

## PROGRAM FOR PUBLIC INFORMATION (PPI)

PINELLAS COUNTY PROGRAM FOR PUBLIC INFORMATION

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# 1 BACKGROUND

Pinellas County is impacted by riverine, storm surge, and localized flooding in low lying areas (**Error! Reference source not found.**). As such, Pinellas County has a number of ongoing outreach efforts with goals to increase flood hazard awareness and to motivate actions to reduce flood damage, encourage flood insurance coverage, and protect the natural functions of floodplains. Additionally, agencies, such as Sea Grant and Tampa Bay Regional Planning Council, and the County's 24 municipalities have outreach centered on flood protection and awareness. The County initiated this Program for Public Information (PPI) in 2014 to coordinate public information activities and develop activities that will lead to more effective programs.

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

Figure 1 PPI Planning Process

# 2 PPI COMMITTEE

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

Table 1 PPI Committee Members

Lisa Foster, CFM	Pinellas County Public Works, Floodplain Coordinator
Irena Karolak	Pinellas County Marketing and Communications, Public Information Specialist
Sally Bishop	Pinellas County Emergency Management, Director
Renea Vincent, AICP	Pinellas County Planning, Manager
Anamarie Rivera	Pinellas County Watershed Protection Section, Senior Environmental Specialist
Dawn Lindgren	Pinellas County Public Works, Technical Service Project Coordinator
Ray Neri	Lealman Neighborhoods, President
Brady Smith	Tampa Bay Regional Planning Council Principal Planner
Tom Shelly	Town of Bellair, Commissioner; Sunshine Home Sales & Commercial Brokerage, Real Estate Broker, Sales Manager
Joe Farrell	Pinellas Realtor Organization, Director of Governmental Affairs
Noah Taylor	Resident; City of St. Petersburg, Community Rating System Coordinator
Sarah Kessler	Resident; City of Clearwater CRS Coordinator
Kimberly Harr	Harr & Associates Insurance, Inc.
Patty Latshaw	Wright Flood, Principal Flood Coordinator and National CRS Working Group
Katherine Howington	Bankers Insurance
Diana Harvey	Mortgage Loan Originator

Figure 2 PPI Committee and Meeting Attendees, June 2016

## 2.1 PARTNERSHIP DEVELOPMENT STRATEGY

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

One objective is to increase coordination with agencies and organizations that may have information relative to the County's floodplain management efforts. Members of the PPI Committee have coordinated with ONE BAY to host an annual presentation to their members at one of their meetings to provide an

overview of the County's floodplain management efforts, including the PPI and LMS, ask for input or relative data or studies that they may have, and offer them an opportunity to participate in the County efforts. The presenter will either be a member of the PPI Committee or a stakeholder.

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

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

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

### 3 PUBLIC INFORMATION NEEDS ASSESSMENT

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

#### 3.1 TARGET AREAS AND AUDIENCES

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

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

The latest FIRMs show over 20,000 acres of Special Flood Hazard Area in Unincorporated Pinellas County. Unincorporated Pinellas County has over 30,000 structures in the SFHA. In addition to the SFHA flood risk identified in the FIRMs, there is a risk of flooding from storm surge in Pinellas County (Figure 4). Although most of the properties in the storm surge area are included in the SFHA, there are some that are not. There are also historically flood prone areas throughout the County, some of which are located outside of the SFHA and storm surge areas, such as low lying areas where conveyance is susceptible to back up from tidal tailwater. Additionally, there are repetitive loss areas, which include properties for which two or more claims of more than \$1,000 have been paid by the National Flood Insurance Program (NFIP) within any 10-year period since 1978 and all nearby properties with the same or similar flooding conditions. Many of the properties that do not fall into these flood prone areas are in a FIRM low-risk area, where, with severe precipitation (500-year storm), may experience flooding.

Figure 3 Pinellas County Age of Development

Figure 4 Storm Surge

Figure 5 Flood Prone Areas



Based on the flooding and development information described above, the Committee identified the residents and businesses within these areas as target audiences to whom projects should be directed. In addition to identifying these audiences based on their location, the Committee identified additional groups of stakeholders from across the County that would also benefit from information on flood related topics. For example, people looking to purchase properties in the County, should be apprised of their flood risk and flood insurance requirements. The complete list of target audiences is described in **Error! Not a valid bookmark self-reference..**

Table 2 Target Audiences

1	Residents and businesses in Repetitive Loss Areas	This audience should understand their surroundings and the likelihood of flood and insurance is strongly recommended.
2	Residents and businesses in the Special Flood Hazard Area	This audience should become aware of their high risk and insurance is strongly recommended and often required.
3	Residents and businesses in flood-prone areas	This audience should become aware of their high risk and insurance is strongly recommended.
4	Residents and businesses in the storm surge area	This audience should become aware of their high risk and insurance is strongly recommended.
5	Residents and businesses in Flood Response Hazard Areas	This audience will identified by Emergency Management to receive flood warning and response information.
6	Residents and businesses in moderate to low risk flood areas (Shaded X zones)	This audience should understand that although they are not in high risk areas, there is still a potential to flood and insurance is recommended. These areas submit over 20% of NFIP claims and receive one-third of disaster assistance for flooding. They are shown on flood maps as zones labeled with the letters B, C or X (or a shaded X). These residents should obtain insurance prior to map changes to reduce initial premiums.
7	Residents and businesses in Repetitive Loss or Severe Repetitive Loss properties that have been identified by FEMA as eligible to receive FEMA mitigation grants.	This audience should be made aware of mitigation grants.
8	Real Estate Professionals, Insurance Agents, and/or Lenders	These professionals are in contact with clients that are purchasing or renting properties. They will benefit from flood related outreach, and may relay information to their clients.
9	Buyers of real estate	Individuals purchasing or renting property should be made aware of their flood risk and insurance options.
10	Contractors and builders	This audience should be kept apprised of floodplain regulations and available Pinellas County Services. They are also in the position to communicate information about building with flood risk in mind to their clients.
11	Surveyors	Surveyors need to receive updated information about elevation certificates.
12	Landscapers	The Pinellas County Watershed Protection office has ongoing outreach efforts targeted at landscapers to educate them about impacts to water quality. Messages regarding flood risk and protection of natural systems will be incorporated into their programs and materials.

13	Stormwater managers and staff (e.g. NPDES)	The Pinellas County Watershed Protection office has ongoing outreach efforts targeted at stormwater managers to educate them about impacts to water quality. Messages regarding flood risk and protection of natural systems will be incorporated into their programs and materials.
14	Customers of Pinellas County services	There is an opportunity inform people that are calling or visiting the Pinellas County Offices, using the Pinellas County website, following Pinellas County social media, and/or or watching PCC-TV, which airs on Brighthouse 622, WOW 18 and Frontier 44 and it streams live on the web at pinellascounty.org/tv.
15	Park and preserve patrons	This audience should understand the natural functions of the County parks and preserves that they are visiting.
16	English Speakers of Other Languages (ESOL)	Informational material should be made available in languages other than English to ensure the ESOL is informed about flooding.
17	Pinellas County Municipality Elected Officials, City Managers, Floodplain Managers, and relevant staff	There are 24 municipalities with over 300,000 parcels in the County. Neighboring communities can use materials and messages developed by Pinellas County to educate their residents. Municipal staff may also benefit from learning about other County floodplain management efforts.
18	Special Interest	Special interest groups, that an outreach project may target, such as: <ul style="list-style-type: none"> <li>• Organizations or agencies that may also be involved in flood related projects</li> <li>• A group of volunteers or a neighborhood interest group</li> </ul>
19	Pinellas County Schools students and parents	Flood risk lessons should be incorporated into the curriculum. Students will likely take the message home to parents.

### 3.2 ONGOING PUBLIC INFORMATION EFFORTS

Various departments within the County and other governmental agencies have an array of ongoing flood-related public information activities. Each year, the PPI Committee evaluates the existing flood information and flood response outreach efforts that are being implemented throughout the County, including the PPI projects. The Committee may add, modify, or remove projects to the PPI as appropriate to ensure to ensure the community at large is receiving pertinent information and PPI messages are adequately reaching the identified target audiences. Sections 5 and 6 detail the efforts that have been incorporated into the Pinellas County PPI. Appendix 2 contains the inventory of 2016 flood related outreach projects and the 2015 PPI project evaluations are in Appendix 4.

## 4 MESSAGES AND OUTCOMES

Outreach campaign messages must be accurate and concise to result in action and positive outcomes. The PPI Committee used the information from the public information needs assessment to develop specific topics, messages, and expected outcomes based on the NFIP CRS floodplain management topics. The Committee also identified four additional topics with messages and outcomes for flood information projects that are implemented throughout the year (Table 3). The County also has pre-scripted key messages that are disseminated before, during, and after a flood (Appendix 5). These messages are reviewed by the Committee annually and are relayed via flood warning and response outreach tools, which are detailed in the Flood Response Preparations Package (Appendix 5).

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

Table 3 PPI Messages & Outcomes

1	Know your flood hazard	A1	Find out your flood risk.	a1	Better prepared and informed residents and businesses
1	Know your flood hazard	A2	Stay Connected.	a1	Better prepared and informed residents and businesses
2	Insure your property for your flood hazard	B1	Purchase flood insurance for your home, business, or rental.	b1	Increase in number of flood insurance policies.
3	Protect people from the hazard	C1	Stay Connected.	c1	Reduced number of rescue calls
3	Protect people from the hazard	C2	Turn Around Don't Drown.	c1	Reduced number of rescue calls
4	Protect your property from the hazard	D1	Keep debris and trash out of the streets, streams, and ditches.	d1	Reduced localized flooding
4	Protect your property from the hazard	D2	Clear storm drains to prevent flooding.	d1	Reduced localized flooding
4	Protect your property from the hazard	D3	Elevate your equipment, such as water heaters, AC units, etc.	d2	Reduced property loss from flooding
5	Build responsibly	E1	Find out what permits are required.	e1	Increased compliance and reduced flood loss
5	Build responsibly	E2	Get required permits before you start any home repair, improvement, or construction.	e1	Increased compliance and reduced flood loss
5	Build responsibly	E3	Be aware of the substantial improvement rules.	e1	Increased compliance and reduced flood loss
6	Protect natural floodplain functions	F1	Only Rain Down the Drain.	f1	Improvement in water quality and natural storage capacity
6	Protect natural floodplain functions	F2	Use Low Impact Development (LID), such as rain barrels, bioretention systems, green roofs, pervious pavers, and vegetative buffers, on your property.	f1	Improvement in water quality and natural storage capacity
7	Hurricane preparedness	G1	Know Your Zone.	g1	Improved efficiency of hurricane evacuations.
8	General preparedness	H1	Get A Plan.	h1	Less damage and injury from a storm
8	General preparedness	H2	Prepare Ahead.	h1	Less damage and injury from a storm

9	Flood Economics	I1	Find out how much flood damage could cost you.	i1	Increase in awareness of the expense of flooding.
9	Flood Economics	I1	Find out how much flood damage could cost you.	i2	Increase in number of flood insurance policies.
10	Understand flood insurance	J1	Because Pinellas County has a proactive Floodplain Management Program and participates in the National Flood Insurance Program (NFIP) Community Rating System (CRS), you may get a discount on your flood insurance premium. Look for your CRS discount on your flood insurance bill or ask your agent.	j1	More accurate policy ratings.
10	Understand flood insurance	J2	Take advantage of a Preferred Risk Policy.	j2	More preferred risk policies.
10	Understand flood insurance	J3	Check with your flood insurance agent to make sure your flood insurance policy is rated correctly and you are receiving the correct CRS discount.	j1	More accurate policy ratings.

#### 4.1 PUBLICITY AND DISSEMINATION OF MESSAGES

Today, most people, including seniors, are looking to the internet for information in lieu of traditional sources of information like newspapers or magazines. They are using search engines for specific information and social media threads for answers to posted questions and news. People have come to expect instant answers when they search for information. (Smith, 2014) The internet is more popular than newspapers and radio as a news source, ranking just behind TV. (Kristen Purcell, 2010)

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

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

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

- Pinellas County Flood Information Website
- Pinellas County Social Media (Facebook, Twitter, Nextdoor)
- Email blasts (e-Lert, e-News)
- Utili-Talk, the quarterly utility bill newsletter
- Informational materials at static locations and events throughout the County
- Direct mail to select target audiences

- Flood and Hurricane Information events
- Professional training sessions
- Press Releases for Flood Warning and Response

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

## 5 PPI PROJECTS

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

General outreach projects include:

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

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

The Committee also identified new, or improvements to existing, public information activities prepared in advance of the next flood. There are key messages that need to be disseminated before, during, and after a flood. The County's flood response messages and the tools used to disseminate them are consolidated into a Flood Warning and Response Preparations Package (Appendix 5). The messages and dissemination tools in this package are centered on flood warning and response. They were prepared in advance, and will not be delivered until a flood is impending or occurs. The procedures for implementing the materials should be followed in accordance with the Pinellas County Emergency Management Warning and Notification SOG and the Marketing and Communications Emergency Support Function (ESF) #14 - Public Information Office Standard Operating Procedures (SOP), which are part of the County's overall flood warning and response plan. Both the procedures and the project materials are reviewed annually and updated as needed.

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

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

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

## 6 OUTREACH INITIATIVES

### 6.1 FLOOD INFORMATION BRANDING

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

and messages were also incorporated into the Real Estate Brochure. This combination of projects with like messages and branding will promote message recognition throughout the County.

## 6.2 FLOOD INFORMATION WEBSITE

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

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

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

- Where flooding will likely occur (link to map)
- Evacuation routes (link to map)
- Shelter locations (link to map)
- Flood Safety precautions (FRP messages)

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

## 6.3 FLOOD MAP INFORMATION SERVICE

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

## 6.4 FLOOD INFORMATION PHONE LINE

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

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

## 6.5 REAL ESTATE DISCLOSURE PROGRAM

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

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

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

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

## 6.6 FLOOD PROTECTION ASSISTANCE AND ADVISORY SERVICE

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

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

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

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

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

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

## **6.7 FLOOD INSURANCE COVERAGE IMPROVEMENT PLAN**

In addition to educating the public about flood protection, building flood control and mitigation projects, and regulating new development in the floodplain to protect people from the consequences of flooding, flood insurance can help protect the County's residents and businesses. Although many of the PPI outreach projects have messages centered on flood insurance, the PPI Committee identified a need to assess the level of flood insurance coverage in the County and develop a Coverage Improvement Plan to better target residents and businesses that would benefit from flood insurance. The plan will include specific projects that publicize the availability of flood insurance and its importance as a preparedness measure. The flood insurance providers on the PPI Committee will serve as voluntary insurance advocates to the County to advise people who have questions about flood insurance. Additional flood insurance providers may volunteer to serve as County flood insurance advocates as well. The PPI Committee will begin this effort in the Fall of 2017.

## **6.8 FLOODPLAIN MANAGEMENT PLANNING**

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

## **6.9 NATURAL FUNCTIONS OPEN SPACE EDUCATIONAL MATERIALS**

The County has a great number of parks and preserves that provide natural floodplain functions. This provides a venue to educate visitors about the importance of floodplains and emphasize the County's Only Rain Down the Drain campaign. The PPI Committee prioritized the list of over 130 open space

preservation areas in the County and will evaluate the outreach materials available for the parks and preserves ranked 1-20 (Table 4). The committee is recommending revisions or additional projects as appropriate for these locations for the Parks Department to implement.

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

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

Table 4 Pinellas County Parks and Preserves Selected for Outreach Evaluation

ID	NAME	Area (ac TOTAL)	Area (ac in SFHA)	PPI Outreach Evaluation Priority
OSP01	BROOKER CREEK PRESERVE	6878.72	3333.08	1
OSP02	FORT DE SOTO PARK	827.68	827.68	2
OSP05	JOES CREEK MANAGEMENT AREA	230.06	227.76	3
OSP06	LAKE SEMINOLE MANAGEMENT AREA	164.89	164.89	4
OSP09	SHELL KEY PRESERVE	125.63	125.63	5
OSP11	WEEDON ISLAND PRESERVE	91.36	91.36	6
OSP12	ANCLOTE KEY PRESERVE & PARK	78.85	78.85	7
OSP13	CABBAGE KEY MANAGEMENT AREA	60.11	60.11	8
OSP15	COW BRANCH MANAGEMENT AREA	81.01	52.59	9
OSP17	LAKE TARPON MANAGEMENT AREA	60.18	47.85	10
OSP21	EAST LAKE MANAGEMENT AREA	22.59	22.57	11
OSP22	ALLEN'S CREEK MANAGEMENT AREA	22.06	22.06	12
OSP23	ALLIGATOR LAKE MANAGEMENT AREA	35.87	19.19	13

OSP30	TRAVATINE ISLAND MANAGEMENT AREA	10.11	10.11	14
OSP35	MOBBLY BAYOU PRESERVE	7.86	7.86	15
OSP36	LONG BRANCH MANAGEMENT AREA	7.4	7.4	16
OSP44	OZONA MANAGEMENT AREA	5	5	17
OSP04	SAWGRASS LAKE PARK	274.51	271.84	18
OSP07	JOHN CHESTNUT SENIOR PARK	217.57	142.04	19
OSP08	WALL SPRINGS PARK	183.22	139.57	20

## 6.10 STREAM DUMPING REGULATION

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

## 6.11 EMERGENCY WARNINGS AND NOTIFICATIONS

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

The County's annual flood and hurricane information outreach informs the public about flood zones, storm surge, evacuation zones, and how they will be warned and the safety measures they should take, should a hurricane and/or flooding occur. The most effective way to reach the community at large is through a combination of communication tools (Section 4.1), therefore, this information is provided to the public throughout the year via:

- All-hazard guide
- Flood Info brochure
- Utilitalk newsletter
- E-Lert and E-news
- Social media

- County website
- Presentations/events
- Videos

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

The Pinellas County Flood Warning and Response Preparations Package (Appendix 5) includes numerous messages and outreach projects that are prepared in advance, but not implemented until a flood is impending or occurs. The public will be warned via numerous Flood Warning and Response Preparations outreach projects, such as press releases, ALERT PINELLAS, and social media.

## 6.12 CRS SUPPORT FOR MUNICIPALITIES

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

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

## 7 ANNUAL EVALUATION

The PPI Committee meets annually to evaluate the PPI for the effectiveness of its projects, audiences, messages, and outcomes and to monitor the implementation of the outreach projects. The committee reviews each project identified the previous year and evaluates which projects need to be modified and may refine the messages as needed to increase the effectiveness to existing audiences or to reach new audiences. The annual evaluation summary for the 2015 PPI projects is in Appendix 4.

The Committee also evaluates the need for additional projects. In addition to the projects included in this PPI, the committee discussed a few potential future projects:

1. Flood Insurance
2. Map information for flooded areas and road closures during and after a rain or tropical event
3. Flood Information Mobile Application
4. Flood Information Lessons for School Curricula
5. Flood Information Lessons for School ESOL Curricula
6. "Training for Contractors & Builders" Video

The committee will re-evaluate these projects and prepare PPI project update reports during its annual review. This PPI document will be updated, approved by the Committee, and submitted to the Pinellas County Administrator each year.

## 8 PLAN ADOPTION

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

## BIBLIOGRAPHY

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APPENDIX 1 PPI COMMITTEE MEETINGS

## **MEETING AGENDA**

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

**MEETING DATE:** Thursday, January 15, 2015

**LOCATION:** Tampa Bay Regional Planning Council

11:00 AM – Collect lunch

11:15 AM – Call meeting to order – Introduction of participants and latest status of PPI (Cece)

11:20 AM – Review of PPI document and final comments (Cece and group)

12:20 PM – Discussion regarding timeline and adoption of PPI (group)

12:25 PM – Group Photo, next steps and next meeting (Cece)

12:30 PM - Adjourn



## MEETING PARTICIPANTS

<b>PROJECT NAME:</b> CRS Support/Program for Public Information (PPI) <b>MEETING DATE:</b> Thursday January 15, 2015 <b>LOCATION:</b> Tampa Bay Regional Planning Council				
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**PROJECT NAME:** CRS Support/Program for Public Information (PPI)  
**MEETING DATE:** Thursday January 15, 2015  
**LOCATION:** Tampa Bay Regional Planning Council

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**PROJECT NAME:** CRS Support/Program for Public Information (PPI)  
**MEETING DATE:** Thursday January 15, 2015  
**LOCATION:** Tampa Bay Regional Planning Council

NAME	AFFILIATION	EMAIL	PHONE	INITIAL
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## MEETING MINUTES

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

**MEETING DATE:** Thursday, January 15, 2015

**LOCATION:** Tampa Bay Regional Planning Council

### 1.0 CALL TO ORDER AND INTRODUCTION OF PARTICIPANTS (CECE)

The required balance between County Staff and Stakeholders was met for this meeting.

### 2.0 PPI STATUS (CECE AND LISA)

Lisa and Cece informed the group that they had completed the revisions to the PPI Document that were provided, added two projects, and that the purpose of this meeting was to review these items and make final plans for PPI Document delivery to Pinellas County.

### 3.0 STATUS OF FLYER (LISA, CECE, AND PPI COMMITTEE)

Lisa provided an update on the brochure that redevelops the County's current flood information brochure into a less "texty", more visually appealing information brochure to increase the number of readers. She explained that this was also an opportunity to revise some of the content to ensure the services provided by the County are described and publicized. The brochure has been provided to the Insurance Service Office (ISO) for review and approval prior to sending it to the Pinellas County Graphic Designers who will develop the new brochure.

### 4.0 REVIEW OF PPI DOCUMENT (CECE, LISA, AND PPI COMMITTEE)

Cece and Lisa went through the document and provided updated tables for review and approval by the PPI Committee. The PPI Committee approved of the tables and revised content.

Lisa reviewed two additional projects that were proposed to be added to the project list. The PPI Committee approved the addition of the Flood Protection Assistance Advisory Program and the Real Estate Agents Disclosure Program. The PPI Committee also decided to put the Pinellas County school curricula review project on-hold until the next cycle of PPI Project review.

**Action Item:** Lisa and Cece will make final revisions to the draft PPI document and tables based on the discussion and provide it to the PPI Committee by January 30<sup>th</sup>. Pinellas County will decide internally about the process for presentation to County Government.

5.0 NEXT PPI MEETING

- To be scheduled sometime in July, 2015
- Meeting Objective:
  - Review PPI Document Status
  - Discuss Project Status
  - Set Next Meeting

6.0 ADJOURN

## **MEETING AGENDA**

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

**MEETING DATE:** Thursday, June 18, 2015

**LOCATION:** Tampa Bay Regional Planning Council

11:30 AM – Collect lunch

11:40 AM – Call meeting to order – Introduction of participants and latest status of PPI (Rahim, Lisa, Cece & Committee)

11:50 AM – Review of Flyer (Lisa and Committee)

12:00 PM – Review of Real Estate Project (Rahim, Lisa & Cece)

12:10 PM – Review of identified projects, status, timeframes & assignments (Cece, Lisa & Committee)

1:30 PM - Adjourn



### MEETING PARTICIPANTS

<b>PROJECT NAME:</b> CRS Support/Program for Public Information (PPI) <b>MEETING DATE:</b> Thursday June 18, 2015 <b>LOCATION:</b> Tampa Bay Regional Planning Council				
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**PROJECT NAME:** CRS Support/Program for Public Information (PPI)  
**MEETING DATE:** Thursday June 18, 2015  
**LOCATION:** Tampa Bay Regional Planning Council

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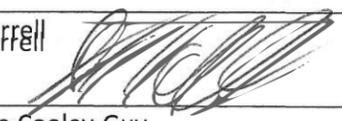


### MEETING PARTICIPANTS

<b>PROJECT NAME:</b> CRS Support/Program for Public Information (PPI) <b>MEETING DATE:</b> Thursday June 18, 2015 <b>LOCATION:</b> Tampa Bay Regional Planning Council				
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**PROJECT NAME:** CRS Support/Program for Public Information (PPI)  
**MEETING DATE:** Thursday June 18, 2015  
**LOCATION:** Tampa Bay Regional Planning Council

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## MEETING MINUTES

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

**MEETING DATE:** Thursday, June 18, 2015

**LOCATION:** Tampa Bay Regional Planning Council

### 1.0 CALL TO ORDER AND INTRODUCTION OF PARTICIPANTS (CECE)

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

### 2.0 PPI STATUS (CECE AND LISA)

Lisa and Rahim informed the group that the Pinellas County Commissioners approved the PPI document on April 7th.

### 3.0 STATUS OF “YOUR GUIDE TO FLOOD INFORMATION” FLYER (LISA, CECE, AND PPI COMMITTEE)

We reviewed the brochure that Communications created from the sample document provided to them by the PPI Committee. Various comments were made and some revisions were recommended.

**Action Items:** The Committee was asked to review the flyer and provide comments to Lisa by July 29<sup>th</sup>. Lisa will review the new brochure for consistency with the CRS Topic requirements. After comments are received, Lisa will send revisions to Rahim who will forward to Communications. A final draft will be created for review by the Committee.

*\*Finalization of Flyer preferred prior to annual September mailing to Repetitive Loss properties by Renea Vincent.*

### 4.0 REVIEW OF PPI PROJECTS (CECE, LISA, AND PPI COMMITTEE)

#### COMPLETED PROJECTS:

##### Only Rain Down the Drain Campaign

**Action Item:** Cece to contact Anamarie Rivera to create tracking system for documentation.

## ACTIVE PROJECTS:

### Flood Information Website

**Action Item:** Lisa will review the web site for consistency with both Guide and Real Estate flyers, and recommend changes. The changes will be sent to Rahim for review, who will subsequently forward the changes to the Communications Department.

### Real Estate Agenda Disclosure Program

A meeting was held to discuss the project. A draft flyer and letter confirming participation in the program were provided to the Pinellas Realtors Organization for review by their attorney. Once the letter and flyer are approved, training will be developed and scheduled. Several groups were also identified for speaking/training opportunities (LMS, PIO's of local municipalities, BIGC).

**Action Items:** Lisa to add reference to condominiums in the flyer and also on the website. Joe Farrell to notify Rahim and Lisa once approval is received from the Organization's attorney.

### Door Hangers

**Action Item:** Cece to contact Anamarie Rivera to create tracking system for documentation.

## PROJECTS ON HOLD:

Per direction from the County, the Training for Contractors & Builders project will be on-hold.

## OTHER PROJECTS:

A meeting was scheduled with County staff on June 25<sup>th</sup> for the following projects:

- Flood Information Messages for County On-Hold
- PCC-TV in County Offices
- Flood Response Media Kit
- Flood Response PCC-TV Programming
- Flood Response Social Media

### 5.0 NEXT PPI MEETING

- To be scheduled sometime in September 2015
- Meeting Objective:
  - Discuss Project Status
  - Set Next Meeting

## **MEETING AGENDA**

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

**MEETING DATE:** Monday, September 28, 2015

**LOCATION:** Tampa Bay Regional Planning Council

11:00 AM – Call meeting to order – Introduction of participants and latest status of CRS Program Score & PPI Review (Rahim, Lisa & Cece)

11:15 AM – Review status of projects and tracking mechanisms (group)

12:00 PM – Discussion of current Floodplain Management Public Education and Awareness – (Cece & group)

12:15 PM – New project ideas, next steps and next meeting (group)

12:30 PM - Lunch and group discussion

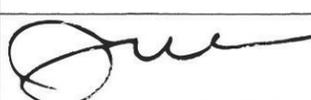
1:00 PM - Adjourn



## MEETING PARTICIPANTS

<b>PROJECT NAME:</b> CRS Support/Program for Public Information (PPI) <b>MEETING DATE:</b> Monday September 28, 2015 <b>LOCATION:</b> Tampa Bay Regional Planning Council				
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Carl Schrader	Clearwater Neighborhoods President	<a href="mailto:brookhill.2005@gmail.com">brookhill.2005@gmail.com</a>	727-462-8068	
Brady Smith	TBRPC	<a href="mailto:brady@tbrpc.org">brady@tbrpc.org</a>	727-570-5151 x42	BS
Ray Neri 	Lealman Neighborhood President	<a href="mailto:rneri1937@gmail.com">rneri1937@gmail.com</a>	727-527-5352	



<b>PROJECT NAME:</b> CRS Support/Program for Public Information (PPI) <b>MEETING DATE:</b> Monday September 28, 2015 <b>LOCATION:</b> Tampa Bay Regional Planning Council				
NAME	AFFILIATION	EMAIL	PHONE	INITIAL
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Gregg Lauda	Town of Belleair	<a href="mailto:glauda@townofbelleair.net">glauda@townofbelleair.net</a>	727-588-3769	



<b>PROJECT NAME:</b> CRS Support/Program for Public Information (PPI) <b>MEETING DATE:</b> Monday September 28, 2015 <b>LOCATION:</b> Tampa Bay Regional Planning Council				
NAME	AFFILIATION	EMAIL	PHONE	INITIAL
Staff				
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Noah Taylor	St Petersburg Resident	NOAH.TAYLOR@STPETE.org	727-893-7273	
IKey Leishear	Pin. Cty Emergency Mgmt.	ileishear@pinellasCounty.org	727-464-3235	
Tom Shelly	Sunshine Realtors	TomS@SunshineGroupProperties.com	727.510.8350	
Lisa Foster	Surfside Beach Club, Redington Shores	LDDFOSTER@AOL.COM	8134935857	LF

## MEETING MINUTES

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

**MEETING DATE:** Monday, September 28, 2015

**LOCATION:** Tampa Bay Regional Planning Council

### 1.0 CALL TO ORDER AND INTRODUCTION OF PARTICIPANTS (CECE)

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

The Committee discussed the need to update the list of PPI Committee Members. Input was given as to who should be added, removed and entities to be contacted for possible new membership. (After the meeting, Noah Taylor and Joe Farrell were officially added to the Committee.)

### 2.0 PPI REPORT REVIEW (LISA)

Lisa will update the report and circulate for review and comment.

**Action Item:** The Committee will be asked to review the report and provide comments to Lisa by October 16th. Document will be updated and final document submitted to Rahim to provide to County Commission by Nov 1, 2015.

Lisa displayed the PPI Report and made changes as the group reviewed the document.

The following items were discussed:

- PPI Committee Membership
  - Contact Homeowner or Neighborhood Associations in flood prone areas
  - Potential sources for PPI Committee participants include Associations listed above and the clerk's office for local government Boards.
- PPI Current Projects linked to *target audiences*
  - Renea will be sending *repetitive loss* letters as well as letters to *flood prone* areas and designated *hot spots* with assistance on obtaining correct addresses from Rahim as the hot spot list has been refined. It was suggested that Lee Ann Smedley in Utilities can assist with any additional addresses using GIS to intersect hot spots with locations.

Projects will include:

- Target mail to *repetitive loss* (6 pts)
- Target mail to *hot spot/flood prone areas* (6 pts)
- Letter in utility bill to *SFHA* stating "you are receiving this because..." (6 pts)
- Target mail to *storm surge* residents (will have to use additional resources to tease out SFHA from storm surge) (6 pts)
  - Recommended to send to direct target audiences in February

- Send Map Information Services link to local government *Stormwater Managers* in the County. Anamarie Rivera will send this as an email with an attachment. It was suggested to add *Stormwater Managers* to the *Elected Official* target audience.
- *Hispanic Community Outreach Center* is an important contact in the County and they sign a list with Communications for all materials they pick up and distribute.
- *Realtors & Lenders* will be provided with information on the web Map Information Services link. Ikey also mentioned PCI, a national association that represents *Insurance Agents* that would be a good contact. Cece to follow up.
- Communications will be tracking website hits to record Map Information page usage.
- *Realtors Project* is continuing and the fillable pdf brochure is in final production with communications. Training that may include continuing education credit is being vetted and planned.
- Irena Milasinovic, Communications Specialist, provide an update of the project they have been working on:
  - Flood Information Website
  - Flood Information Brochure
  - Flood Response Social Media
  - Flood Response PCCTV Programming
    - Crawls
    - Bulletin Boards
  - PCC-TV Informational Video
  - Flood Information Messages of County On-Hold Recordings
  - Flood Response Media Kit
  - Real Estate Agents Brochure

### 3.0 REVIEW OF PPI PROJECTS (CECE, LISA, AND PPI COMMITTEE)

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

All projects will be listed and tracked on the project spreadsheet (attached). Staff will be contacted to provide location of information or verification of delivery of projects.

#### **PROJECTS ON HOLD:**

Per direction from the County, the Training for Contractors & Builders project will be on-hold pending finalization of brochure.

#### **OTHER PROJECTS:**

- PPI Webpage
- Future Insurance impacts, 5 years from now, what if?
- Sandbag need and accessibility

#### 4.0 NEXT PPI MEETING

- To be scheduled sometime in March 2016
- Meeting Objective:
  - Discuss Project Status
  - Set Next Meeting

## **MEETING AGENDA**

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

**MEETING DATE:** Friday, March 11, 2016

**LOCATION:** Tampa Bay Regional Planning Council

11:30 AM – Collect lunch and be seated

11:40 AM – Call meeting to order – Introduction of participants and latest status of CRS Program & PPI (Rahim, Lisa & Cece)

11:50 AM – Review Committee Members/Commitment for the year (group)

11:55 AM – Review Target Audiences (group)

12:00 PM – Review Activity 370 – Flood Insurance Coverage Assessment

12:15 PM – Review Messages/Outcomes

12:30 PM – Review Projects and their status – start/add/remove projects? – (Cece & group)

1:00 PM – Other initiatives/Publicity/Survey/2016 updates

1:15 PM – Document Structure

1:20 PM – Action Items/Tasks/Next Meeting

1:30 PM – Adjourn



## MEETING PARTICIPANTS

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

**MEETING DATE:** Friday, March 11, 2016

**LOCATION:** Tampa Bay Regional Planning Council

NAME (FIRST)	NAME (LAST)	AFFILIATION	EMAIL	PHONE	INITIAL
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Cece	McKiernan	McKiernan Consulting Services, President	<a href="mailto:cece@mckiernanconsulting.us">cece@mckiernanconsulting.us</a>	813-966-1265	CM
Jennifer	Doerful	Tampa Bay Builders Association Communications	-		



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			-		
			-		
			-		
			-		
			-		

## **MEETING AGENDA**

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

**MEETING DATE:** Monday, June 27, 2016

**LOCATION:** Tampa Bay Regional Planning Council

- 11:30 AM – Collect lunch and be seated
  
- 11:40 AM – Call meeting to order – Introduction of participants and latest status of CRS Program & PPI (Cece / Lisa)
  
- 11:50 AM – Review Committee Members/Commitment for the year (group)
  
- 11:55 AM – Review Document, other initiatives, project updates, FRP implementation / Hurricane Season (Lisa)
  
- 1:00 PM – Flood Insurance Improvement Plan: Review Committee Members/Commitment for the year (group)
  
- 1:10 PM – Flood Insurance Improvement Plan: Process overview and assignments (Lisa)
  
- 1:20 PM – Action Items/Tasks/Next Meeting (Cece)
  
- 1:30 PM – Adjourn



## MEETING PARTICIPANTS

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

**MEETING DATE:** Monday, June 27, 2016

**LOCATION:** Tampa Bay Regional Planning Council

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NAME (FIRST)	NAME (LAST)	AFFILIATION	EMAIL	PHONE	INITIAL
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Anamarie	Rivera	Pinellas County Natural Resources	arivera@pinellascounty.org	727-464-4605	<i>[Handwritten Signature]</i>
Betty	Ryals	Wright Flood, Regional Sales Manager	Betty.Ryals@wearefflood.com	888-373-5663 ext: 7614	<i>[Handwritten Signature]</i>
Carl	Schrader	Clearwater Neighborhoods President	brookhill2005@gmail.com	727-462-8068	
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Brady	Smith	TBRPC	brady@tbrpc.org	727-570-5151 x42	<i>[Handwritten Signature]</i>
Noah	Taylor	St. Petersburg Resident	noah.taylor@stpete.org	727-893-7283	<i>[Handwritten Signature]</i>
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APPENDIX 2      ONGOING OUTREACH AND FLOOD RESPONSE  
PROJECTS

<b>Ongoing Projects 2015-2016</b>
Flood Information Brochure mailouts and handouts
E-News/E-Lert newsletters
Social Media posts
UtiliTalk Newsletter - Flood info content
All-Hazard Guide - English and Spanish - Countywide distribution
Real Estate Agents Flood Disclosure and Information Brochure distribution by real estate professionals
Flood Map Service Center Training Sessions
CRS Users Group Meetings
Only Rain Down the Drain Campaign activities and informational materials
Landscape BMP Certification classes (English & Spanish)
Watergoat and informational kiosk at community park
Watershed Brochure in Vietnamese
Flood Information Messages for County On-hold customers
Informational Videos
News and media releases
ALERT Pinellas
<b><u>Events</u></b>
FFMA Elevation Certificate trainings
ONE BAY Resilient Communities NFIP Community Rating System Workshop
Redington Shores Flood and Hurricane Awareness Town Meeting - Presentation by Pinellas County Emergency Management
Flood Insurance and mitigation techniques community workshops by Flood Risk Evaluator (f.r.e.)
Home Depot Hurricane Expo - Palm Harbor
Seminole Hurricane Expo
Science Center of Pinellas County
City of Indian Rocks Beach Public Safety Day
Lakes & Ponds Education Day
Cross Bayou Cleanup
Landscape BMP Certification classes (English)
Landscape BMP Certification classes (Spanish)
Stormdrain Marking Projects
Adopt-A-Pond HOA Presentations
Events and Meetings via Pinellas County's Speakers Bureau
Environment Florida News Release: Interactive map shows impacts of storms and floods hitting close to home
<b><u>Other</u></b>
Tampa Bay Regional Planning Council (TBRPC) ONE BAY Resilient Communities Meetings
St Pete College Sea Level Rise Consortium Meeting and workshop

**Ongoing Projects 2015-2016**

Institute on Science for Global Policy (ISGP) Climate Change Arctic Program conference “Sea Level Rise: What’s Our Next Move” at St Pete College

Sandbox News, Official Student Newspaper of St. Petersburg College, article "Is Tampa Safe From the Rain?"

Strickland Property Group blog posts: "How Much Will My Flood Insurance Cost?", "The History of Flood Insurance", "The 411 on Flood Zones" ([www.bonniestrickland.com/blog/](http://www.bonniestrickland.com/blog/))

WUSF Public Media News Release "Flood Insurance Discount For Some Pinellas Residents"

FDEM Flood Information Rack Cards

**Websites**

TBRPC: [http://www.tbrpc.org/tampabaydisaster/flood\\_mitigation.shtml](http://www.tbrpc.org/tampabaydisaster/flood_mitigation.shtml)

Floodsmart: <https://www.floodsmart.gov/floodsmart/>

FDEM: <http://www.floridadisaster.org/EMTOOLS/Severe/floods.htm>

FEMA: <https://www.fema.gov/information-property-owners>

Weather Underground : <https://www.wunderground.com/US/FL/050.html>

NOAA: <https://alerts.weather.gov>

APPENDIX 3 PPI PROJECT SHEETS

**Description**

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

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

**Stakeholder**

Yes (multiple)

**Message**

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

**Audience(s)**

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

**Assignment Administrator**

Floodplain Coordinator, Marketing and Communications, Planning

**Schedule**

Complete - Annual Evaluation

**Activity**

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

**Topic**

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

**Outcome**

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

**Distribution**

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

**Description**

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

**Stakeholder**

No

**Message**

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

**Audience(s)**

General population

**Assignment Administrator**

Floodplain Coordinator, Emergency Management, Marketing and Communications

**Schedule**

In progress

**Activity**

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

**Topic**

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

**Outcome**

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

**Distribution**

Email

3 Social Media

<b>Description</b>	<b>Assignment Administrator</b>
<p>Pinellas County is active on facebook, twitter, instagram, and nextdoor social media sites. Flood information messages are included throughout the year in the social media posts. Social media is also use to replay information when there is an impending storm and during and after an event.</p>	<p>Floodplain Coordinator to provide content to Web Services to disseminate.</p>
	<b>Schedule</b>
<p>Stakeholder</p> <p>Yes (followers sharing posts)</p>	<p>In progress</p>
	<b>Activity</b>
	320
	330-FRP
	330-OP
	350
	360
	370
	540-SDR
	610
	<b>Topic</b>
	1 Know your flood hazard
	2 Insure your property for your flood hazard
	3 Protect people from the hazard
	4 Protect your property from the hazard
	5 Build responsibly
	6 Protect natural floodplain functions
	7 Hurricane preparedness
	8 General preparedness
	9 Flood Economics
	10 Understand flood insurance
	<b>Outcome</b>
	a1 Better prepared and informed residents and businesses
	b1 Increase in number of flood insurance policies.
	c1 Reduced number of rescue calls
	d1 Reduced localized flooding
	d2 Reduced property loss from flooding
	e1 Increased compliance and reduced flood loss
	f1 Improvement in water quality and natural storage capacity
	g1 Improved efficiency of hurricane evacuations.
	h1 Less damage and injury from a storm
	i1 Increase in awareness of the expense of flooding.
	i2 Increase in number of flood insurance policies.
	j1 More accurate policy ratings.
	j2 More preferred risk policies.
	<b>Distribution</b>
<p>Audience(s)</p> <p>General population</p>	<p>Facebook, Twitter, NextDoor</p>

**Description**

The County's UtiliTalk newsletter is mailed with the utility bills quarterly. This provides the County an opportunity to relay flood information messages throughout the County. Each quarter the County will highlight one or more messages in the newsletter. For example, prior to hurricane season, the newsletter will feature information on preparedness and flood insurance. The summer newsletter may include "Know Your Zone" and information about the County's Map Information Service to find out what your flood risk is.

**Stakeholder**

No

**Message**

- A1 Find out your flood risk.
- A2 Stay Connected.
- B1 Purchase flood insurance for your home, business, or rental.
- C1 Stay Connected.
- C2 Turn Around Don't Drown.
- D2 Clear storm drains to prevent flooding.
- E1 Find out what permits are required.
- F1 Only Rain Down the Drain.
- G1 Know Your Zone.
- H1 Get A Plan.
- I1 Find out how much flood damage could cost you.

**Audience(s)**

General population

**Assignment Administrator**

Floodplain Coordinator to provide info to Public Information Office

**Schedule**

In progress

**Activity**

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

**Topic**

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

**Outcome**

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

**Distribution**

- Direct Mail
- Libraries, Government offices

Description

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

Stakeholder

Yes (Distributes by County businesses and organizations)

Message

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

Audience(s)

English Speakers of Other Languages (ESOL)

Assignment Administrator

Emergency Management

Schedule

Activity

330-OP

610

Topic

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

Distribution

Facebook, Twitter, NextDoor

Website

Email

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

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

Direct Mail

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

Libraries, Government offices

**Description**

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

**Stakeholder**

Yes (Real estate professionals)

**Message**

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

**Audience(s)**

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

**Assignment Administrator**

Floodplain Coordinator

**Schedule**

Summer 2016

**Activity**

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

**Topic**

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

**Outcome**

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

**Distribution**

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

7 Flood Map Service Center Training

Description

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

Stakeholder

No

Message

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

Audience(s)

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

Assignment Administrator

Floodplain Coordinator

Schedule

Activity

- 320
- 330-OP
- 370

Topic

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

Outcome

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

Distribution

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

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

9 Training for Surveyors

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

**Description**

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

**Stakeholder**

Yes (Industry professionals)

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

**Audience(s)**

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

**Assignment Administrator**

Division Manager, Community Development & Planning

**Schedule**

Oct 2015

**Activity**

320

330-OP

**Topic**

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

**Outcome**

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

**Distribution**

Website

Email

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

11 Only Rain Down the Drain Campaign

Description

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

Stakeholder

Yes (Special Interest groups)

Message

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

Audience(s)

Special Interest

Assignment Administrator

Senior Environmental Specialist  
 Environmental Management

Schedule

Complete - Annual Evaluation

Activity

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

Topic

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

Outcome

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

Distribution

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

12 Landscape BMP Certification classes (English & Spanish)

Description

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

Stakeholder

No

Message

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

D2 Clear storm drains to prevent flooding.

F1 Only Rain Down the Drain.

Audience(s)

Landscapers

Assignment Administrator

Watershed Unit Floodplain Manager

Schedule

Complete - Annual Evaluation

Activity

330-OP

540-SDR

Topic

4 Protect your property from the hazard

6 Protect natural floodplain functions

Outcome

d1 Reduced localized flooding

f1 Improvement in water quality and natural storage capacity

Distribution

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

<p><b>Description</b></p> <p>Pinellas County has a variety of informational materials available at area parks and preserves and online. The PPI Committee will review these materials, including web page content and brochures to identify opportunities to include additional Priority Topics and additional messages developed by the PPI and communicate the importance of natural functions open space.</p>	<p><b>Assignment Administrator</b></p> <p>Watershed Unit Floodplain Manager</p>
<p><b>Stakeholder</b></p> <p>No</p>	<p><b>Schedule</b></p> <p>Fall 2017</p>
<p><b>Message</b></p> <p>D1 Keep debris and trash out of the streets, streams, and ditches.</p> <p>D2 Clear storm drains to prevent flooding.</p> <p>F1 Only Rain Down the Drain.</p>	<p><b>Activity</b></p> <p>330-OP</p> <p>420-NFOS5</p> <p><b>Topic</b></p> <p>4 Protect your property from the hazard</p> <p>6 Protect natural floodplain functions</p>
	<p><b>Outcome</b></p> <p>d1 Reduced localized flooding</p> <p>f1 Improvement in water quality and natural storage capacity</p>
<p><b>Audience(s)</b></p> <p>Park and preserve patrons</p>	<p><b>Distribution</b></p> <p>Website</p> <p>Parks and Recreation Sites</p>

**Description**

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

**Stakeholder**

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

**Message**

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

**Audience(s)**

English Speakers of Other Languages (ESOL)

**Assignment Administrator**

Watershed Unit Floodplain Manager

**Schedule**

Fall 2016

**Activity**

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

**Topic**

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

**Outcome**

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

**Distribution**

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

15 Flood Information Messages for County On-hold Recordings

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

**Description**

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

**Stakeholder**

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

**Message**

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

**Audience(s)**

General population

**Assignment Administrator**

Floodplain Coordinator, Emergency Management, Marketing and Communications

**Schedule**

Spring 2017

**Activity**

330-OP

**Topic**

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

**Outcome**

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

**Distribution**

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

**Description**

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

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

**Stakeholder**

Yes (HOA BoDs)

**Message**

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

**Audience(s)**

Special Interest

**Assignment Administrator**

Floodplain Coordinator, Emergency Management, Marketing and Communications

**Schedule**

Feb 2017

**Activity**

320

330-OP

350

360

370

540-SDR

610

**Topic**

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

**Outcome**

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

**Distribution**

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

18 Flood Map Service Center Plug-In

Description

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

Stakeholder

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

Message

A1 Find out your flood risk.

G1 Know Your Zone.

Assignment Administrator

Watershed Unit Floodplain Manager

Schedule

Summer 2017

Activity

320

330-OP

Topic

1 Know your flood hazard

7 Hurricane preparedness

Outcome

a1 Better prepared and informed residents and businesses

g1 Improved efficiency of hurricane evacuations.

Distribution

Website

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

Audience(s)

Buyers of real estate

Real Estate Professionals, Insurance Agents, and/or Lenders

19 Stakeholder Flood Insurance and Mitigation Techniques community workshops

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

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

Description

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

Stakeholder

No

Message

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

Audience(s)

General population

Assignment Administrator

Floodplain Coordinator, Emergency Management, Marketing and Communications

Schedule

Annual

Activity

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

Topic

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

Outcome

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

Distribution

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

APPENDIX 4 ANNUAL PROJECT EVALUATIONS

2015 Project	2016 Project Status	Comments/Recommendations
Flood Information Brochure	Brochure was distributed throughout the year via several projects, such as direct mail to target audiences, events, and static locations. The brochure was revised and updated in July 2016.	Direct mail to numerous target audiences used a lot of resources. In 2016 mail outs will target two target audiences, Repetitive Loss Areas and Flood Prone Areas.
Flood Information Website	Website links were checked monthly and content was updated as needed. Content was thoroughly reviewed in August 2016.	Continue monthly checks and as-needed updates.
Real Estate Agents Disclosure Program	Program kicked off in May 2016 with a successful Flood Disclosure and Map Information Training at the Pinellas Realtor Organization. Attendees are completing and distributing the Flood disclosure and information brochures. The next training is scheduled for October 2016.	Update the brochure content and design.  Modify training to include a general session to introduce the Community rating System (CRS) program, cost savings on flood insurance, and how to use the Flood Disclosure and Information brochure, followed by lunch, then an applied training session, which will be interactive and provide opportunity for attendees to use the online map service center and practice completing the brochures.
Map Information Services Publicity	Real estate agents, Lenders, and brokers were notified of the service via email and it was publicized in the flood info brochure.	Continue Implementing
Flood Outreach and Map Information Services for Municipalities	The County developed the map information service and real estate disclosure program as county-wide efforts for munis to take advantage of. Additionally, Warning and Response is covered County-wide. The County also met with and talked to communities that needed guidance with their programs.	Use CRS users Group as platform to give overview of Countywide efforts that other communities may benefit from.
Flood Map Service Center Plug-In	This project is on hold until resources become available to develop.	
Flood Map Service Center Training	Training was developed and implemented for the Realtor training in May 2015.	Develop a general training program (eg not real estate centric)
Flood Protection Assistance Advisory Program	This program is publicized in the flood info brochure, which was distributed to the target audiences in 2015.	Continue Implementing

2015 Project	2016 Project Status	Comments/Recommendations
Training for Contractors & Builders	This project is on hold until resources become available to develop.	
Only Rain Down the Drain Campaign	All materials were reviewed and one more truck was wrapped.	Continue Implementing
Parks & Recreation Educational Materials	Pilot project of water goat with informational kiosk was installed at a small community park.	Continue Implementing.
Spanish Outreach Materials	The watershed brochure was created in Vietnamese and the All-Hazard guide was developed in Spanish.	Develop spanish flood info brochure.
Flood Information Messages for County On-hold Recordings	Messages were recorded and implemented and will be reviewed annually.	Continue Implementing.
PCC-TV in County Offices	Building department added new content.	Continue Implementing.
Flood Response Media Kit	The FWRP package was reviewed and updated.	Continue Implementing.
Flood Response PCCTV Programming	The FWRP package was reviewed and updated.	Continue Implementing.
Flood Response Social Media	The FWRP package was reviewed and updated.	Continue Implementing.

APPENDIX 5 FRP PACKAGE

**PINELLAS COUNTY COMMUNICATION DEPARTMENT**

**Pinellas County Program for Public Information**

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**Flood Response Preparations (FRP) Outreach Package**

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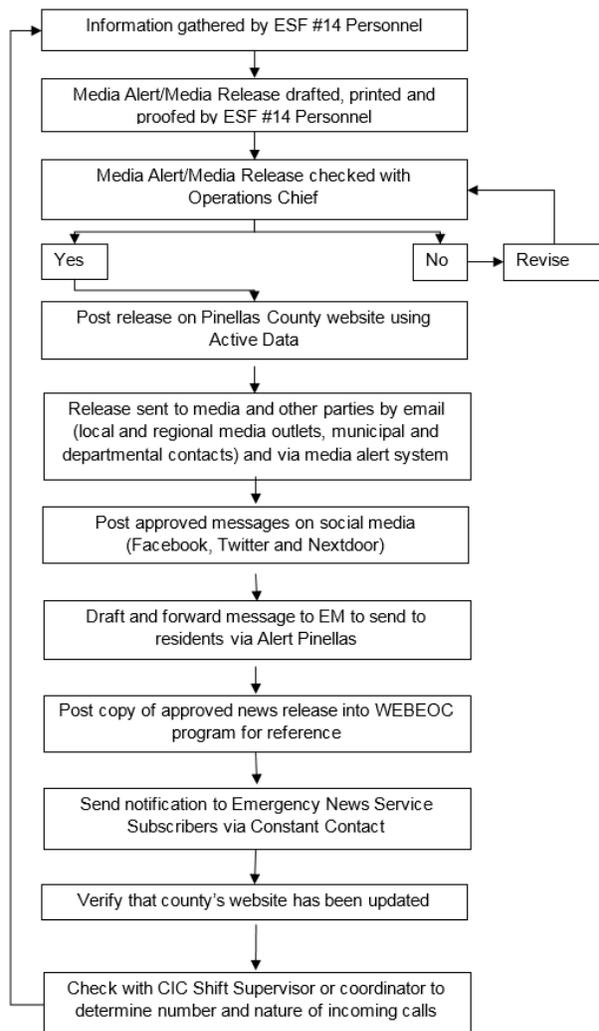
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## 1 OVERVIEW

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

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

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



## 2 FLOOD RESPONSE OUTREACH MESSAGES

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

Table 1 Messages - Impending

Topic	Timing	FRP Message	Outcome
Know your flood hazard	Impending	Dangerous flooding conditions are expected in the area of [neighborhood or municipality] near the [water body]. Stay tuned or visit website for up to date flood hazard info.	Fewer stranded people and vehicles
Know your flood hazard	Impending	Dangerous flooding conditions are expected throughout the County if [storm description / or name] makes landfall. Stay tuned or visit website for up to date flood hazard info.	Fewer stranded people and vehicles
Know your flood hazard	Impending	Stay Connected. Sign up for Alert Pinellas, e-news, and E-Alert to receive information and emergency alerts via e-mail, and follow us on facebook, twitter, and nextdoor.	Informed residents
Know your flood hazard	Impending	Stay tuned to local television and radio stations for traffic advisories, reports of flooding or other critical information.	Informed residents.
Know your flood hazard	Impending	Pinellas County is under a [type] Warning. Stay tuned to local media for emergency updates and additional information.	Less flood damage
Know your flood hazard	Impending	Sign up for the Alert Pinellas emergency notification service to receive emergency alerts via text message on your cell phone.	Informed residents
Protect people from the hazard	Impending	The following evacuation routes are recommended (routes). While using roadways, use caution and do not attempt to drive through rushing water, or water of undetermined depth.	Fewer stranded people

Topic	Timing	FRP Message	Outcome
Protect people from the hazard	Impending	At this time, a mandatory evacuation order is in place for [LOCATION]. You can find evacuation and shelter information at <a href="http://egis.pinellascounty.org/apps/knowyourzone/">http://egis.pinellascounty.org/apps/knowyourzone/</a>	Fewer stranded people
Protect people from the hazard	Impending	Complete final preparations to evacuate or to shelter in your home.	Fewer displaced people
Protect people from the hazard	Impending	If your plan is to travel out of the local area and you can leave at this point, go.	Fewer stranded people and vehicles
Protect people from the hazard	Impending	The Citizen Information Center is open and residents can call (727) 464-4333 to report issues or for more information.]	Informed residents in preparation for the storm
Protect people from the hazard	Impending	Turn Around, Don't Drown.	fewer injured residents
Protect people from the hazard	Impending	Evacuation orders are anticipated. You can find evacuation and shelter information at <a href="http://egis.pinellascounty.org/apps/knowyourzone/">http://egis.pinellascounty.org/apps/knowyourzone/</a>	Fewer stranded people
Protect people from the hazard	Impending	Dangerous flooding conditions are expected in (location) near (Location) in Pinellas County. Residents in and near these areas are asked to evacuate due to the threat of rising water and flooding conditions.	Reduced localized flooding
Protect people from the hazard	Impending	Flooding conditions may include rapidly rising and moving water, dangerous debris and unsafe travel conditions. If travel is unavoidable, do not attempt to drive through rushing water, or water of undetermined depth.	Fewer stranded people and vehicles
Protect people from the hazard	Impending	Flash flooding conditions are possible in the following locations; (location), around; (location), south of; (location). Stay tuned to local media for emergency updates and additional information.	Protect residents.

Topic	Timing	FRP Message	Outcome
Protect people from the hazard	Impending	The Citizen Information Center is open and residents can call (727) 464-4333 to report issues.	Informed residents
Protect your property from the hazard	Impending	Bring in all large yard items; i.e. furniture, grills, bird baths.	Less property damage
Protect your property from the hazard	Impending	Dispose of any piles of loose tree limbs to reduce clogged storm drains.	Reduce localized funding
Protect your property from the hazard	Impending	If your plans are to evacuate the area, secure your home so you can leave as soon as you an evacuation order is issued.	Fewer displaced people
Protect your property from the hazard	Impending	Installing storm shutters will make your home safer from wind damage.	Less property damage
Protect your property from the hazard	Impending	Sandbags will be available to residents of unincorporated Pin[Dat/Time] at [Locations].	Less flood damage
Protect your property from the hazard	Impending	Clear storm drains to prevent flooding.	Reduced localized flooding
Protect your property from the hazard	Impending	Keep debris and trash out of the streets, streams, and ditches.	Reduced localized flooding
Protect natural floodplain functions	Impending	Keep debris and trash out of the streets, streams, and ditches. Only Rain Down the Drain - It's the Law.	Reduce localized funding
Protect natural floodplain functions	Impending	Report blocked ditches, swales and canals	Reduced localized flooding
Hurricane preparedness	Impending	Let friends and family know your evacuation plans.	Fewer displaced people

Topic	Timing	FRP Message	Outcome
General preparedness	Impending	Closely monitor the track of [STORM NAME] and have your family's disaster preparedness plans in place.	Informed residents
General preparedness	Impending	If you are registered for transportation to a public shelter, be ready to leave. Rescue workers will begin pick-ups shortly after an evacuation orders is issued.	Informed residents
General preparedness	Impending	If you are registered for transportation to a public shelter, be sure you have everything you need for your "go bag".	Informed resident
General preparedness	Impending	Fill up your automobile gas tank and make sure your prescriptions are filled.	Informed residents

Table 2 Messages - During

Topic	Timing	FRP Message	Outcome
Know your flood hazard	During	If you live in flood prone areas, floodwater levels to remain higher than usual with water in the street present through at least [Date].	Informed residents.
Know your flood hazard	During	Residents should stay tuned to local television and radio stations for traffic advisories, reports of flooding or other critical information	Fewer stranded people and vehicles
Know your flood hazard	During	Stay tuned to local news for updates	Informed residents during the storm
Know your flood hazard	During	Updates will continue to be posted on the Pinellas County website, and on social media using the hashtag #StormName.	Informed residents
Know your flood hazard	During	Stay tuned to local media for emergency updates and additional information.	Inform residents
Know your flood hazard	During	Stay Connected. You can still sign up for Alert Pinellas by calling (866) 484-3264.	Informed residents

Topic	Timing	FRP Message	Outcome
Know your flood hazard	During	Follow us on Facebook, Twitter, and Nextdoor. #StormName	Informed residents
Protect people from the hazard	During	The area of xxxx is flooded. Please use caution. Stay inside.	Fewer stranded people and vehicles
Protect people from the hazard	During	Motorists are urged to use care when driving through flooded areas, and to follow posted detour signs	Fewer stranded people and vehicles
Protect people from the hazard	During	Avoid contact with flood waters if possible. Those who do come into contact with flood waters should thoroughly rinse any exposed body parts with soap and sanitized or disinfected water.	Fewer stranded people and vehicles
Protect people from the hazard	During	Avoid downed or hanging power lines, always assume the power line is live.	Fewer stranded people and vehicles
Protect people from the hazard	During	Avoid rapidly-flowing water. Only 6 inches of fast-flowing water can sweep you off your feet.	Fewer stranded people and vehicles
Protect people from the hazard	During	Be especially cautious at night, when it is harder to see possible flood dangers.	Fewer stranded people and vehicles
Protect people from the hazard	During	Do not go into any room if water has submerged electrical outlets or cords.	Reduce injury
Protect people from the hazard	During	Residents in the [Flood Location] can expect floodwater levels to remain higher than usual with water in the street present through at least [Date].	Fewer stranded people and vehicles
Protect people from the hazard	During	The Citizen Information Center is open and residents can call (727) 464-4333 to report issues or for more information.]	Fewer displaced people
Protect people from the hazard	During	Flash flooding conditions are possible in the following locations; (location), around; (location), south of; (location). Residents in these areas should take immediate action to move to higher ground, avoid travel, remain indoors and move to a safe area within that location.	Fewer stranded people and vehicles
Protect people from the hazard	During	Residents in affected areas are advised to stay indoors if their home is safe.	Fewer stranded people and vehicles

Topic	Timing	FRP Message	Outcome
Protect people from the hazard	During	The Citizen Information Center is open and residents can call (727) 464-4333 to report issues.	Informed residents
Protect your property from the hazard	During	Pinellas County has made sandbags available to the public at [Locations].	Less flood damage
General preparedness	During	If an area is barricaded, there is a reason. Find an alternate route.	Fewer stranded people and vehicles
General preparedness	During	Pinellas County has issued an evacuation order for [location]	Fewer stranded people and vehicles
General preparedness	During	The American Red Cross has opened [Number] shelters for affected residents in the evacuation area. The shelters are: [Names/Locations]	Fewer displaced people

Table 3 Messages – After

Topic	Timing	FRP Message	Outcome
Know your flood hazard	After	[Name of roads or areas] is still experiencing flooding conditions from yesterday's storm. Stay tuned or visit website for up to date flood hazard info.	Fewer stranded people and vehicles
Know your flood hazard	After	Updates will continue to be posted on the Pinellas County website, and on social media using the hashtag #StormName	Informed residents
Know your flood hazard	After	Follow reentry orders and avoid flooded areas.	Protect residents.
Protect people from the hazard	After	Emergency shelters remain opened at [locations] for residents whose homes were flooded during the storm.	Fewer displaced people
Protect people from the hazard	After	Pinellas County emergency crews are being dispatched to areas affected by the heavy rain event that occurred [time].	Rescue stranded people and assess damage
Protect people from the hazard	After	Pinellas County officials are urging residents to avoid driving through high water.	Fewer stranded people and vehicles

Protect people from the hazard	After	Stay out of standing water or structures until authorities advise it is safe.	Fewer misplaced people
Protect people from the hazard	After	Take extra care in the prevention of mosquitoes breeding in standing water and remember the 3 Ds: Drain water when possible; Dress in light colors and cover all parts of the body; Defend with DEET, Picaridin or Oil of Lemon Eucalyptus.	Protect residents.
Protect people from the hazard	After	The Citizen Information Center is open and residents can call (727) 464-4333 to report issues.	Informed residents
Protect your property from the hazard	After	If your home or business has flooded, remove wet contents immediately to prevent mold. Wet carpeting, furniture, bedding and other items holding moisture can develop mold within 24 to 48 hours. Click here for more information: <a href="https://www.floodsmart.gov/t">https://www.floodsmart.gov/t</a>	Protect residents.
Build responsibly	After	Build back safer and stronger. <a href="https://www.fema.gov/media-library/assets/documents/29837">https://www.fema.gov/media-library/assets/documents/29837</a>	Properties damaged from flooding will be reconstructed to withstand future flooding.
Build responsibly	After	Find out what permits are required.	Properties damaged from flooding will be reconstructed to withstand future flooding.
Build responsibly	After	Get required permits before you start any home repair, improvement, or construction.	Properties damaged from flooding will be reconstructed to withstand future flooding.
Protect natural floodplain functions	After	Report blocked ditches, swales and canals	Reduced localized flooding
General preparedness	After	Residents with power should stay tuned to local television and radio stations for critical updates	Fewer displaced people
Flood Economics	After	Find out about Preferred Risk Policies for properties in moderate- to low-risk areas.	Flood insurance.
Flood Economics	After	Make sure your flood insurance policy is rated correctly and you are receiving the correct CRS discount.	Flood insurance.

Flood Economics	After	Look out for price gouging. It is illegal for anyone to sell necessary goods or services at higher than normal prices during a state of emergency. Visit <a href="http://www.pinellascounty.org/consumer/price_gouging.htm">http://www.pinellascounty.org/consumer/price_gouging.htm</a> for more information.	Protect residents.
Flood Economics	After	If your property is damaged from flooding, file your insurance claim promptly and find out what building permits you need to build back safer and stronger.	Properties damaged from flooding will be reconstructed to withstand future flooding.
Understand flood insurance	After	File your insurance claim promptly.	Properties damaged from flooding will be reconstructed to withstand future flooding.

### 3 FLOOD RESPONSE MESSAGE DISSEMINATION

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

Table 4 Flood Response Message Dissemination Tools

FRP ID	TOOL	Trigger	WHAT IT IS	HOW IT WORKS	AUTHORIZED TO USE
1	Emergency Alert System (EAS) via EMNet	Large scale event such as evacuation	An EAS message is a text and audio message that is intended for rebroadcast to public via Television, Radio and NWS Weather Alert Radio. These messages can be for severe weather, chemical spills, civil emergencies, etc. Weather warnings are the most common reason for an activation of the EAS	Emergency Alert System (EAS) messages within Florida are sent using the Florida Emergency Management Network (EMnet). PCEM and the NWS have an agreement that allows Pinellas County Emergency Management to send EAS messages over NOAA Weather Radio and the NOAA Weather Wire. This alert method will automatically feed the local EAS network.	Emergency Management
2	Alert Pinellas	Any event where the public needs to be notified	Alert Pinellas is powered by CodeRed, an emergency alert mass notification via land line, mobile phones, sms message, and email. CodeRed can feed social media sites.	This web-based system is a hybrid of self-subscribers plus auto-subscriptions through reverse 911 and county employees through OPUS. -NOTE – Action Item: Close gap on Utilities and Public Works not sending notices for their needs (lane closures, boil water notices, etc.) Communications to take lead--.	Primary senders for emergencies: <ul style="list-style-type: none"> <li>• Emergency Mgmt</li> <li>• 911</li> <li>• Marketing &amp; Communications</li> </ul> Have ability to send alerts: <ul style="list-style-type: none"> <li>○ Public Works</li> <li>○ Utilities</li> <li>○ Risk Management</li> </ul>

FRP ID	TOOL	Trigger	WHAT IT IS	HOW IT WORKS	AUTHORIZED TO USE
3	Wireless Emergency Alerts (WEA)	Large scale event with impacts countywide	WEA is a public safety system that allows citizens who own certain wireless phone models and other enabled mobile devices to receive geographically-targeted, text-like messages alerting them of imminent threats to safety in their area. WEA and the EAS are part of FEMA's Integrated Public Alert and Warning System (IPAWS).	WEA enables emergency alerts to a specific geographic area ( <u>county</u> ) through cell towers. The cell towers broadcast the emergency alerts for reception by WEA-enabled mobile devices. Messages are sent through IPAWS using EMNet.	Emergency Management
4	Intelligent Transportation System (ITS)	Any event where the public needs to be notified	The Intelligent Transportation System consists of a broad range of wireless and wire-line communications-based traffic and traveler information systems which are combined to help motorists make better decisions.	The Dynamic Message Signs and low power radio are under control of the Pinellas County's Transportation Division. Pinellas County 911 is also capable of posting to the Dynamic Message Signs. For DMS – Define when Communications sends; does PW have templates (if not, need them). For radio, A.M. is currently active. Need to determine if can broadcast live.	<ul style="list-style-type: none"> <li>• PC Transportation Division – with info provided by Marketing &amp; Communications</li> <li>• 911</li> </ul>
5	Digital Billboards	Large scale event such as evacuation; outreach	Clear Channel Communications has a number of digital billboards at different locations throughout Pinellas County that can display information to the public. NOTE—Action Item – EM to determine if Gannett also has digital billboards and request access	As part of the public safety effort, Clear Channel Communications has agreed to make these billboards available for posting public safety messages.	Marketing & Communications

FRP ID	TOOL	Trigger	WHAT IT IS	HOW IT WORKS	AUTHORIZED TO USE
6	Pinellas County Website (www.pinellascounty.org)	Large scale event; also used for smaller scale with the normal county homepage	County's main website and Emergency Mgmt.'s site, www.pinellascounty.org/emergency, supply Pinellas County residents/visitors with emergency information	During an EOC activation, the webmaster on-duty will change the county home page to an emergency template and update the site with emergency public information drawn from media advisories, media briefings, response and recovery information. The county's alternate emergency home page will be enabled upon request of the EOC.	<ul style="list-style-type: none"> <li>• BTS Webmaster</li> <li>• Marketing &amp; Communications</li> </ul>
7	E-Lert	Monthly electronic newsletter	A self-subscription monthly newsletter that provides the latest emergency education information compiled from local and national sources. (sent through Constant Contact via e-mail)	Subscribers can sign up for this free newsletter; during emergencies, subscribers will receive emergency bulletins and instructions.	Marketing & Communications
8	E-News	When Communications wants to post news or urgent messages	Press releases are sent through Constant Contact via e-mail.	Subscribers can sign up to receive e-mails and notices.	Marketing & Communications
9	Press Release	Any event where the public needs to be notified	A press release is an official statement issued to media outlets giving information to the public on a particular matter. Pinellas County Marketing and Communications Department maintains contacts and relationships with the local and regional media.	During normal operations, County departments would contact the Marketing and Communications Department who provides notifications to the general public through the local and regional media. During EOC activation, Operations could submit content such as evacuation notices and recovery information to the PIO to release to the media. PIO issues official county information as directed following NIMS protocol.	Marketing & Communications sends press release to media on behalf of county leadership and all county departments.

FRP ID	TOOL	Trigger	WHAT IT IS	HOW IT WORKS	AUTHORIZED TO USE
10	Media Alert	When Communications needs to get out urgent & timely info.	Delivery service free to government to inform major media outlets who pay to subscribe.	<a href="https://www.media-alert.com/">https://www.media-alert.com/</a> To send out alerts that have urgency for media. Example of alert type: flashes across computer screens.	Marketing & Communications
11	PCC TV	During normal operations, PCC-TV carries county meetings & educational programs; During EOC activation, carries media briefings & emergency info.	PCC TV is the county's cable TV channel.	At EOC activation, Marketing and Communications staff will interrupt regular PCC-TV programming and broadcast emergency information to county residents. Also utilizes an information crawl. The EOC Lead PIO will coordinate with the on-duty PCC-TV producer to ensure that PCC-TV staff is aware of the time, date and locations of any upcoming emergency briefings or media events.	Marketing & Communications
12	Facebook	Any event where the public needs to be notified or county wants to inform.	Social Media	<a href="https://www.facebook.com/PinellasCountyNews">https://www.facebook.com/PinellasCountyNews</a>	Marketing & Communications
12	Twitter	Any event where the public needs to be notified or county wants to inform.	Social Media using brief messages	<a href="https://twitter.com/PinellasEM">https://twitter.com/PinellasEM</a> Emergency & Safety info <a href="https://twitter.com/PinellasCoNews">https://twitter.com/PinellasCoNews</a> - county-wide news	Marketing & Communications
12	NextDoor	Any event where the public needs to be notified	Social Media for neighborhoods,	<a href="https://nextdoor.com">https://nextdoor.com</a> Law enforcement & public safety services can post to local accounts to notify of urgent messages or outreach	Marketing & Communications
12	Instagram	Any event where the public needs to be notified or county wants to inform.	Social Media generally used for promotional topics and targeted to younger audience	<a href="https://instagram.com/pinellascounty">https://instagram.com/pinellascounty</a> Images posted; messages are conveyed in visual context; predominantly photos and videos	Marketing & Communications

APPENDIX 6 PINELLAS COUNTY COMMISSION APPROVAL



**BOARD OF COUNTY COMMISSIONERS**

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

Consent Agenda

Regular Agenda

Public Hearing

County Administrator's Signature:

**Subject:**

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

**Department:**

Public Works

**Staff Member Responsible:**

Richard Coates, P.E., Director

**Recommended Action:**

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

**Summary Explanation/Background:**

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

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

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

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

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

**Exhibits/Attachments Attached:**

Pinellas County Program for Public Information Document

