverage. There are separate flood coverages for contents & buildings. Flood damage is expensive, but your insurance could cover it. #FloodplainFriday #GetReadyPinellas	279	Flood Economics & Understand Flood Insurance
10/8/2021	Don't get trapped with water damage! A clogged gutter can cause a leaky roof or water damage to the interior or exterior of your home. Tackle that #HoneyDo list and clean out your gutters before a storm. <a href="https://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> #FloodplainFriday #GetReadyPinellas	262	Don't get trapped with water damage! A clogged gutter can cause a leaky roof or water damage to the interior or exterior of your home. Tackle that #HoneyDo list and clean out your gutters before a storm. <a href="https://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> #FloodplainFriday #GetReadyPinellas	262	Protect Your Property From Flood Hazard
10/22/2021	Oh, what a FRIGHT! Flood waters can become contaminated with bacteria, sewage, and other hazardous materials. Dangerous animals such as alligators and snakes can be lurking in flood waters too. Remember, do not play in flood waters! #FloodplainFriday #GetReadyPinellas	268	Oh, what a FRIGHT! Flood waters can become contaminated with bacteria, sewage, and other hazardous materials. Dangerous animals such as alligators and snakes can be lurking in flood waters too. Remember, do not play in flood waters! #FloodplainFriday #GetReadyPinellas	268	Protect People From Flood Hazard
11/5/2021	One of the best parts about living in Florida is that you can visit the beach anytime you want, even in November! #FunFact Beaches and dunes provide a natural buffer from storm events by reducing flooding during coastal storms. Help keep our beaches functioning correctly by NEVER removing sand from the beach or disturbing dunes to fill sandbags! <a href="https://bit.ly/PinellasFloodplain">bit.ly/PinellasFloodplain</a> #FloodplainFriday	392	#FloridaLiving means visiting the beach in November! Beaches & dunes provide a natural buffer from storm events by reducing flooding. Keep our beaches functioning correctly by NEVER removing sand from the beach or disturbing dunes! <a href="https://bit.ly/PinellasFloodplain">bit.ly/PinellasFloodplain</a> #FloodplainFriday	275	Protect Natural Floodplain Functions
11/19/2021	Making upgrades to your home? There are specific requirements for building if the cost of the improvement is equal to or exceeds 50% of the home's market value prior to the improvement. <a href="https://bit.ly/PinellasBuildSmart">bit.ly/PinellasBuildSmart</a> #FloodplainFriday #BuildSmart	241	Making upgrades to your home? There are specific requirements for building if the cost of the improvement is equal to or exceeds 50% of the home's market value prior to the improvement. <a href="https://bit.ly/PinellasBuildSmart">bit.ly/PinellasBuildSmart</a> #FloodplainFriday #BuildSmart	241	Build Responsibly
12/3/2021	The 2021 Atlantic Hurricane Season has ended and the Holiday Season is in full swing! Kick-off your #holiday by starting a new family tradition and getting on Santa's good side. Donate the canned goods you had stocked up for emergencies to a local shelter. #GetReadyPinellas #HurricanePrep	290	The 2021 Atlantic Hurricane Season has ended and the Holiday Season is in full swing! Kick-off your #holiday by starting a new family tradition and getting on Santa's good side. Donate the canned goods you had stocked up for emergencies to a local shelter. #GetReadyPinellas	275	
12/17/2021	Don't forget to ask Santa for a flood insurance policy! Most homeowner's/renter's insurance policies don't cover flood damage. Just 1" of water can cause \$25k of damage. Protect your home & investments by purchasing flood insurance. <a href="https://bit.ly/PinellasFloodInsurance">bit.ly/PinellasFloodInsurance</a> #FloodplainFriday	280	Don't forget to ask Santa for a flood insurance policy! Most homeowner's/renter's insurance policies don't cover flood damage. Just 1" of water can cause \$25k of damage. Protect your home & investments by purchasing flood insurance. <a href="https://bit.ly/PinellasFloodInsurance">bit.ly/PinellasFloodInsurance</a> #FloodplainFriday	280	Insure Your Property For Your Flood Hazard & Flood Economics
12/24/2021	Do you think Santa will bring everything you asked for? We hope he brings you a flood insurance policy! Protect all your favorite things with flood insurance and Happy Holidays from Pinellas County's Floodplain Management Team! <a href="https://bit.ly/PinellasFloodInsurance">bit.ly/PinellasFloodInsurance</a> #FloodplainFriday	275	Do you think Santa will bring everything you asked for? We hope he brings you a flood insurance policy! Protect all your favorite things with flood insurance and Happy Holidays from Pinellas County's Floodplain Management Team! <a href="https://bit.ly/PinellasFloodInsurance">bit.ly/PinellasFloodInsurance</a> #FloodplainFriday	275	Insure Your Property For Your Flood Hazard

Date	Facebook and Instagram (Character Limit: 2200)	Chars	Twitter (Character Limit: 280)	Chars2	Topic
1/31/2022	Happy New Year from Pinellas County's Floodplain Management Team! Make one of your #Resolutions economically friendly and get #FloodSmart. Find out how much flood damage could cost you with this interactive tool <a href="https://bit.ly/CostOfFlooding">bit.ly/CostOfFlooding</a> #FloodplainFriday	251	Happy New Year from Pinellas County's Floodplain Management Team! Make one of your #Resolutions economically friendly and get #FloodSmart. Find out how much flood damage could cost you with this interactive tool <a href="https://bit.ly/CostOfFlooding">bit.ly/CostOfFlooding</a> #FloodplainFriday	251	Flood Economics
1/7/2022	Wanting to put that #HolidayBonus to good use and renovate the space below your elevated home? Don't. It's illegal to convert the space below an elevated home into living space. It is also illegal to add plumbing or electrical facilities in that space. Find out what's allowed. <a href="https://bit.ly/PinellasBuildSmart">bit.ly/PinellasBuildSmart</a> #FloodplainFriday #BuildSmart	333	Wanting to put that #HolidayBonus to good use and renovate the space below your elevated home? Don't. It's illegal to convert the space below an elevated home into living space. Find out what's allowed. <a href="https://bit.ly/PinellasBuildSmart">bit.ly/PinellasBuildSmart</a> #FloodplainFriday #BuildSmart	258	Build Responsibly
1/14/2022	Does one of your New Year's #Resolutions involve building or renovating? If so, find out what permits are required! Pinellas County enforces specific building regulations in high-risk flood zones to protect people and buildings from flooding while maintaining natural floodplain functions. Learn more today <a href="https://bit.ly/PinellasBuildSmart">bit.ly/PinellasBuildSmart</a> #FloodplainFriday #BuildSmart	362	Does your New Year's Resolution involve building or renovating? If so, find out what permits are required! The County enforces specific building regulations in high-risk flood zones to protect people & buildings from flooding. More info <a href="https://bit.ly/PinellasBuildSmart">bit.ly/PinellasBuildSmart</a> #FloodplainFriday	280	Build Responsibly
1/28/2022	Going Green can be hard, but if we all make small changes, the collective impact will be noticeable. Protecting our natural floodplain functions is an easy change for all ages. Never dump anything into storm drains, waterways, or water bodies. In the words of Dr. Seuss' Lorax, "Unless someone like you cares a whole awful lot, nothing is going to get better. It's not." <a href="https://bit.ly/PinellasFloodplain">bit.ly/PinellasFloodplain</a> #OnlyRainDownTheDrain #FloodplainFriday	436	Going Green can be hard, but if we all make small changes, the collective impact will be noticeable. Never dump anything into storm drains, waterways, or water bodies. Be like Dr. Seuss' Lorax and "care a whole awful lot." <a href="https://bit.ly/PinellasFloodplain">bit.ly/PinellasFloodplain</a> #FloodplainFriday	266	Protect Natural Floodplain Functions

Message #	Facebook and Instagram (Character Limit: 2200)	Chars	Twitter (Character Limit: 280)	Chars2
1	Pinellas County offers a FREE Flood Map Service that provides you with information on your property's flood risk such as flood zones, floodways, storm surge susceptibility, elevation certificate information, locations of protected areas that have natural floodplain functions, and much more! <a href="http://floodmaps.pinellascounty.org">floodmaps.pinellascounty.org</a> #FindOutYourFloodRisk	342	Pinellas County offers a FREE Flood Map Service that provides you with information on your property's flood risk such as flood zones, storm surge susceptibility, locations of protected natural floodplain areas, & much more! <a href="http://floodmaps.pinellascounty.org">floodmaps.pinellascounty.org</a> #FindOutYourRisk	269
2	You can find out if your property is in a high, moderate, or low risk flood zone or a floodway. For more information visit <a href="http://bit.ly/PinellasKnowYourFloodRisk">bit.ly/PinellasKnowYourFloodRisk</a> #FindOutYourFloodRisk	177	You can find out if your property is in a high, moderate, or low risk flood zone or a floodway. For more information visit <a href="http://bit.ly/PinellasKnowYourFloodRisk">bit.ly/PinellasKnowYourFloodRisk</a> #FindOutYourFloodRisk	177
3	Find out if your property is susceptible to flooding from storm surge and how deep it could get. For more information visit <a href="http://bit.ly/PinellasStormSurgeMap">bit.ly/PinellasStormSurgeMap</a>	152	Find out if your property is susceptible to flooding from storm surge and how deep it could get. For more information visit <a href="http://bit.ly/PinellasStormSurgeMap">bit.ly/PinellasStormSurgeMap</a>	152
4	When a storm approaches, we look at storm surge data to determine who needs to evacuate. Storm surge is water pushed by high winds from the Gulf of Mexico onto land. It happens quickly and is one of the most lethal parts of a hurricane. <a href="http://bit.ly/PinellasKnowYourEvacZone">bit.ly/PinellasKnowYourEvacZone</a> #KnowYourZone #GetReadyPinellas #HurricanePrep #PinellasEM	327	Storm surge is water pushed by high winds from the Gulf of Mexico onto land. It happens quickly and is one of the most lethal parts of a hurricane. You need to Know Your Evacuation Zone! <a href="http://bit.ly/PinellasKnowYourEvacZone">bit.ly/PinellasKnowYourEvacZone</a> #KnowYourZone #GetReadyPinellas #HurricanePrep #PinellasEM	277
5	<b>#FindOutYourFloodRisk</b> and get information needed to complete an elevation certificate which may be needed to determine your flood insurance rate. <a href="http://bit.ly/PinellasKnowYourFloodRisk">bit.ly/PinellasKnowYourFloodRisk</a> and <a href="http://bit.ly/PinellasElevationCertificateMap">bit.ly/PinellasElevationCertificateMap</a>	221	<b>#FindOutYourFloodRisk</b> and get information needed to complete an elevation certificate which may be needed to determine your flood insurance rate. <a href="http://bit.ly/PinellasKnowYourFloodRisk">bit.ly/PinellasKnowYourFloodRisk</a> and <a href="http://bit.ly/PinellasElevationCertificateMap">bit.ly/PinellasElevationCertificateMap</a>	221
6	<b>Flood zones and evacuation zones are different!</b> Flood zones are used for assessing a property's flood insurance rates and flood risk, which can be caused by heavy rains as well as by tropical storms and hurricanes. Everyone lives in a flood zone, which may be high, moderate, or low risk. Evacuation zones are based on a property's vulnerability to storm surge from a hurricane. To know when to evacuate for hurricane surge flooding, you must KNOW YOUR EVACUATION ZONE! Find your evacuation level, routes, and shelters. <a href="http://bit.ly/PinellasKnowYourEvacZone">bit.ly/PinellasKnowYourEvacZone</a>	551	<b>Flood zones and evacuation zones are different!</b> Flood zones are for assessing a property's flood insurance rates & flood risk. Evacuation zones are based on a property's vulnerability to storm surge. Find your evacuation level, routes, & shelters. <a href="http://bit.ly/PinellasKnowYourEvacZone">bit.ly/PinellasKnowYourEvacZone</a>	279
7	When an evacuation is called, what will you do? Click the link to find your zone. <a href="http://bit.ly/PinellasKnowYourEvacZone">bit.ly/PinellasKnowYourEvacZone</a> #KnowYourZone #GetReadyPinellas #HurricanePrep	160	When an evacuation is called, what will you do? Click the link to find your zone. <a href="http://bit.ly/PinellasKnowYourEvacZone">bit.ly/PinellasKnowYourEvacZone</a> #KnowYourZone #GetReadyPinellas #HurricanePrep	160
8	When was the last time you checked what evacuation zone you lived in? Now is a great time to check your zone and make plans for the upcoming season. <a href="http://bit.ly/PinellasKnowYourEvacZone">bit.ly/PinellasKnowYourEvacZone</a> #GetReadyPinellas #HurricanePrep #KnowYourZone #ReadyPinellas	242	When was the last time you checked what evacuation zone you lived in? Now is a great time to check your zone and make plans for the upcoming season. <a href="http://bit.ly/PinellasKnowYourEvacZone">bit.ly/PinellasKnowYourEvacZone</a> #GetReadyPinellas #HurricanePrep #KnowYourZone #ReadyPinellas	242
9	<b>Know your hurricane evacuation zone!</b> Remember, flood zones and evacuation zones are different! Find your evacuation level, routes, and shelters. For more information visit <a href="http://bit.ly/PinellasKnowYourEvacZone">bit.ly/PinellasKnowYourEvacZone</a> #KnowYourZone #GetReadyPinellas #HurricanePrep #PinellasEM	262	<b>Know your hurricane evacuation zone!</b> Remember, flood zones and evacuation zones are different! Find your evacuation level, routes, and shelters. For more information visit <a href="http://bit.ly/PinellasKnowYourEvacZone">bit.ly/PinellasKnowYourEvacZone</a> #KnowYourZone #GetReadyPinellas #HurricanePrep #PinellasEM	262
10	In order to know when to evacuate for hurricane surge flooding, you must #KnowYourZone. Visit <a href="http://bit.ly/PinellasKnowYourEvacZone">bit.ly/PinellasKnowYourEvacZone</a> to find out your evacuation zone #GetReadyPinellas #HurricanePrep #PinellasEM	203	In order to know when to evacuate for hurricane surge flooding, you must #KnowYourZone. Visit <a href="http://bit.ly/PinellasKnowYourEvacZone">bit.ly/PinellasKnowYourEvacZone</a> to find out your evacuation zone #GetReadyPinellas #HurricanePrep #PinellasEM	203

Message #	Facebook and Instagram (Character Limit: 2200)	Chars	Twitter (Character Limit: 280)	Chars2
1	<p><b>Protect yourself with a flood insurance policy.</b> Property owners in Pinellas County and its municipalities should take measures to protect their investment, including purchasing flood insurance. For some homeowners, flood insurance may be required if the property is located in a Special Flood Hazard Area (SFHA) and they have a government-backed loan. Property owners should also be aware that even though their property may not be in a SFHA, it may still be subject to flooding and that most homeowner's insurance do not cover flood. Homeowners who have flood insurance often recover quicker from a flooding event than those without flood insurance. Flood insurance is also available for renters. Flood insurance technical assistance from flood insurance "advocates" is also available. These are professionals in the insurance field who can provide you with reliable information about your flood risk and flood insurance options. For more information visit <a href="http://bit.ly/PinellasFloodInsurance">bit.ly/PinellasFloodInsurance</a></p>	987	<p><b>Protect yourself with a flood insurance policy.</b> Protect your home and investments. Flood insurance is also available for renters. For more information visit <a href="http://bit.ly/PinellasFloodInsurance">bit.ly/PinellasFloodInsurance</a></p>	186
2	<p><b>Take advantage of a Preferred Risk Policy.</b> Regardless of whether you are in a SFHA or not, anywhere it rains, it can flood! For more information visit <a href="http://bit.ly/PinellasFloodInsurance">bit.ly/PinellasFloodInsurance</a></p>	180	<p><b>Take advantage of a Preferred Risk Policy.</b> Regardless of whether you are in a SFHA or not, anywhere it rains, it can flood! For more information visit <a href="http://bit.ly/PinellasFloodInsurance">bit.ly/PinellasFloodInsurance</a></p>	180
3	<p><b>Do not sign an Assignment of Benefits contract as a condition of having your home repaired.</b> You do not need to sign an Assignment of Benefits in order to get your insurance claim processed or your home repaired. Review all contracts carefully as there can be misuse by contractors that can lead to harmful consequences. For more information visit the Florida Chamber of Commerce at <a href="http://bit.ly/FLChamberDontSignYourRightsAway">bit.ly/FLChamberDontSignYourRightsAway</a></p>	420	<p>Remember, it is not required to sign an Assignment of Benefits contract as a condition of having your home repaired or to get your insurance claim processed. For more information visit the Florida Chamber of Commerce at <a href="http://bit.ly/FLChamberDontSignYourRightsAway">bit.ly/FLChamberDontSignYourRightsAway</a></p>	258
4	<p>Review your insurance policy to ensure that you have adequate coverage for your home. For more information about flood insurance, visit <a href="http://bit.ly/PinellasFloodInsurance">bit.ly/PinellasFloodInsurance</a> #HurricanePrep #GetReadyPinellas</p>	198	<p>Review your insurance policy to ensure that you have adequate coverage for your home. For more information about flood insurance, visit <a href="http://bit.ly/PinellasFloodInsurance">bit.ly/PinellasFloodInsurance</a> #HurricanePrep #GetReadyPinellas</p>	198

Message #	Facebook and Instagram (Character Limit: 2200)	Chars	Twitter (Character Limit: 280)	Chars2
1	<b>#TurnAroundDontDrown</b> Avoid driving through areas already flooded, especially if the water is flowing fast. Do not attempt to cross flowing streams or flooded roadways.	167	<b>#TurnAroundDontDrown</b> Avoid driving through areas already flooded, especially if the water is flowing fast. Do not attempt to cross flowing streams or flooded roadways.	167
2	During a flood, water levels and the rate at which the water is flowing can quickly change. Get to higher ground. Do not drive or walk into water. It only takes 6 inches of water to knock you off your feet. #PinellasPW #Flood #FloodSafety #TurnAroundDontDrown	258	During a flood, water levels and the rate at which the water is flowing can quickly change. Get to higher ground. Do not drive or walk into water. It only takes 6 inches of water to knock you off your feet. #PinellasPW #Flood #FloodSafety #TurnAroundDontDrown	258
3	<b>#TurnAroundDontDrown</b> Heavier than usual rains can make it difficult to see how deep water is in some roads. #PinellasPW #PinellasFlood	134	<b>#TurnAroundDontDrown</b> Heavier than usual rains can make it difficult to see how deep water is in some roads. #PinellasPW #PinellasFlood	134
4	Heavy rainfall always brings a danger of flash flooding, but sometimes even light/moderate rainfall can trigger dangerous floods. Remember to Turn Around, Don't Drown! #TurnAroundDontDrown #PinellasPW #Flood #Rain	213	Heavy rainfall always brings a danger of flash flooding, but sometimes even light/moderate rainfall can trigger dangerous floods. Remember to Turn Around, Don't Drown! #TurnAroundDontDrown #PinellasPW #Flood #Rain	213
5	Motorists are urged to use care when driving through flooded areas, and to follow posted detour signs. #TurnAroundDontDrown #PinellasFlood #PinellasPW	150	Motorists are urged to use care when driving through flooded areas, and to follow posted detour signs. #TurnAroundDontDrown #PinellasFlood #PinellasPW	150
6	Use extreme caution when encountering flooded intersections and other roadway structures impeded by flood waters. Drivers are advised to #TurnAroundDontDrown when presented with flood water conditions. #PinellasFlood #PinellasFlooding #PinellasPW	246	Use extreme caution when encountering flooded intersections and other roadway structures impeded by flood waters. Drivers are advised to #TurnAroundDontDrown when presented with flood water conditions. #PinellasFlood #PinellasFlooding #PinellasPW	246
7	Be aware of flooding in your area due to heavy rain. Remember - never drive or walk through flooded areas - whether coastal flooding or rainfall flooding. #PinellasFlooding #TurnAroundDontDrown	193	Be aware of flooding in your area due to heavy rain. Remember - never drive or walk through flooded areas - whether coastal flooding or rainfall flooding. #PinellasFlooding #TurnAroundDontDrown	193
8	Don't underestimate the power of water. It only takes 6 inches of fast-moving water to knock over and carry away an adult, and 12-24 inches of water to carry away a car and most large SUVs/vans/trucks. Turn Around Don't Drown! #FloodSafety #FallSafety #PinellasEM	263	Don't underestimate the power of water. It only takes 6 inches of fast-moving water to knock over and carry away an adult, and 12-24 inches of water to carry away a car and most large SUVs/vans/trucks. Turn Around Don't Drown! #FloodSafety #FallSafety #PinellasEM	263
9	<b>Do not play in flood waters!</b> Floodwaters can become contaminated with bacteria, sewage and other hazardous materials that can cause serious illness. In addition, dangerous animals such as alligators and snakes as well as other unseen hazards like large openings in the ground and curbs may cause serious injury.	311	<b>Do not play in flood waters!</b> Floodwaters can become contaminated with bacteria, sewage and other hazardous materials. Dangerous animals such as alligators and snakes as well as other unseen hazards like large openings in the ground and curbs may cause serious injury.	267
10	<b>#StayConnected</b> and sign up for the County's Alert Pinellas notification system, social media and be aware of the local news channel and radio stations for weather related emergencies. <a href="http://bit.ly/ALERTPinellas">bit.ly/ALERTPinellas</a>	204	<b>#StayConnected</b> and sign up for the County's Alert Pinellas notification system, social media and be aware of the local news channel and radio stations for weather related emergencies. <a href="http://bit.ly/ALERTPinellas">bit.ly/ALERTPinellas</a>	204
11	Receive alerts about emergencies and other important community news by signing up for #AlertPinellas, an emergency notification service for Pinellas County. This service is FREE to our residents. <a href="http://bit.ly/ALERTPinellasRegister">bit.ly/ALERTPinellasRegister</a> #Register	234	Receive alerts about emergencies and other important community news by signing up for #AlertPinellas, an emergency notification service for Pinellas County. This service is FREE to our residents. <a href="http://bit.ly/ALERTPinellasRegister">bit.ly/ALERTPinellasRegister</a> #Register	234
12	<b>Planning to make a plan is not a plan!</b> Make a plan for emergencies involving floods, hurricanes and other natural disasters. Plan for evacuation routes, locations for high ground, food, water, shelter, and emergency supplies. Include preparations for pets. <a href="http://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a>	279	<b>Planning to make a plan is not a plan!</b> Make a plan for emergencies involving floods, hurricanes and other natural disasters. Plan for evacuation routes, locations for high ground, food, water, shelter, and emergency supplies. Include preparations for pets. <a href="http://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a>	279
13	Where will you get information during an emergency? During a hurricane, we will share information with media outlets (radio, TV, print), online (through Facebook, Twitter, and Nextdoor), and directly to you through Alert Pinellas. #HurricanePrep #GetReadyPinellas	263	Where will you get information during an emergency? During a hurricane, we will share information with media outlets (radio, TV, print), online (through Facebook, Twitter, and Nextdoor), and directly to you through Alert Pinellas. #HurricanePrep #GetReadyPinellas	263
14	Everyone should have a plan, whether you are required to evacuate or not. <a href="http://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> #HurricanePrep #GetReadyPinellas #PinellasEM	141	Everyone should have a plan, whether you are required to evacuate or not. <a href="http://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> #HurricanePrep #GetReadyPinellas #PinellasEM	141
15	Talk to your friends and family about how you will communicate before, during and after a disaster. Make an emergency plan: choose a safe place to meet, learn evacuation routes, and establish an out-of-town contact. <a href="http://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> #PrepTips #GetReadyPinellas #PinellasEM	278	Talk to your friends and family about how you will communicate before, during and after a disaster. Make an emergency plan: choose a safe place to meet, learn evacuation routes, and establish an out-of-town contact. <a href="http://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> #PrepTips #GetReadyPinellas #PinellasEM	278
16	After an evacuation, many parts of Pinellas County may be inaccessible due to damage, flooding, or debris blocking major roadways. Entry into the county may be closed for a period of time and you may not be able to come home immediately. Make a plan now! <a href="http://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> #GetReadyPinellas #HurricanePrep	310	After an evacuation, many parts of Pinellas County may be inaccessible due to damage or flooding blocking major roadways. Entry into the county may be closed and you may not be able to come home immediately. Make a plan now! <a href="http://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> #GetReadyPinellas #HurricanePrep	280
17	Is your home or business in a non-evac zone? If you are able to secure your building, consider inviting friends and coworkers to shelter with during a hurricane. Make it part of your plan - and theirs! <a href="http://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> #GetReadyPinellas	242	Is your home or business in a non-evac zone? If you are able to secure your building, consider inviting friends and coworkers to shelter with during a hurricane. Make it part of your plan - and theirs! <a href="http://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> #GetReadyPinellas	242
18	<b>Sign up for Special Needs Sheltering and Transportation.</b> Prepare ahead so that you have transportation and shelter to meet your specific circumstances. <a href="http://bit.ly/PinellasSpecialNeeds">bit.ly/PinellasSpecialNeeds</a>	179	<b>Sign up for Special Needs Sheltering and Transportation.</b> Prepare ahead so that you have transportation and shelter to meet your specific circumstances. <a href="http://bit.ly/PinellasSpecialNeeds">bit.ly/PinellasSpecialNeeds</a>	179
19	We offer additional assistance to special needs residents during weather emergencies, but you'll need to register in advance at <a href="http://bit.ly/PinellasSpecialNeeds">bit.ly/PinellasSpecialNeeds</a> #HurricanePrep #GetReadyPinellas #PinellasEM	200	We offer additional assistance to special needs residents during weather emergencies, but you'll need to register in advance at <a href="http://bit.ly/PinellasSpecialNeeds">bit.ly/PinellasSpecialNeeds</a> #HurricanePrep #GetReadyPinellas #PinellasEM	200

Message #	Facebook and Instagram (Character Limit: 2200)	Chars	Twitter (Character Limit: 280)	Chars2
1	<b>Protect your property by keeping debris and trash out of the streets, streams, and ditches.</b> They obstruct flow and reduce capacity of the stormwater system to store flood waters. <a href="http://bit.ly/PinellasPropertyProtection">bit.ly/PinellasPropertyProtection</a>	212	<b>Protect your property by keeping debris and trash out of the streets, streams, and ditches.</b> They obstruct flow and reduce capacity of the stormwater system to store flood waters. <a href="http://bit.ly/PinellasPropertyProtection">bit.ly/PinellasPropertyProtection</a>	212
2	Protect your home by clearing storm drains to prevent flooding. <a href="http://bit.ly/PinellasPropertyProtection">bit.ly/PinellasPropertyProtection</a>	97	Protect your home by clearing storm drains to prevent flooding. <a href="http://bit.ly/PinellasPropertyProtection">bit.ly/PinellasPropertyProtection</a>	97
3	Protect your home by removing leaves and debris from gutters and downspouts. <a href="http://bit.ly/PinellasPropertyProtection">bit.ly/PinellasPropertyProtection</a>	110	Protect your home by removing leaves and debris from gutters and downspouts. <a href="http://bit.ly/PinellasPropertyProtection">bit.ly/PinellasPropertyProtection</a>	110
4	A clogged gutter can cause a leaky roof or water damage to the interior or exterior of your home. Prepare your home by cleaning out your gutters. <a href="http://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> #HurricanePrep #GetReadyPinellas #PinellasEM	213	A clogged gutter can cause a leaky roof or water damage to the interior or exterior of your home. Prepare your home by cleaning out your gutters. <a href="http://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> #HurricanePrep #GetReadyPinellas #PinellasEM	213
5	Protect your home by elevating your equipment, such as water heaters, AC units, etc. <a href="http://bit.ly/PinellasPropertyProtection">bit.ly/PinellasPropertyProtection</a>	118	Protect your home by elevating your equipment, such as water heaters, AC units, etc. <a href="http://bit.ly/PinellasPropertyProtection">bit.ly/PinellasPropertyProtection</a>	118
6	<b>Remember. Brake, Don't Wake!</b> Wake from vehicles traveling on flooded roads causes more damage than the rising water alone.	122	<b>Remember. Brake, Don't Wake!</b> Wake from vehicles traveling on flooded roads causes more damage than the rising water alone.	122
7	Avoid driving through flooded areas. BRAKE, DON'T WAKE! Wake from vehicles traveling on flooded roads causes more property damage than the rising water alone. #PinellasFlood #TurnAroundDontDrown	194	Avoid driving through flooded areas. BRAKE, DON'T WAKE! Wake from vehicles traveling on flooded roads causes more property damage than the rising water alone. #PinellasFlood #TurnAroundDontDrown	194
8	Evite conducir por zonas inundadas! La estela de los vehículos que viajan por carreteras inundadas causa más daños a la propiedad que la simple subida del agua. #Inundación #Pinellas #PinellasFlood #TurnAroundDontDrown	218	Evite conducir por zonas inundadas. La estela de los vehículos que viajan por carreteras inundadas causa más daños a la propiedad que la simple subida del agua. #Inundación #Pinellas #PinellasFlood #TurnAroundDontDrown	218
9	<b>Protect your home and property. Secure structures, belongings, chemicals and other items before you leave.</b> This message also applies to seasonal residents so that their property is protected from flood hazards while away. <a href="http://bit.ly/PinellasPropertyProtection">bit.ly/PinellasPropertyProtection</a>	255	<b>Protect your home and property. Secure structures, belongings, chemicals and other items before you leave.</b> This message also applies to seasonal residents so that their property is protected from flood hazards while away. <a href="http://bit.ly/PinellasPropertyProtection">bit.ly/PinellasPropertyProtection</a>	255
10	Prepare your surrounding plants, trees and palm trees by trimming branches or fronds. They can be very dangerous in winds and can clog up storm drains. <a href="http://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> #HurricanePrep #GetReadyPinellas #PinellasFlood	222	Prepare your surrounding plants, trees and palm trees by trimming branches or fronds. They can be very dangerous in winds and can clog up storm drains. <a href="http://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> #HurricanePrep #GetReadyPinellas #PinellasFlood	222
11	<b>Take action to move your property or protect it from flooding.</b> Flood loss avoidance is a protective action you take to minimize flood damage and losses to your buildings and personal property before a flood occurs, and some expenses associated with protecting or moving your property may be covered by your insurance policy. <a href="http://www.ready.gov/collection/flood-loss-avoidance">www.ready.gov/collection/flood-loss-avoidance</a>	370	<b>Take action to move your property or protect it from flooding.</b> Some expenses associated with protecting or moving your personal property may be covered by your insurance policy. <a href="http://www.ready.gov/collection/flood-loss-avoidance">www.ready.gov/collection/flood-loss-avoidance</a>	223
12	Do you own property in a coastal community? It is likely prone to some amount of damage from coastal flooding. Learn about potential impacts and how you can make improvements at <a href="http://www.fema.gov/grants">www.fema.gov/grants</a> #PinellasPW #PinellasFlood #FAW	229	Do you own property in a coastal community? It is likely prone to some amount of damage from coastal flooding. Learn about potential impacts and how you can make improvements at <a href="http://www.fema.gov/grants">www.fema.gov/grants</a> #PinellasPW #PinellasFlood #FAW	229



Message #	Facebook and Instagram (Character Limit: 2200)	Chars	Twitter (Character Limit: 280)	Chars2
1	<b>Building or renovating? Find out what permits are required.</b> Get required permits before you start any home repair, improvement, or construction. Pinellas County enforces specific building regulations in the SFHA to protect people and buildings from flooding while maintaining natural floodplain functions. Builders should contact Pinellas County to find out what permits are required before starting the project. <a href="http://bit.ly/PinellasBuildSmart">bit.ly/PinellasBuildSmart</a>	438	<b>Building or renovating? Find out what permits are required.</b> Pinellas County enforces specific building regulations in the SFHA to protect people and buildings from flooding while maintaining natural floodplain functions. <a href="http://bit.ly/PinellasBuildSmart">bit.ly/PinellasBuildSmart</a>	246
2	<b>Be aware of substantial improvements rule.</b> There are specific requirements if the cost of the improvement is equal to or exceeds 50% of the home's market value prior to the improvement. <a href="http://bit.ly/PinellasBuildSmart">bit.ly/PinellasBuildSmart</a>	211	<b>Be aware of substantial improvements rule.</b> There are specific requirements if the cost of the improvement is equal to or exceeds 50% of the home's market value prior to the improvement. <a href="http://bit.ly/PinellasBuildSmart">bit.ly/PinellasBuildSmart</a>	211
3	<b>Build Responsibly. Higher keeps you dryer.</b> <a href="http://bit.ly/PinellasBuildSmart">bit.ly/PinellasBuildSmart</a>	68	<b>Build Responsibly. Higher keeps you dryer.</b> <a href="http://bit.ly/PinellasBuildSmart">bit.ly/PinellasBuildSmart</a>	68
4	<b>Renovate Responsibly.</b> It is illegal to add utilities or to convert the space below an elevated home into living space. <a href="http://bit.ly/PinellasBuildSmart">bit.ly/PinellasBuildSmart</a>	144	<b>Renovate Responsibly.</b> It is illegal to add utilities or to convert the space below an elevated home into living space. <a href="http://bit.ly/PinellasBuildSmart">bit.ly/PinellasBuildSmart</a>	144
5	<b>Plan for proper drainage and use low impact development (LID).</b> Along with physical traditional facilities, practices such as rain gardens, pervious pavers, and vegetative buffers can help reduce the impact of flooding. <a href="http://bit.ly/PinellasBuildSmart">bit.ly/PinellasBuildSmart</a>	244	<b>Plan for proper drainage and use low impact development (LID).</b> Along with physical traditional facilities, practices such as rain gardens, pervious pavers, and vegetative buffers can help reduce the impact of flooding. <a href="http://bit.ly/PinellasBuildSmart">bit.ly/PinellasBuildSmart</a>	244
6	Hire only a licensed contractor. To find a contractor or confirm a contractor's license is legitimate and current visit the Pinellas County Construction Licensing Board at <a href="https://public.co.pinellas.fl.us/clbsearch/index.jsp">https://public.co.pinellas.fl.us/clbsearch/index.jsp</a> .	226	Hire only a licensed contractor. To find a contractor or confirm a contractor's license is legitimate and current visit the Pinellas County Construction Licensing Board at <a href="https://public.co.pinellas.fl.us/clbsearch/index.jsp">https://public.co.pinellas.fl.us/clbsearch/index.jsp</a> .	226
7	Do not sign an Assignment of Benefits contract (AOB) as a condition to having your home repaired. An AOB gives a third party authority to file a claim, make repair decisions and collect insurance payments without your involvement. Visit <a href="http://bit.ly/FLChamberDontSignYourRightsAway">bit.ly/FLChamberDontSignYourRightsAway</a> to learn more.	290	Do not sign an Assignment of Benefits contract (AOB) as a condition to having your home repaired. An AOB gives a third party authority to file a claim, make repair decisions & collect insurance payments without your involvement. <a href="http://bit.ly/FLChamberDontSignYourRightsAway">bit.ly/FLChamberDontSignYourRightsAway</a>	267

Message #	Facebook and Instagram (Character Limit: 2200)	Chars	Twitter (Character Limit: 280)	Chars2
1	It is illegal to dump anything into stormdrains, waterways or waterbodies. Do not open manholes and allow water into the systems. This will overload the system and cause backups or overflows. #OnlyRainDownTheDrain <a href="http://bit.ly/PinellasFloodplain">bit.ly/PinellasFloodplain</a>	240	It is illegal to dump anything into stormdrains, waterways or waterbodies. Do not open manholes and allow water into the systems. This will overload the system and cause backups or overflows. #OnlyRainDownTheDrain <a href="http://bit.ly/PinellasFloodplain">bit.ly/PinellasFloodplain</a>	240
2	<b>Protect Natural Floodplain Functions.</b> Do not open manholes and allow water into the systems. This will overload the system and cause backups or overflows. <a href="http://bit.ly/PinellasFloodplain">bit.ly/PinellasFloodplain</a>	180	<b>Protect Natural Floodplain Functions.</b> Do not open manholes and allow water into the systems. This will overload the system and cause backups or overflows. <a href="http://bit.ly/PinellasFloodplain">bit.ly/PinellasFloodplain</a>	
3	Use Low Impact Development (LID), such as rain barrels, bioretention systems, green roofs, pervious materials, and non-invasive vegetation on your property. <a href="http://bit.ly/PinellasCompPlanCh4">bit.ly/PinellasCompPlanCh4</a>	183	Use Low Impact Development (LID), such as rain barrels, bioretention systems, green roofs, pervious materials, and non-invasive vegetation on your property. <a href="http://bit.ly/PinellasCompPlanCh4">bit.ly/PinellasCompPlanCh4</a>	183
4	<b>Help prevent flooding and pollution by keeping storm drains clear.</b> Keep leaves, grass clippings, and other debris out of storm drains and waterways to reduce pollution that can lead to algae blooms and fish kills. When storm drains get clogged with debris they can back up with water and flood yards and homes, too. Do your part. Remember #OnlyRainDownTheDrain —it's the law (Ordinance #06-13). To report illegal dumping <a href="http://www.pinellascounty.org/reportanissue/">www.pinellascounty.org/reportanissue/</a> or call (727) 464-4425.	483	<b>Help prevent flooding and pollution.</b> Keep leaves, grass clippings, and other debris out of storm drains and waterways to reduce algae blooms and fish kills. To report illegal dumping <a href="http://www.pinellascounty.org/reportanissue/">www.pinellascounty.org/reportanissue/</a> or call (727) 464-4425. #OnlyRainDownTheDrain	266
5	<b>Do not remove sand from the beach or disturb dunes to fill sandbags.</b> Doing so will cause more harm to property owners. Pinellas County is home to some of the most popular beaches in the nation. Keep the beautiful. Beaches and dunes also provide a natural buffer from storm events to lessen flooding during coastal storms. In addition, removing sand from beaches or dunes may violate federal, state or local law.	411	<b>Do not remove sand from the beach or disturb dunes to fill sandbags.</b> Beaches and dunes provide a natural buffer from storm events to lessen flooding during coastal storms. In addition, removing sand from beaches or dunes may violate federal, state or local law.	261
6	Find out if you live near protected areas that have natural floodplain functions, like swamps or mangrove stands. These areas help store flood waters or buffer wave action. For more information visit <a href="http://bit.ly/PinellasFloodplain">bit.ly/PinellasFloodplain</a>	225	Find out if you live near protected areas that have natural floodplain functions, like swamps or mangrove stands. These areas help store flood waters or buffer wave action. For more information visit <a href="http://bit.ly/PinellasFloodplain">bit.ly/PinellasFloodplain</a>	225

Message #	Facebook and Instagram (Character Limit: 2200)	Chars	Twitter (Character Limit: 280)	Chars2
1	<b>Inventory, photograph or videotape your home or business.</b> Document your belongings and property to help recover losses. <a href="https://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a>	142	<b>Inventory, photograph or videotape your home or business.</b> Document your belongings and property to help recover losses. <a href="https://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a>	142
2	#HurricaneSeason begins June 1--are you ready? Does your family have a plan for #pets & #SpecialNeeds members? Check out this year's Hurricane Guide on our website for local information and tips <a href="https://bit.ly/2wfd8mE">https://bit.ly/2wfd8mE</a> #PinellasEM #GetReadyPinellas	247	#HurricaneSeason begins June 1--are you ready? Does your family have a plan for #pets & #SpecialNeeds members? Check out this year's Hurricane Guide on our website for local information and tips <a href="https://bit.ly/2wfd8mE">https://bit.ly/2wfd8mE</a> #PinellasEM #GetReadyPinellas	247
3	Are you ready? Today marks the first day of hurricane season. If you have not prepared, visit the link <a href="https://bit.ly/PinellasEM">bit.ly/PinellasEM</a> for tips and ways to prepare. #GetReadyPinellas #HurricanePrep	183	Are you ready? Today marks the first day of hurricane season. If you have not prepared, visit the link <a href="https://bit.ly/PinellasEM">bit.ly/PinellasEM</a> for tips and ways to prepare. #GetReadyPinellas #HurricanePrep	183
4	Hurricane season begins on June 1st, make sure you #KnowYourZone. Click on the link to know your evacuation zone and have a plan in place in the event of an emergency. <a href="https://bit.ly/PinellasKnowYourEvacZone">bit.ly/PinellasKnowYourEvacZone</a> #GetReadyPinella #PinellasEM #HurricanePrep	243	Hurricane season begins on June 1st, make sure you #KnowYourZone. Click on the link to know your evacuation zone and have a plan in place in the event of an emergency. <a href="https://bit.ly/PinellasKnowYourEvacZone">bit.ly/PinellasKnowYourEvacZone</a> #GetReadyPinella #PinellasEM #HurricanePrep	243
5	Are you ready for hurricane season? Find out how you can prepare and know your evacuation zone. Learn more <a href="https://bit.ly/PinellasEM">bit.ly/PinellasEM</a> #HurricanePrep #GetReadyPinellas	157	Are you ready for hurricane season? Find out how you can prepare and know your evacuation zone. Learn more <a href="https://bit.ly/PinellasEM">bit.ly/PinellasEM</a> #HurricanePrep #GetReadyPinellas	157
6	As we enter historically the most active month of hurricane season, make sure to have a plan and prepare your important documents. <a href="https://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> #HurricanePrep #GetReadyPinellas	186	As we enter historically the most active month of hurricane season, make sure to have a plan and prepare your important documents. <a href="https://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> #HurricanePrep #GetReadyPinellas	186
7	Prepare your surrounding plants, trees and palm trees by trimming falling branches or fawns. These loose items can turn into flying objects in heavy winds. <a href="https://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> #HurricanePrep #GetReadyPinellas #PinellasEM	223	Prepare your surrounding plants, trees and palm trees by trimming falling branches or fawns. These loose items can turn into flying objects in heavy winds. <a href="https://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> #HurricanePrep #GetReadyPinellas #PinellasEM	223
8	Storm surge is often the greatest threat to life and property from a #hurricane. Learn more tips <a href="https://bit.ly/PinellasStormSurgeMap">bit.ly/PinellasStormSurgeMap</a> #TurnAroundDontDrown #FloodSafety #HurricanePrep #GetReadyPinellas	191	Storm surge is often the greatest threat to life and property from a #hurricane. Learn more tips <a href="https://bit.ly/PinellasStormSurgeMap">bit.ly/PinellasStormSurgeMap</a> #TurnAroundDontDrown #FloodSafety #HurricanePrep #GetReadyPinellas	191
9	Stormwater & Vegetation Management staff are performing proactive "hot spot" evaluations and cleanings (flood prevention efforts) in preparation of hurricane season. #PinellasEM #PinellasPW #GetReadyPinellas #HurricanePrep	222	Stormwater & Vegetation Management staff are performing proactive "hot spot" evaluations and cleanings (flood prevention efforts) in preparation of hurricane season. #PinellasEM #PinellasPW #GetReadyPinellas #HurricanePrep	222

Message #	Facebook and Instagram (Character Limit: 2200)	Chars	Twitter (Character Limit: 280)	Chars2
1	<b>Make a plan for your pets!</b> Residents should assess their risks and locate pet friendly shelters in advance. People should develop a plan for protecting themselves, their homes, and pets. <a href="http://bit.ly/PreparePinellasPets">bit.ly/PreparePinellasPets</a>	213	<b>Make a plan for your pets!</b> Residents should assess their risks and locate pet friendly shelters in advance. People should develop a plan for protecting themselves, their homes, and pets. <a href="http://bit.ly/PreparePinellasPets">bit.ly/PreparePinellasPets</a>	213
2	Did you know pets have disaster needs as well? Be a friend to man's best friend and include them in your preparations. <a href="http://bit.ly/PreparePinellasPets">bit.ly/PreparePinellasPets</a> #PetSupplyKit #HurricanePrep #GetReadyPinellas	192	Did you know pets have disaster needs as well? Be a friend to man's best friend and include them in your preparations. <a href="http://bit.ly/PreparePinellasPets">bit.ly/PreparePinellasPets</a> #PetSupplyKit #HurricanePrep #GetReadyPinellas	192
3	If you have a pet, what would you do with them during a hurricane? Be a friend to man's best friend and include them in your preparations. <a href="http://bit.ly/PreparePinellasPets">bit.ly/PreparePinellasPets</a> #NationalDogDay #PetSupplyKit #HurricanePrep #GetReadyPinellas #InternationalDogDay	249	If you have a pet, what would you do with them during a hurricane? Be a friend to man's best friend and include them in your preparations. <a href="http://bit.ly/PreparePinellasPets">bit.ly/PreparePinellasPets</a> #NationalDogDay #PetSupplyKit #HurricanePrep #GetReadyPinellas #InternationalDogDay	249
4	Pets cannot stay in the special needs shelter with you. First ask a family or friend to help or Pinellas County Animal Services will care for them. Call Animal Services if you need help with your pet at (727) 582-2600. <a href="http://bit.ly/PreparePinellasPets">bit.ly/PreparePinellasPets</a> #GetReadyPinellas	264	Pets cannot stay in the special needs shelter with you. First ask a family or friend to help or Pinellas County Animal Services will care for them. Call Animal Services if you need help with your pet at (727) 582-2600. <a href="http://bit.ly/PreparePinellasPets">bit.ly/PreparePinellasPets</a> #GetReadyPinellas	264

Message #	Facebook and Instagram (Character Limit: 2200)	Chars	Twitter (Character Limit: 280)	Chars2
1	<b>Find out how much flood damage could cost you.</b> To see an example, visit <a href="http://bit.ly/CostOfFlooding">bit.ly/CostOfFlooding</a>	93	<b>Find out how much flood damage could cost you.</b> To see an example, visit <a href="http://bit.ly/CostOfFlooding">bit.ly/CostOfFlooding</a>	93
2	<b>Understand what is covered by your Flood Insurance Policy.</b> There are separate flood coverages for contents and buildings. Condominium association flood policies typically cover common areas and certain building elements within the unit. Find out about your building and contents deductible amounts. <a href="http://bit.ly/PinellasFloodInsurance">bit.ly/PinellasFloodInsurance</a>	328	<b>Understand what is covered by your Flood Insurance Policy.</b> There are separate flood coverages for contents and buildings. Find out about your building and contents deductible amounts. <a href="http://bit.ly/PinellasFloodInsurance">bit.ly/PinellasFloodInsurance</a>	213
3	Just 1-inch of water can cause \$25,000 of damage to your home. See how much a flood could cost you. To see an example, visit <a href="http://bit.ly/CostOfFlooding">bit.ly/CostOfFlooding</a>	146	Just 1-inch of water can cause \$25,000 of damage to your home. See how much a flood could cost you. To see an example, visit <a href="http://bit.ly/CostOfFlooding">bit.ly/CostOfFlooding</a>	146
4	Do you know if you need flood insurance and what it covers? It is always great to check your policy and know what you are covered for. Learn more about floodplain management and flooding. <a href="http://bit.ly/CostOfFlooding">bit.ly/CostOfFlooding</a> #PinellasPW #FAW #PinellasFlood	241	Do you know if you need flood insurance and what it covers? It is always great to check your policy and know what you are covered for. Learn more about floodplain management and flooding. <a href="http://bit.ly/CostOfFlooding">bit.ly/CostOfFlooding</a> #PinellasPW #FAW #PinellasFlood	241

Message #	Facebook and Instagram (Character Limit: 2200)	Chars	Twitter (Character Limit: 280)	Chars2
1	<b>Check with your flood insurance agent to make sure your flood insurance policy is up-to-date.</b> Ensure that it is has to appropriate coverages, is rated correctly and you are receiving the correct CRS discount. Flood insurance technical assistance from flood insurance “advocates” is also available. These are professionals in the insurance field who can provide you with reliable information about your flood risk and flood insurance options. <a href="http://bit.ly/PinellasFloodAdvocates">bit.ly/PinellasFloodAdvocates</a>	471	<b>Check with your flood insurance agent to make sure your flood insurance policy is up-to-date.</b> Ensure that it is has to appropriate coverages, is rated correctly and you are receiving the correct CRS discount. <a href="http://bit.ly/PinellasFloodAdvocates">bit.ly/PinellasFloodAdvocates</a>	238
2	Flood insurance technical assistance from flood insurance “advocates” is also available. These professionals in the insurance field can provide you with reliable information about your flood risk and insurance options. <a href="http://bit.ly/PinellasFloodAdvocates">bit.ly/PinellasFloodAdvocates</a>	248	Flood insurance technical assistance from flood insurance “advocates” is also available. These professionals in the insurance field can provide you with reliable information about your flood risk and insurance options. <a href="http://bit.ly/PinellasFloodAdvocates">bit.ly/PinellasFloodAdvocates</a>	248
3	Do you know if you need flood insurance and what it covers? It is always great to check your policy and know what you are covered for. Learn more about floodplain management and flooding <a href="http://bit.ly/PinellasFloodAdvocates">bit.ly/PinellasFloodAdvocates</a> #PinellasPW #FAW #PinellasFlood	248	Do you know if you need flood insurance and what it covers? It is always great to check your policy and know what you are covered for. Learn more about floodplain management and flooding <a href="http://bit.ly/PinellasFloodAdvocates">bit.ly/PinellasFloodAdvocates</a> #PinellasPW #FAW #PinellasFlood	248
4	Your flood insurance agent may ask you for an elevation certificate in order to write your flood policy. Before hiring a surveyor, check to see if an elevation certificate is already available for your property. <a href="http://bit.ly/PinellasElevationCertificateMap">bit.ly/PinellasElevationCertificateMap</a>	250	Your flood insurance agent may ask you for an elevation certificate in order to write your flood policy. Before hiring a surveyor, check to see if an elevation certificate is already available for your property. <a href="http://bit.ly/PinellasElevationCertificateMap">bit.ly/PinellasElevationCertificateMap</a>	250
5	National Flood Insurance Program (NFIP) flood insurance policies do not cover expenses related to loss of use of the property, like short-term rental housing costs.	164	National Flood Insurance Program (NFIP) flood insurance policies do not cover expenses related to loss of use of the property, like short-term rental housing costs.	164

# Appendix D

## Status of LMS Projects