

PALM BEACH COUNTY
BOARD OF COUNTY COMMISSIONERS
AGENDA ITEM SUMMARY

Meeting Date: October 21, 2014 [xx] Consent [] Regular
[] Ordinance [] Public Hearing

Department: Department of Public Safety
Submitted By: Department of Public Safety
Submitted For: Division of Emergency Management

I. EXECUTIVE BRIEF

Motion and Title: Staff recommends motion to: **Adopt** and implement a Program for Public Information (PPI) as required by the Federal Emergency Management Agency (FEMA). The PPI is an essential element of the Community Rating System (CRS) Floodplain Management Program. The CRS program is part of the Insurance Services Office (ISO) rating for unincorporated Palm Beach County.

Summary: Under FEMA's 2013 CRS Program guidelines, implementation of a formally adopted PPI is necessary in order to optimize community credit points for public outreach projects and activities. The 40% credit multiplier possible under a PPI initiative will be important to sustaining the County's Class 5 CRS Rating and the \$4.3 million dollars in annual flood insurance savings it produces for property owners in unincorporated Palm Beach County. **Countywide (PGE)**

Background and Policy Issues: As a result of the last CRS Class Verification Visit/Audit conducted by the Insurance Services Office (ISO) in 2010, Palm Beach County earned a distinguished Class 5 rating. This places the County's program among the elite floodplain management programs in the nation. With this class, property owners in flood prone areas of unincorporated Palm Beach County currently receive an incentive discount of 25% on their flood insurance policies, yielding savings valued at more than \$4.3 million dollars per year. Rules regarding Public Outreach (Activity 330), a key element in community class ratings, have changed significantly. Adoption of the PPI will provide the best opportunity to optimize community outreach credits under the new scoring criteria. In anticipation of adoption, a PPI Committee was established on March 20, 2014, tasked with planning flood-related outreach projects and strategies. In accordance with FEMA recommendations, the Committee is staffed with a combination of government and non-government representatives. Following FEMA's suggestion, non-government committee members include representation of lending institutions, insurance agencies, real estate firms, businesses, and residential homeowners.

Attachments

- 1) Excerpt from CRS Coordinator's Manual requiring formal PPI adoption
- 2) Program for Public Information (PPI)

Recommended by: Vincent J. Benvenuto 9/24/14
Department Director Date

Approved By: Vincent J. Benvenuto 9/24/14
Assistant County Administrator Date

II. FISCAL IMPACT ANALYSIS

A. Five Year Summary of Fiscal Impact

Fiscal Years	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Capital Expenditures	0	0	0	0	0
Operating Costs	0	0	0	0	0
External Revenues	0	0	0	0	0
Program Income (County)	0	0	0	0	0
In-Kind Match (County)	0	0	0	0	0
Net Fiscal Impact	*	0	0	0	0

ADDITIONAL FTE

POSITIONS (Cumulative)	0	0	0	0	0
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Is Item Included In Current Budget? Yes _____ No X

Budget Account Exp No: Fund _____ Department _____ Unit _____ Object _____
 Rev No: Fund _____ Department _____ Unit _____ Source _____

B. Recommended Sources of Funds/Summary of Fiscal Impact:

*There is no fiscal impact associated with this agenda item.

Departmental Fiscal Review: Stephanie Sepioche

III. REVIEW COMMENTS

A. OFMB Fiscal and/or Contract Dev. and Control Comments:

Laura Neary 9/29/14
 OFMB/KU
 9/29 AM 9/29

Dr. J. Schubert 10/6/14
 Contract Administration
 10-2-14 B. Kuebler

B. Legal Sufficiency:

Paula Giddings 10/7/14
 Assistant County Attorney

C. Other Department Review:

 Department Director

This summary is not to be used as a basis for payment.



OMB No. 1660-0022
Expires: September 30, 2013

National Flood Insurance Program
Community Rating System

Coordinator's Manual

FIA-15/2013



FEMA

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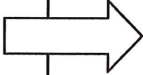
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Documentation Provided by the Community

In addition to the materials provided for OP and FRP credit:

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- (1) At the initial verification visit,
 - (a) A copy of the PPI document.
 - (b) Minutes of the meetings, sign-in sheets, or other documentation of the committee members' participation.
 - (c) Documentation that the PPI has been adopted by the community.
 - (2) At each subsequent verification visit and annual recertification,
 - (a) Documentation that the PPI document has been reviewed and updated annually. This is in the form of a report, table, or spreadsheet that summarizes each outreach project, what was done, and the outcomes. An example annual report can be found in *CRS Credit for Outreach Projects* found at www.CRSresources.org/300.
 - (b) Minutes of the meetings, sign-in sheets, or other documentation of the committee members' participation.

332.d. Stakeholder delivery (STK) (extra credit points)

STK is a 30% multiplier that increases the points for each project credited under OP that is delivered or otherwise endorsed by one or more stakeholder organizations. The maximum extra credit for STK is 50 points for outreach projects (OP). STK points do not apply to FRP projects.

Research has shown that the credibility and visibility of outreach messages are enhanced if they are sent by numerous sources. Since most messages tend to come from the local government, extra credit is provided for messages that are clearly from stakeholders—someone or some group concerned with the community, but not a part of the local government.

Credit Criteria

- (1) This credit is only available to communities with a PPI. The stakeholder organization or agency must be named in the PPI document and the associated projects, but the stakeholder does not need to be on the PPI committee.
- (2) A stakeholder can be any agency, organization, or person (other than the community itself) that supports the message. Stakeholders could be
 - An insurance company that publishes a brochure on flood insurance, even if it is set out at City Hall;
 - A local newspaper that publishes a flood or hurricane season supplement each year;
 - FEMA, if, for example, a FEMA brochure is used as an informational material;
 - Schools that implement outreach activities;

Palm Beach County, Florida
Program for Public Information (PPI)
June 2014

Background

Palm Beach County has developed a remarkable outreach program over the years to educate the community concerning matters pertaining to floodplain management and to highlight the importance of flood mitigation to the community. One distinctive hallmark of Palm Beach County's (PBC) outreach has been its regional component. Not only has it given attention to the unincorporated areas within its jurisdiction, but it has also structured all of its outreach to benefit the 38 incorporated communities within its boundaries. Palm Beach County, for example, was the first community in the nation to implement a regional Community Rating System (CRS) Users Group. This group, which has been active for 14 years, continues to thrive and to work together to further regional outreach and educational goals. The County has also continued to be at the forefront of outreach as the CRS Program has evolved over the years. Palm Beach County implemented an Outreach Project Strategy after the *CRS Coordinator's Manual* specified this opportunity, and now – with the recent publication of the *2013 CRS Coordinator's Manual* – it is positioned to become among the first communities in the nation to implement a Program for Public Information (PPI). In the same way that Palm Beach County has been a national CRS leader in regional public information outreach, it has also been at the vanguard of community stakeholder coordination. One such initiative has entailed a successful public-private coordination with key businesses in the community for disaster preparedness and post-storm recovery.

In 1991, Palm Beach County qualified for the Community Rating System Program. CRS is a component of the National Flood Insurance Program (NFIP) which provides reductions to flood insurance premiums for residents and businesses within participating communities. The reductions are based on community floodplain management programs, including public information activities. To keep those discounts, communities must continue to implement their programs and provide status reports to the NFIP each year. Since its entrance into the CRS Program, PBC has prioritized the dissemination of flood-related information to its residents and businesses. Over the years, the County has expanded this outreach to include numerous items using a variety of media. It works together with other participating CRS communities within its borders to optimize the effectiveness of its many and varied outreach projects.

Palm Beach County has emphasized not only the life and property protection components of floodplain management but also the natural and beneficial functions of floodplains and the maintenance of open space. Furthermore, it continues active compliance with the Municipal Separate Storm Sewer System (MS4) Program. The MS4 Program is part of the US Environmental Protection Agency's efforts to reduce pollution caused by untreated stormwater runoff.

The County is pleased that its efforts to disseminate flood hazard information are not only beneficial to the community through the resulting mitigation of the hazardous effects of flooding, but they are also beneficial in maximizing credit in the CRS program by conforming to the PPI standard outlined in the *2013 CRS Coordinator's Manual*.

PPI Committee

The Program for Public Information Committee is comprised of both key staff members from pertinent County departments as well as key community stakeholders representing pertinent professions and constituents in the County. Participation of both staff members and stakeholders was very strong for all three

meetings of the committee, all of which were held in the Broadcast Studio of the County's Emergency Operations Center.

The PPI Committee members include 7 stakeholders and 5 County staff members.

Palm Beach County Stakeholders:

Michael Bottcher is Senior Vice President of Plastridge **Insurance** Agency serving Palm Beach County from its corporate headquarters in Delray Beach, Florida and satellite offices in Palm Beach Gardens and Boca Raton. An independent agency, Plastridge provides a full range of services and products.

Virginia Spencer is General Manager of Illustrated Properties **Real Estate** based in Palm Beach Gardens, overseeing the activities of all the company's agents and offices. She helped organize the commercial division, helped organize Illustrated Properties Charities and was instrumental in forming the Community Partnerships Program.

Mary Coates is a Mortgage Originator for Waterstone **Mortgage**, based in Jupiter, FL. Waterstone offers a broad selection of loan products and services.

Rick Berman is President of Restoration **Contractors** Group and Executive Director and Vice Chairman of the South Florida Disaster Resiliency Coalition. Among his services Rick is a public adjuster. He is active in community and business organizations, and is a frequent speaker on preparedness issues including flood insurance.

Myles Schack is Vice President of a large **association-represented residential community**. He is active in government affairs and serves as the water manager for his association.

Harvey Rosenfeld is a popular citizen **environmental** advocate. He participates in 100s of community events each year. His principal causes are keeping the County's waters clean and liter free.

Jennifer Beckman is Director of the **Disaster Recovery** Coalition of Palm Beach County, a non-profit organization dedicated to organized and effective response efforts in the aftermath of disasters and to addressing unmet recovery needs of individuals and families.

Palm Beach County Staff:

Lisa De La Rionda is Director of **Public Affairs**. In this capacity she leads the planning and communication of information to the public through print, video and digital materials. The Public Affairs Department is charged by the County's Comprehensive Emergency Plan to implement a plan for pre-disaster preparedness for the general public, and for the release of emergency public information to the media and general public prior to, during and in the recovery phase of disasters impacting Palm Beach County. The department also coordinates a county-wide Speakers Bureau, providing free speakers on County services, programs and issues to organizations in Palm Beach County.

John Jamason is Manager, Special Projects for Palm Beach County **Public Affairs** Department. He works together with Ms. De La Rionda to implement much of the County's Public Information Outreach.

Doug Wise is the County's **Building Official** and directs the Building Division, charged with providing a high level of building code compliance for the preservation of life, safety and the general welfare for the people of Palm Beach County.

Rob Shelt is the Assistant Manager, **Emergency Management** Operations in the Division of Emergency Management. He serves as the day-to-day Public Information Officer for the Division of Emergency Management. He schedules outreach activities with communities, businesses and organizations on hurricane and all-hazard preparedness and manages the Division's Outreach Plan.

Brian Hanley is the County's **CRS Coordinator**. In this capacity he works with County departments to ensure their floodplain management practices and documentation comply with NFIP/CRS guidelines. He coordinates Insurance Service Office (ISO)/ CRS Cycle Visits and annual recertification.

Assessment of Public Information Needs

In order to adequately assess PBC's public information needs, it was deemed appropriate to cover what outreach is currently taking place both within the Palm Beach County organization and outside the organization. The PPI Committee identified some of the outreach projects currently undertaken by the County which are as follows:

- News releases to 3 major TV stations
- News releases to many other smaller organizations and many homeowner associations that sign up
- Frequent utilization of social media, including Facebook and Twitter
- Annual Media Day hosted at Emergency Management headquarters
- Cooperation with South Florida Media Coalition
- County website, which is visited extensively
- Locally produced documentary of the State Emergency Operations Center in Tallahassee. Palm Beach is the only county in the State that makes such a production. This year the state meteorologist and other high level managers were interviewed for the documentary.
- Cable TV (a significant amount of airtime is dedicated to Storm Watch).

Several outreach projects were identified as being implemented by the Division of Emergency Management. The Division takes an all-hazards approach, in keeping with the movement of the Federal Emergency Management Agency (FEMA) and the American Red Cross:

- Hazard preparedness videos on YouTube
- Speakers Bureau
- Numerous presentations throughout the county to civic groups of all types
- Design of an emergency management preparedness flyer that was distributed to 180,000 households, in concert with Public Affairs Department and Water Utilities
- Ready Fest, an outreach to Spanish speaking and elderly communities (in coordination with the Disaster Recovery Coalition)
- Provision of assistance to WPEC-TV Channel 12 to review its annual Hurricane Guide
- Production and distribution of public service announcements (PSAs)
- Use of County developed smartphone applications for storm preparedness and response

Outreach projects that are currently being implemented were also described by the County’s Building, Planning and Zoning Department.

In addition to the extensive County outreach described above, there has also been significant stakeholder outreach. It was described that the annual countywide Flood and Hurricane Awareness Expo, which has for many years served as a significant regional cooperative effort was implemented by the County’s Emergency Management Division in coordination with the CRS Users Group. It was also described the cooperative efforts of the County and regional Home Depot stores when Hurricane Awareness Expos are held at many of the Home Depot stores located within Palm Beach County. This effort, which was first implemented in 2013, took place this year on May 31, 2014 and is anticipated to continue annually in future years.

A more comprehensive listing of outreach projects undertaken within Palm Beach County both by County staff and by stakeholders is included in Table 1 “Public Information Efforts”.

Table 1 Public Information Efforts			
Organization	Project	Subject Matter	Frequency
Palm Beach County	News releases to TV stations and requesting organizations	Public interest	Continually, as deemed appropriate
Palm Beach County	Website, Reverse 911, Facebook, Twitter	Various	Year-round as needed
Palm Beach County	Media Day	Various subjects, especially emergency preparation and response	Annually
Palm Beach County	Speakers Bureau	Various	Year-round as needed
Palm Beach County	Press releases	Various	As deemed appropriate
Palm Beach County	Presentations to civic groups	Emergency management	Year-round as needed
Palm Beach County	Know Your Zone initiative	Evacuation zones	Annually and year-round
Palm Beach County	Locally produced documentaries	Emergency management	Aired repeatedly on cable TV
Palm Beach County	Storm Watch advisements	Emergency management	Aired repeatedly on cable TV
Palm Beach County	YouTube videos	Emergency management	Accessed repeatedly on Internet
Palm Beach County	Flyer in water bills	Emergency management	Annually

**Table 1
Public Information Efforts**

Organization	Project	Subject Matter	Frequency
Palm Beach County	Public Service Announcements	Various, including emergency management	Year-round as needed
Palm Beach County	Channel 20 Local TV station	Various, including emergency management	Daily
Palm Beach County	DART applications for smart phones	Emergency management	Year-round
South Florida Media Coalition	Various cooperation initiatives	Various	Year-round as needed
WPEC Channel 12 TV	Hurricane Guide	Hurricane preparedness	Annually
Home Depot	Hurricane preparedness expo at local Home Depots	Hurricane and flood preparedness	Annually
Yellow Pages (4 directories)	Flood Related Information included in Yellow Pages	Flood related information	Annually
Regional network TV and radio stations	FloodSmart commercials	Be prepared Get flood insurance	Year-round
South Florida Water Management District	Presentations	Stormwater flow	Year-round
South Florida Water Management District	Website	Flood protection programs	Year-round
South Florida Water Management District	Brochures	Stormwater and drainage information	Year-round
Insurance agencies	Handouts on flood insurance	Flood insurance	As needed
Climate Change Compact	Initiatives to plan for climate change contingencies	Flooding inundation, adaptation strategies	Year-round
Disaster Recovery Coalition	Initiatives to plan for disaster recovery	Disaster recovery	Year-round
Environmental Organizations	Numerous	Natural and beneficial features of floodplain	Year-round
Cities within county	Numerous projects	Floods and hurricanes	Year-round

Target Areas and Target Audiences

Discussion ensued on what areas of the County are particularly vulnerable to flooding. It was pointed out that throughout South Florida, including Palm Beach County; there is an extent to which *every* property is threatened by flooding. It can be misleading for some areas to be described as particularly floodprone because there is a tendency for property owners outside these areas to develop a false sense of security that their properties are not in danger of flooding. It was also discussed that there is only 18" of fall between Lake Okeechobee and the outfall of the C51 canal into the Intracoastal Waterway. That means there is a drop of 18" drop across a distance of 50 miles. The County is so flat, that heavy localized rain events could inundate virtually any community, as can be seen by numerous examples, not the least of which was the January 2014 rain event, which was particularly localized in Boynton Beach. A community has the risk of flooding can be further demonstrated by the fact that many of the County's repetitive loss properties are actually located *outside* the flood zones. The committee chose *not* to designate many areas within the County as *target areas*, with the exception of the following:

1. Target area #1: Residents within coastal evacuation zones: The County has determined the benefit of implementing a strong "Know Your Zone" program to encourage those within evacuation zones to realize their risk and to plan and act accordingly. The program includes a mailing to 180,000 water customers with information on how to obtain additional resources.
2. Target area #2: Residents within potential levee inundation areas: Drawing from the lessons learned from the near levee failures caused by Tropical Storm Isaac in 2012, the County plans to capitalize on the expertise of the PPI Committee to develop a targeted public outreach campaign built upon the guidance espoused by the American Society of Civil Engineers in their booklet *So You Live Behind a Levee*. Particular emphasis will be placed on assessing risk, what to do if flooding occurs, what can be done today to reduce future flood risk, and the importance of purchasing flood insurance.
3. Target area #3: Residents within potential dam inundation areas: The County plans to expand and systematize its current dam safety outreach activities relative to the Herbert Hoover Dike through integration into the Program for Public Information. The 40,000 plus residents within the potential inundation area (especially the difficult to reach, largely non-English speaking population of agricultural workers), will be a special priority. This segment was the hardest hit in the second most deadly storm in U.S. history, the 1928 Hurricane.

The Committee recognized several additional target audiences, other than those characterized by target areas that need flood hazard and flood protection information.

1. Target audience #1: Repetitive Loss Area Property Owners: An area that has been subject to repetitive losses from flooding, as defined by the NFIP, needs to be especially targeted for public information. A special outreach project, entailing an advisement to the property owners in each such designated area in the County will be undertaken annually. The information specified in the *2013 CRS Coordinator's Manual* will be included among the County's specified projects.
2. Target audience #2: Homeowner and condominium associations: Because homeowner and condominium associations typically concern themselves with matters vital to their respective communities, this was determined to be an appropriate target audience. During one of the PPI Meeting, it was described how important stormwater and flooding issues are to homeowner associations. There are so many homeowner associations within the county that having an impact on all of them may prove to be somewhat unwieldy. The committee discussed community advocacy networks and property management groups as possible vehicles for targeting these associations.

3. Target audience #3: Apartment owners: Because the county has so many multi-family units, apartments owners form an important population. The Building Division has a database for apartment owners in the county; and is already planning to send a mass mailing to them. The messages sent can be expanded to include pertinent flood-related information.

CRS credit for addressing all of these target audiences may not be received for the current year 2014. However, these target audiences are nevertheless being specified for the achievement of strengthened public outreach in future years.

Messages and Outcomes

After assessing the Community’s flooding information needs, the PPI Committee identified the following as the priority messages for 2014-2015. Each message has a desired, measurable, outcome, as shown in Table 2.

Table 2 Messages and Desired Outcomes	
Message	Outcome
1. Know your flood hazard	More hits on flood hazard pages of County’s website
2. Insure your property for flood hazard	Increase in the number of flood insurance policies in the community
3. Protect people from the hazard	Fewer water rescues and police citations for ignoring barricades
4. Protect your property from the hazard	Reduced property loss due to flooding
5. Build responsibly	Reduced number of building department citations
6. Protect natural floodplain functions	Improved water quality as reported in NPDES; maintenance or increase in Open Space acreage in floodplain
7. PPI: Be prepared for hurricanes	Reduced property loss from hurricanes
8. PPI: Adapt to FEMA flood map revisions	Enhanced awareness of flood zone designation and appropriate response.
9. PPI: Be prepared for storm surges.	Increased response to evacuation orders.
10. PPI: Maintain your Stormdrain	Reduced street /yard flooding events caused by clogged stormdrains

Projects and Initiatives

The PPI Committee identified 43 projects and initiatives that either have been implemented in Fiscal Year 2013-2014 or could be implemented in the following years. Implementation will be determined based on cost and availability of resources. These are organized by target audience and message in Table 3.

**Table 3
Outreach Projects (OP) and Initiatives**

Outreach Number	Target Audience	Message(s) (See Table 2)	Outcome (See Table 2)	Outreach Project	Assignment	Schedule	Stakeholder Delivery
OP#1	N/A	1 - 10	1 - 10	Hurricane Survival Guide (English, Spanish and Creole)	Public Affairs	May	PBC Public Affairs
OP#2	N/A	1 - 10	1 - 10	CRS Flood and Hurricane Awareness Expo	CRS Coordinator	June	Insurance Agencies *
OP#3	N/A	1 - 10	1 - 10	Public Library	CRS Coordinator	Year-round	PBC Library
OP#4	N/A	1 - 10	1 - 10	Twitter tweets of flood information	Division of Emergency Management	June - October	PBC Division of Emergency Management
OP#5	N/A	1 - 10	1 - 10	Facebook postings of flood information	Division of Emergency Management	June - October	PBC Division of Emergency Management
OP#6	N/A	1,2	1,2	Map inquiry service (320)	Chief Building Official	Year-round	PBC Planning, Zoning and Building Department
OP#7	N/A	2	2	Flood insurance promotion (370)	CRS Coordinator	Year-round	PBC Planning, Zoning and Building Department
OP#8	N/A	1 - 10	1 - 10	County website advisement (350)	Public Affairs and Division of Emergency Management	June – October	PBC Public Affairs
OP#9	N/A	1 - 4, 7 -10	1 - 4, 7 -10	Public Presentations by DEM Staff	Division of Emergency Management	Year-round	PBC Division of Emergency Management
OP#10	N/A	1 – 10	1 – 10	Media Day	Public Affairs and Division of Emergency Management	May	PBC Public Affairs Department and PBC Division of Emergency Management
OP#11	N/A	3,7	3,7	Palm Beach	Division of	At least	PBC Division of

**Table 3
Outreach Projects (OP) and Initiatives**

Outreach Number	Target Audience	Message(s) (See Table 2)	Outcome (See Table 2)	Outreach Project	Assignment	Schedule	Stakeholder Delivery
				County Dart Apps	Emergency Management	annually	Emergency Management
OP#12	N/A	3, 7, 9	3, 7, 9	Palm Beach County website (350)	Public Affairs and Division of Emergency Management	Year-round	PBC Public Affairs Department and PBC Division of Emergency Management
OP#13	N/A	1, 4, 5	1, 4, 5	Property-specific information response (360)	Building Division	Year-round	PBC Building Division
OP#14	Business community	1 - 4	1 - 4	Private-Public Partnership; recovery coordination	CRS Coordinator	Year-round	South Florida Disaster Resiliency Coalition *
OP#15	N/A	1, 6, 8	1, 6, 8	<i>LMS Times Newsletter</i>	CRS & LMS Coordinators	Quarterly	PBC Division of Emergency Management
OP#16	N/A	3, 7, 9, 10	3, 7, 9, 10	Locally produced TV shows – Palm Beach County EOC	Division of Emergency Management	Year-round	PBC Division of Emergency Management
OP#17	N/A	1, 4	1, 4	Flood protection advice (360)	Building Division	Year-round	PBC Planning, Zoning and Building Department
OP#18	Evacuation Zone Residents	1, 7, 8	1, 7, 8	Know Your Zone	Division of Emergency Management	Year-round	PBC Division of Emergency Management
OP#19	N/A	1	1	New flood map advisement	CRS Coordinator	Year-round	PBC Public Affairs Department and PBC Division of Emergency Management
OP#20	Local Mitigation Strategists	1-7	1-7	Flood mitigation presentations at LMS meetings	LMS Coordinator	May - November	PBC Division of Emergency Management

**Table 3
Outreach Projects (OP) and Initiatives**

Outreach Number	Target Audience	Message(s) (See Table 2)	Outcome (See Table 2)	Outreach Project	Assignment	Schedule	Stakeholder Delivery
OP#21	N/A	1 - 7	1 - 7	Hurricane Guide	Division of Emergency Management	May	WPEC Channel 12 - TV *
OP#22	Insurance agencies	2	2	Distribution of letter	CRS Coordinator	May	Insurance Agencies *
OP#23	N/A	1 - 10	1 - 10	You Tube Videos	Division of Emergency Management	Year-round	PBC Division of Emergency Management
OP#24	N/A	1 - 10	1 - 10	Public Service Announcements	Division of Emergency Management	Year-round	PBC Public Affairs Department and PBC Division of Emergency Management
OP#25	Specified audiences, such as HOAs and healthcare facilities	1 - 4, 7	1 - 4, 7	Public presentation by Palm Beach County Emergency Management staff	Division of Emergency Management	Year-round	PBC Division of Emergency Management
OP#26	HOAs	1-10	1-10	Direct mailing	CRS Coordinator	June	PBC Division of Emergency Management
OP#27	Repetitive Loss property areas	1 - 4	1 - 4	Repetitive Loss Areas Outreach	CRS Coordinator	August	PBC Division of Emergency Management
OP#28	Special needs individuals	1 - 6	1 - 6	Palm Beach County Special Needs Outreach	Division of Emergency Management	May - November	PBC Division of Emergency Management
OP#29	Visitors to insurance offices	2	2	Flood insurance information	CRS Coordinator	Year-round	Insurance Agencies *
OP#30	N/A	1 - 9	1 - 9	Yellow Pages	Division of Emergency Management	March/September	AT&T Yellow Pages *
OP#31	N/A	6	6	Project concerning effects of climate change on flooding	N/A	Year-round	Climate Change Compact *

**Table 3
Outreach Projects (OP) and Initiatives**

Outreach Number	Target Audience	Message(s) (See Table 2)	Outcome (See Table 2)	Outreach Project	Assignment	Schedule	Stakeholder Delivery
OP#32	N/A	3, 7	3, 7	TV Show – Governor’s Hurricane Conf.	N/A	May - October	PBC Public Affairs
OP#33	N/A	2	2	Flood Insurance TV Commercials	N/A	Year-round	FEMA *
OP#34	N/A	3, 4, 7	3, 4, 7	US Dept. of Commerce brochure	N/A	Year-round	US Dept. of Commerce *
OP#35	N/A	1 – 10	1 – 10	County Website available in other languages	Public Information Officer	Year-round	PBC Public Affairs
OP#36	N/A	1, 2, 7, 9, 10	1, 2, 7, 9, 10	TV Show – Bryan Koon, FL Director of EM	N/A	May - October	PBC Public Affairs
OP#37	N/A	7, 10	7, 10	TV Show – Rosenberg	N/A	May - October	PBC Public Affairs
OP#38	N/A	4, 6, 9	4, 6, 9	<i>Know Your Flow</i> brochure	N/A	Year-round	South Florida Water Management District *
OP#39	N/A	1 - 10	1 - 10	Website	N/A	Year-round	South Florida Water Management District *
OP#40	N/A	4, 6, 9	4, 6, 9	Stormwater flow	N/A	Year-round	South Florida Water Management District *
OP#41	N/A	1 - 4, 7, 10	1 - 4, 7, 10	Presentations	N/A	Year-round	Disaster Recovery Coalition *
OP#42	N/A	1 – 10	1 – 10	Home Depot Hurricane and Flood Expo	CRS Coordinator	May	Home Depot*
OP#43	Spanish speaking and elderly	1 - 10	1 - 10	Ready Fest	Division of Emergency Management	Annually	Disaster Recovery Coalition *

* NOTE: Outreach Projects highlighted in yellow qualifies for Stakeholder Delivery. These PPI credits are under Activity 330 of the CRS Program.

Flood Response Preparations

In addition to projects that are implemented every year, the PPI Committee recommends projects that could be implemented immediately before, during and after a flood. These projects have been reviewed by staff and are ready for reproduction and dissemination after a flood warning. All projects and initiatives are briefly described in Table 4.

Table 4 Flood Response Preparations Projects							
FRP Number	Target Audience	Message(s) (See Table 3)	Outcome (See Table 3)	Project	Assignment	Schedule	Stakeholder
FRP#1	N/A	3	3	Facebook PSAs	Public Information Officer	Before the storm	N/A
FRP #2	N/A	3, 4	3, 4	Twitter PSAs	Public Information Officer	Before the storm	N/A
FRP #3	N/A	2, 3, 4, 10	2, 3, 4, 10	Email PSAs	Public Information Officer	Before the storm	N/A
FRP #4	N/A	2, 3, 10	2, 3, 10	Brochure handouts	Public Information Officer	Before the storm	N/A
FRP #5	N/A	3, 4	3, 4	TV/ Radio PSAs	Public Information Officer	Before the storm	N/A
FRP #6	N/A	3, 4	3, 4	Reverse 911 messages	Public Information Officer	Before the storm	N/A
FRP #7	N/A	3, 4, 7, 10	3, 4, 7, 10	Newspaper PSAs	Public Information Officer	Before the storm	N/A
FRP#8	N/A	1, 3, 4, 7	1, 3, 4, 7	EOC communications	Public Information Officer	Before the storm	N/A
FRP#9	N/A	3	3	Facebook PSAs	Public Information Officer	During the storm	N/A
FRP#10	N/A	3	3	Twitter PSAs	Public Information Officer	During the storm	N/A
FRP#11	N/A	3	3	Email PSAs	Public Information Officer	During the storm	N/A

**Table 4
Flood Response Preparations Projects**

FRP Number	Target Audience	Message(s) (See Table 3)	Outcome (See Table 3)	Project	Assignment	Schedule	Stakeholder
FRP#12	N/A	3	3	<i>Brochure handouts</i>	Public Information Officer	During the storm	N/A
FRP#13	N/A	3	3	TV/ Radio PSAs	Public Information Officer	During the storm	N/A
FRP#14	N/A	3	3	<i>Reverse 911 messages</i>	Public Information Officer	During the storm	N/A
FRP#15	N/A			<i>Newspaper PSAs</i>	Public Information Officer	During the storm	N/A
FRP#16	N/A			EOC communications	Public Information Officer	During the storm	N/A
FRP#17	N/A	2, 3, 4, 5, 10	2, 3, 4, 5, 10	<i>Facebook PSAs</i>	Public Information Officer	After the storm	N/A
FRP#18	N/A			<i>Twitter PSAs</i>	Public Information Officer	After the storm	N/A
FRP#19	N/A	2, 3, 4, 5, 10	2, 3, 4, 5, 10	Email PSAs	Public Information Officer	After the storm	N/A
FRP#20	N/A			<i>Brochure handouts</i>	Public Information Officer	After the storm	N/A
FRP#21	N/A	10	10	TV/ Radio PSAs	Public Information Officer	After the storm	N/A
FRP#23	N/A			<i>Newspaper PSAs</i>	Public Information Officer	After the storm	N/A
FRP#24	N/A	1 – 5, 10	1 – 5, 10	<i>EOC communications</i>	Public Information Officer	After the storm	N/A

Implementation, Monitoring and Evaluation

The various entities listed in Table 3 will work to implement the projects included in the PPI. The CRS Coordinator will monitor the projects as they are developed, as well as their results. They will record inputs from the PPI Committee members and suggestions from other County employees and stakeholders participating in the activities. That input will be sent by e-mail to the committee members for consideration and evaluation.

The PPI Committee will meet at least once each year to review the implementation of these projects and initiatives. At that time, the status of the projects will be explained and progress toward the outcomes will be discussed. The Committee will recommend to the appropriate County offices and the stakeholders who implement projects whether the projects should be changed or discontinued.

At least once each year, staff will draft an update to Table 3 and send it to the Committee members. The Committee will meet and review the outcomes of each individual activity to change, add, delete or approve them. Table 3 will be revised accordingly. The outcomes and revisions will be submitted as part of the County's annual recertification package to the Community Rating System.

Adoption

This Program will become effective when it is adopted by the Board of County Commission.