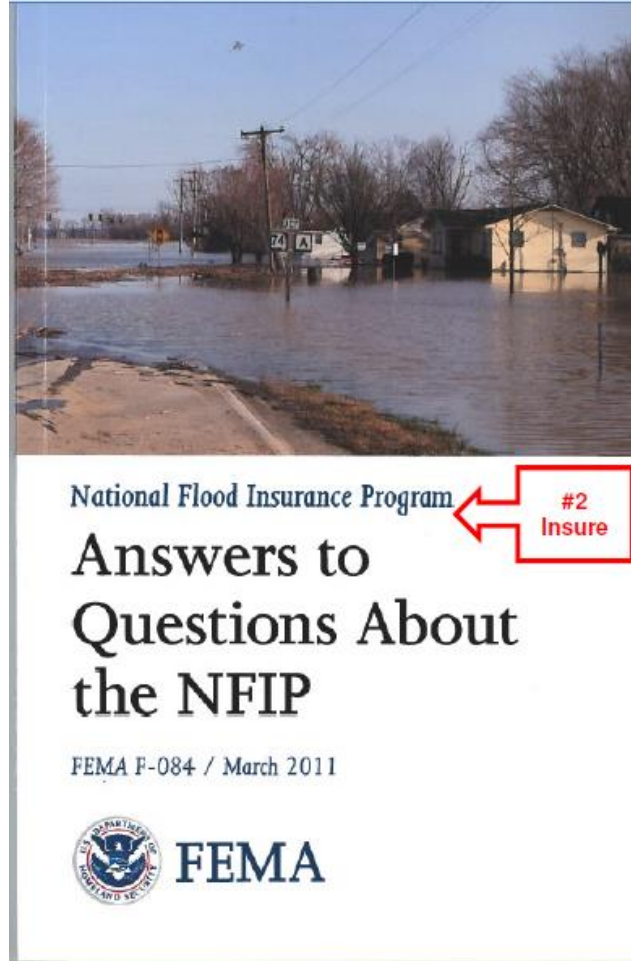



Community Rating System PPI Interview Results

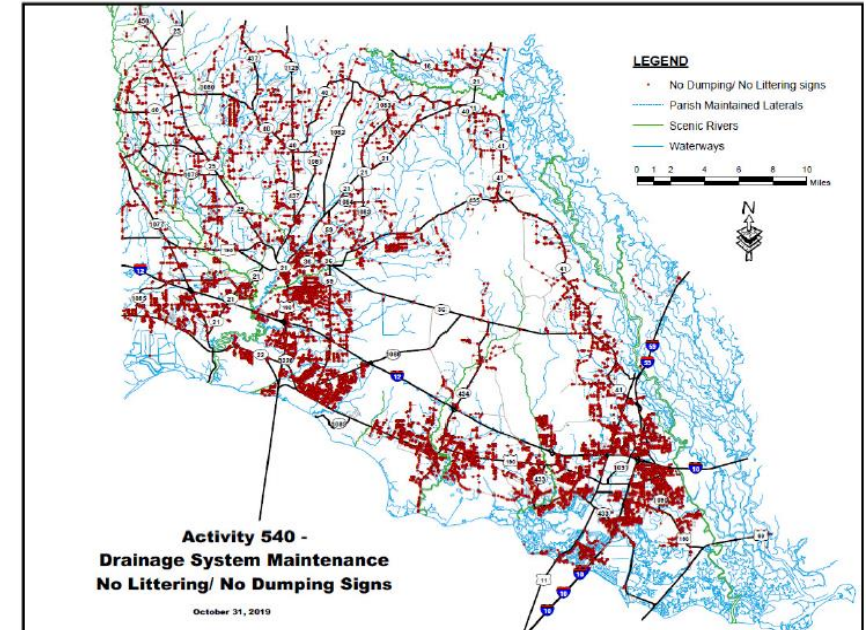
National Flood Insurance Program ← **#2 Insure**

Answers to Questions About the NFIP

FEMA F-084 / March 2011



FEMA



Agenda

- ▶ **Community PPI vs. Regional PPI**
- ▶ **Interview Summaries**
 - ▶ Cape Cod (Massachusetts) Cooperative Extension
 - ▶ Flood Loss Outreach & Awareness Task force (FLOAT)
 - ▶ Illinois Valley Flood Resilience Alliance
 - ▶ Pinellas County, Florida
 - ▶ River Action (Quad Cities)
 - ▶ Insurance Services Office (ISO)
 - ▶ Wetlands Watch
- ▶ **Conclusion**

The logo for AMT, consisting of the letters 'A', 'M', and 'T' in a bold, teal, sans-serif font. The letters are slightly shadowed and appear to be floating above a light gray, angular background element.

PPI Requirements

Seven Steps:

- Establish a PPI committee
- Assess the community's public information needs
- Formulate messages
- Identify outreach projects to convey the messages
- Examine other public information initiatives
- Prepare the PPI document and adopt the PPI
- Implement, monitor, and evaluate the program
 - Must update at least every five years

PPI does not give CRS points on its own. It is a multiplier for Outreach Projects and Flood Response Preparations.

COMMUNITY PPI VS. REGIONAL PPI

Community PPI

PPI must be developed by a committee

- At least 5 people
- At least one representative from locality's floodplain management office
- At least one representative from public information office
- At least half must be from outside local government

Committee must meet at least twice a year

- Once to review assessment
- Once to review PPI before adoption

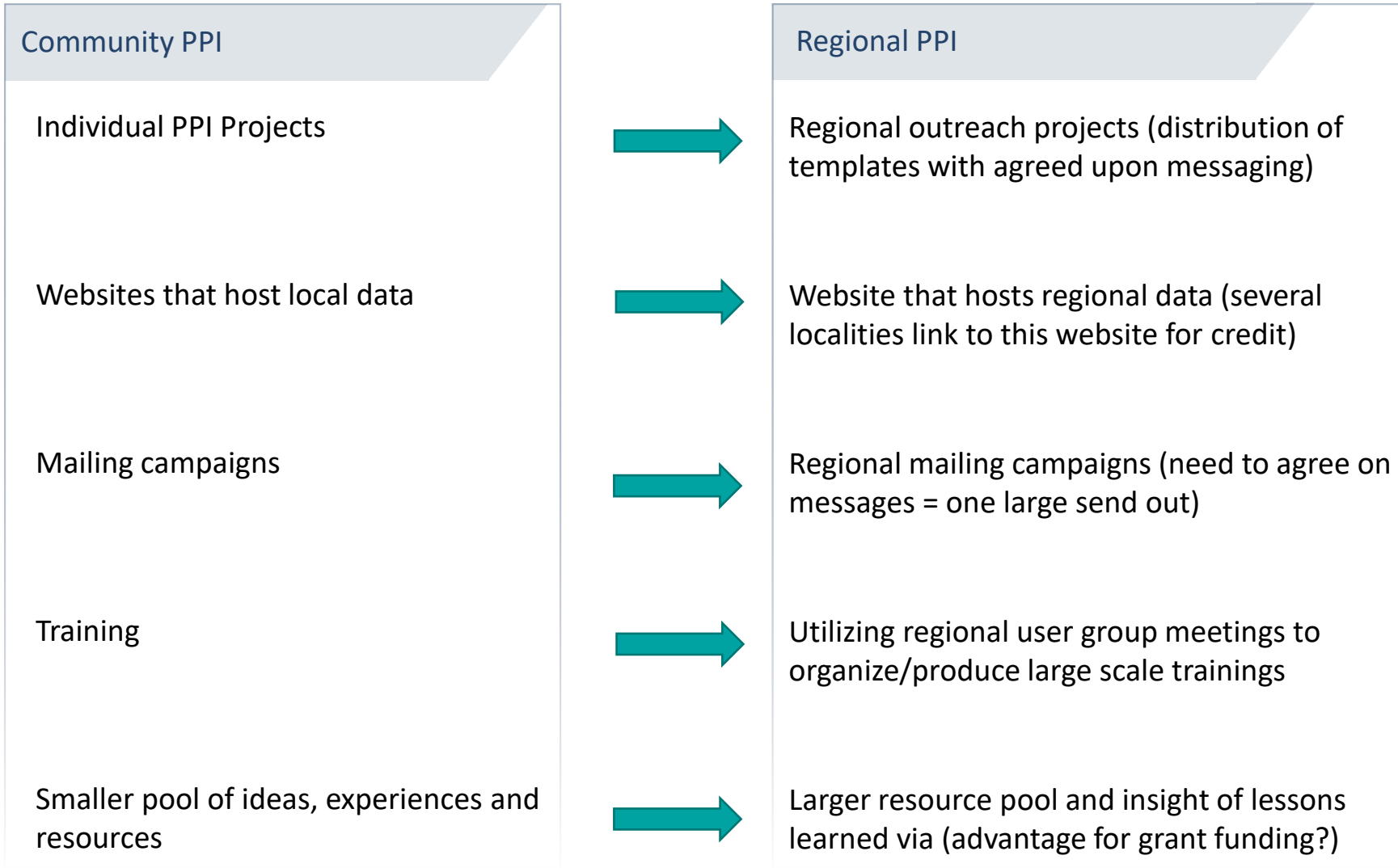
Regional PPI

At least two representatives from each participating community

At least half must be from outside local government

At least half must attend all meetings. Remote participating is allowed.

COMMUNITY PPI VS. REGIONAL PPI



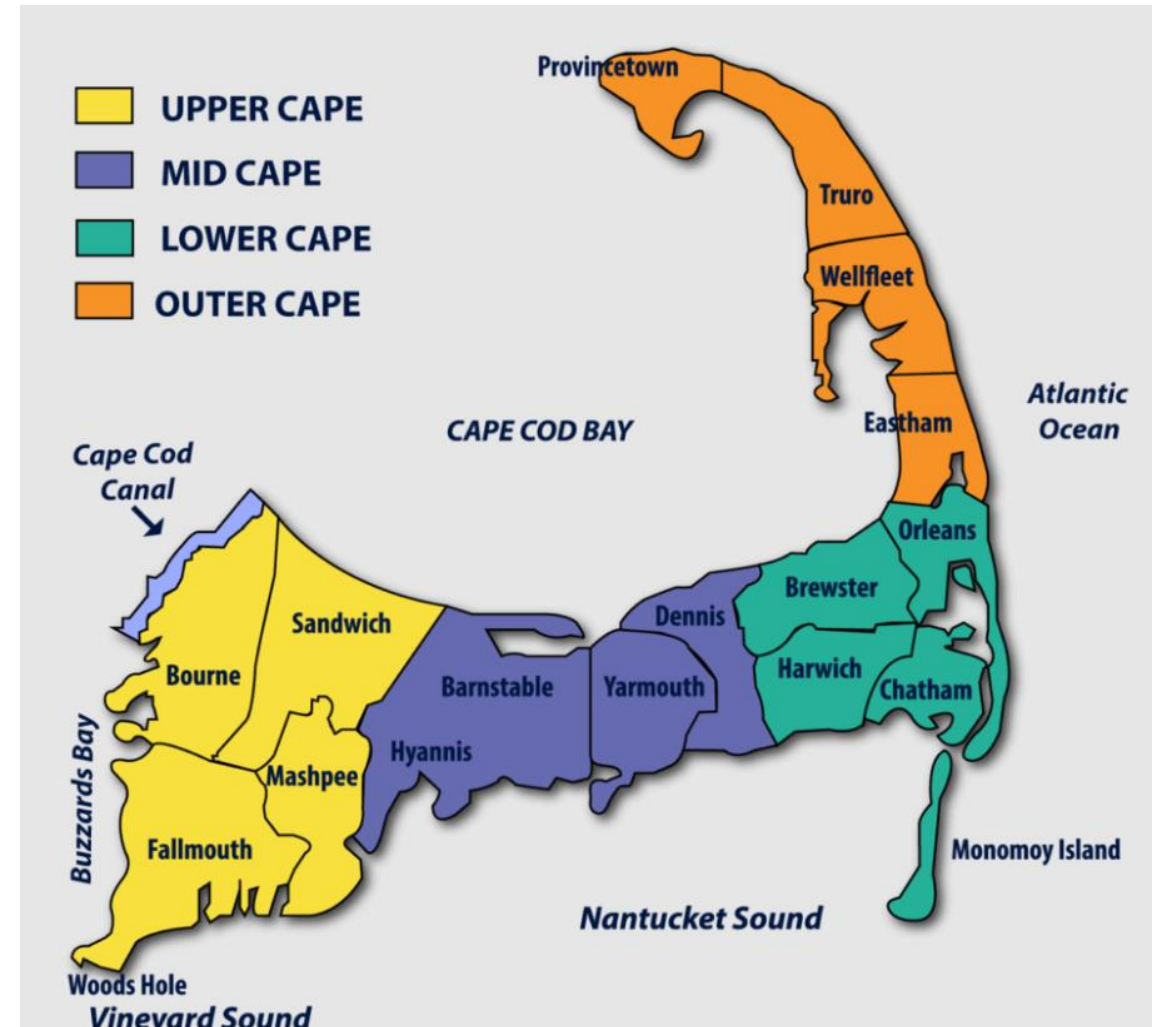
INTERVIEW SUMMARIES

Cape Cod Cooperative Extension

- ▶ Peninsula with 15 towns (combined, size of Chesapeake VA)
 - ▶ 7 town class seven, 2 towns class 8
- ▶ Shannon Hulst - CFM Deputy Director/ Cape Cod Cooperative Extension and Woods Hole Sea Grant (Barnstable)
 - ▶ Responsible for each town's CRS program
 - ▶ Tracks each towns credits, submits for each town

Regional PPI:

- ▶ Not a strong regional PPI effort (15 separate hazard mit. plans)
 - ▶ All PPI separate – towns like their independence
 - ▶ Only one outreach project - Sea Grant homeowner handbook for Coastal Hazards
 - ▶ Website – regional. All creditable info is on [website](#).
 - ▶ **Challenge:** staff turnover (summer destination city)



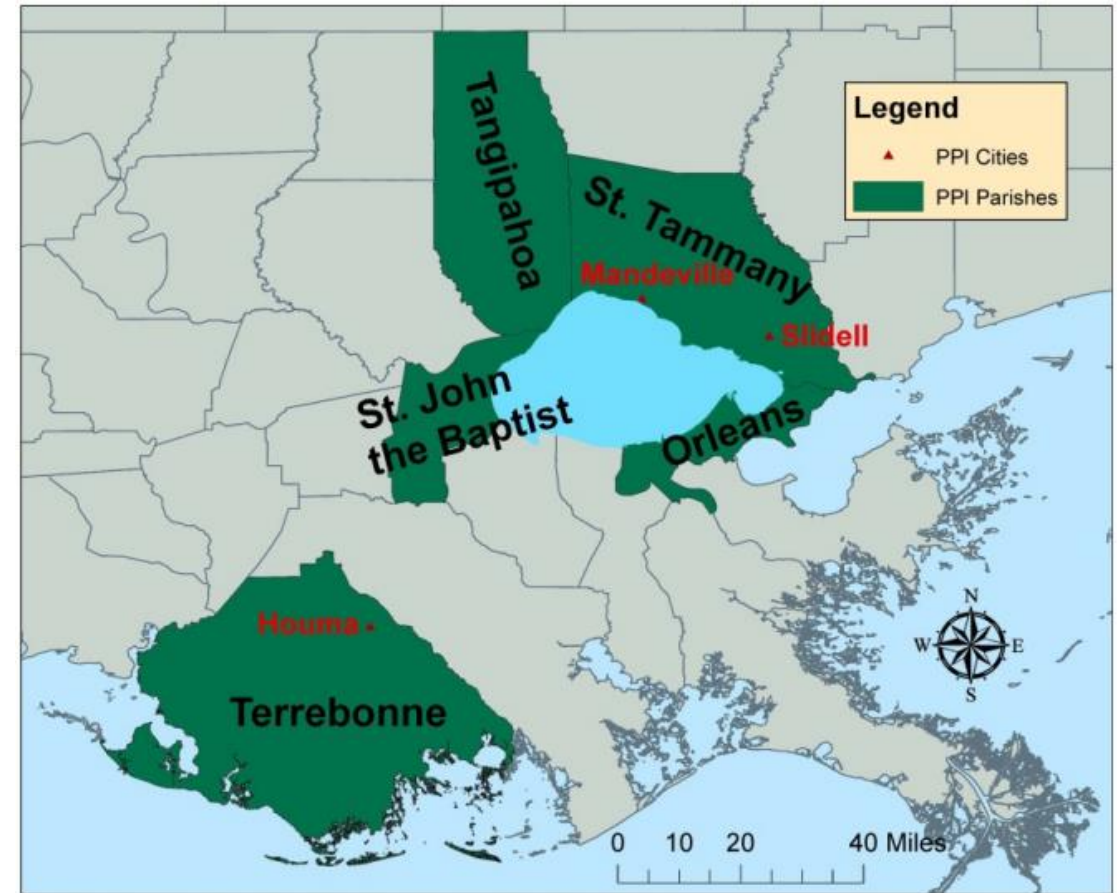
INTERVIEW SUMMARIES

Flood Loss Outreach & Awareness Task force (FLOAT)

- ▶ CRS user group – monthly meetings - 7 communities
- ▶ Dr. Monica Farris –University of New Orleans’ Center for Hazards Assessment Response and Technology (UNO-CHART)
 - ▶ Runs monthly meetings, tracks each communities' progress

Regional PPI:

- ▶ Regional approach strongly emphasizes training/education
- ▶ PPI is Multi-jurisdictional –every 5 years
 - ▶ Regional template set up – each community completes and submits individually
- ▶ Website (regional): <https://www.uno.edu/chart>
 - ▶ credible flood mapping data
 - ▶ Was a deliverable under a FEMA 6 region grant.
- ▶ **Challenge:** keeping participants active in the user groups



INTERVIEW SUMMARIES

Illinois Valley Flood Resilience Alliance

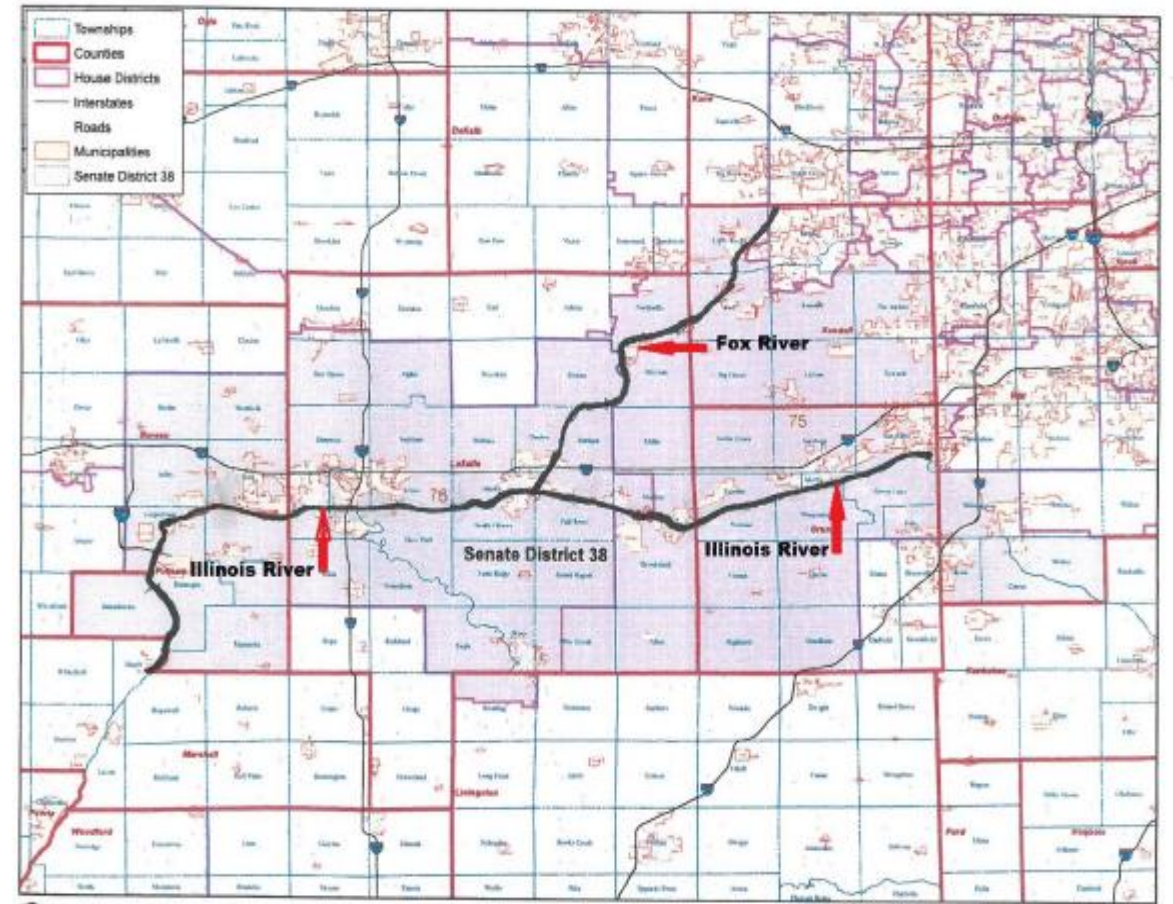
- ▶ 5 counties, riverine communities, meets twice a year
 - ▶ Strong program promotion from Senator
- ▶ Matthew Stafford – City of Ottawa (Class 2!) Building Official
 - ▶ Buy outs and conversion to open space = Class 2

Regional PPI:

- ▶ Not a regional focus on PPI (Ottawa has its own)
 - ▶ Templates are distributed –no collaboration
- ▶ Stand alone website created – out of date and unmanaged
- ▶ Regional meetings strongly emphasizes CRS/NFIP participation and CRS education.

Challenge:

- ▶ dwindling interest in regional meetings over time
- ▶ lack of response with individual PPI outreach program via mail



INTERVIEW SUMMARIES

Pinellas County, Florida

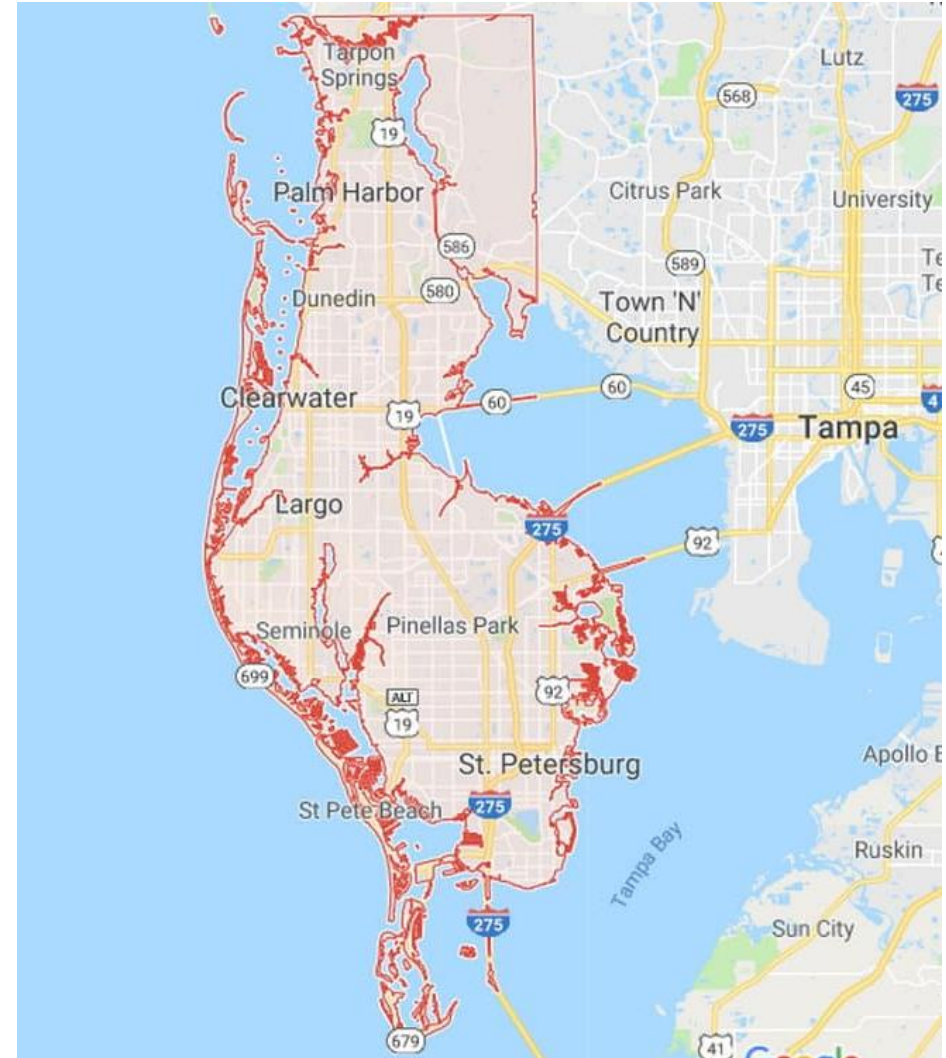
- ▶ 24 coastal communities, (most range from class 5-8)
 - ▶ Well oiled machine (program over 13 years old)
 - ▶ 3 meetings per year
- ▶ Maxine Moore, CFM and Lisa Foster, CFM – (Pinellas) Floodplain Liaisons for the workgroups
 - ▶ Works heavily with ISO and contractors to help with tracking & compliance

Regional PPI:

- ▶ Regional newsletter articles
- ▶ Regional mapping information - <https://floodmaps.pinellas.gov/>
- ▶ [Forerunner](#) (for Elevation Certificates)
- ▶ Templates for PPI are distributed
 - ▶ Uniform messages are agreed upon (still submitted individually)

Challenge:

- ▶ Coastal conditions and 24 communities requires very organized PPI processes



INTERVIEW SUMMARIES

River Action (Quad Cities)

- ▶ 26 communities along the Mississippi river (7 attend PPI meetings)
 - ▶ Quarterly meetings – educational presentations (best management practices) heavily emphasized
 - ▶ Grant funding is heavily explored (funds interns)
- ▶ Kathy Wine – Executive Director of River Action

Regional PPI:

- ▶ Not a strong unified PPI approach
- ▶ Communities share *THEIR* best approaches (reversed strategy)
- ▶ No libraries
- ▶ River Action has a website, but likely no credit there

Challenge:

- ▶ None provided (“everyone is happy to participate”)



INTERVIEW SUMMARIES

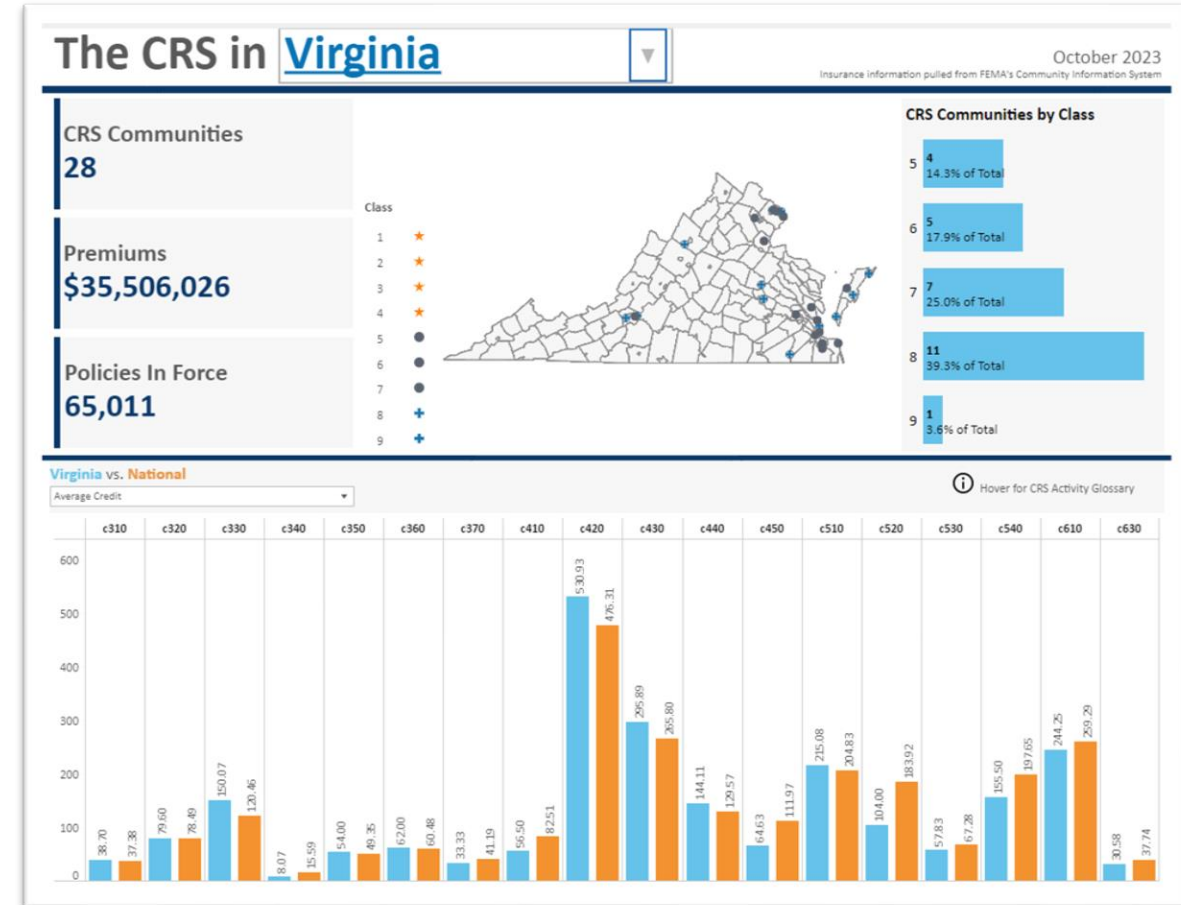
Insurance Services Office (ISO)

- ▶ Assisting local and regional CRS user groups around the Country:
 - ▶ **Amanda Gowans** - CRS Technical Coordinator, Community Hazard Mitigation – ISO
 - ▶ **Emily Schmidt** - CRS Specialist, ISO

Regional PPI:

- ▶ PPI **CAN** be done in a multi-jurisdictional way
 - ▶ Regional Mailing
 - ▶ publicity outreach
 - ▶ property protection advice
- ▶ Data platform shows community data throughout Virginia: crsviz.com
 - ▶ That alone doesn't give credit, but it's a good start
- ▶ Website that can host data for all communities is recommended
- ▶ Regional libraries can host flood protection info.

Challenge: Once you develop PPI, you must show individual involvement



CRSviz.com – Virginia CRS Community Stats

INTERVIEW SUMMARIES

Wetlands Watch

- ▶ Coastal VA CRS Workgroup
 - ▶ **Savannah Newbern** - Flood Risk Project Manager, Wetlands Watch
 - ▶ **Mary Carson Stiff** - Executive Director, Wetlands Watch

Regional PPI:

- ▶ PPI is somewhat coordinated regionally – templated resources offered
- ▶ Map Info Services – does PDC need its own viewer?
- ▶ Regional Elevation Certificate system – unfinished
- ▶ Libraries can work regionally (ISO made similar statement)
- ▶ New mapping projects could be great – consider grant funding?
- ▶ Outreach tracking template – increase awareness of this tool

Challenge:

- ▶ Question: how much can one PPI vehicle be loaded (i.e. maximizing points)? Probably room for improvement there.



CRS Outreach Projects Tracking

Template (Use this spreadsheet across all departments that manage outreach projects related to flooding & flood insurance – organization for this activity is key!) (Coastal VA Workgroup Doc)

Outreach Projects Credit Calculation Spreadsheet (Excel) (Updated for 2017 Manual)

FEMA Brochures & Corresponding Credits: Guidance Doc (Coastal VA Workgroup Doc)

Order Form: FEMA Brochures & Other Docs (Free!)

FEMA Factsheet: CRS Credit for High Water Mark Initiative

Sample Outreach from Hampton, VA - *Thank you Hampton for sharing these docs!*

BROCHURE: Hampton created a brochure specific to the City's flooding risks. This copy includes ISO mark up.

LETTERS: Each letter includes a Hampton flooding brochure, which helps each mailing max out the 6 CRS topics available.

Sample RL Letter (4 topics: includes ISO mark up)

Sample SRL Letter (2 topics: includes ISO mark up)

[HRPDC Outreach Project Resources](#)

CONCLUSION

Takeaways to Consider

- ▶ Evaluate credit loading capabilities for all PPI
- ▶ Continuation of work on a regional elevation certificate data
- ▶ Utilize regional libraries to store locally pertinent documents
- ▶ Utilize grant opportunities to support programmatic infrastructure or new mapping projects.
- ▶ Utilize tracking documentation and repository systems
 - ▶ [Outreach Tracking Template](#) – increase awareness
 - ▶ Does PDC need its own mapping info viewer?
 - ▶ Leverage local websites to (linked to regional resources) to maximize credits

Flood Risks

Did you know?

- According to FEMA, flooding is the number one natural disaster in the United States
- Every home in the United States is located in a flood zone! All 50 states are subject to flash floods
- A car can be carried away by as little as 2 feet of water
- As few as six inches of water will reach the bottom of most passenger cars, and may cause a loss of control and stalling

Flood Preparation Tips

- Pay close attention any time the National Weather Service issues a Flood / Flash Flood Watch or Warning covering areas served by your nonprofit
- Train your staff to evacuate at a moment's notice, steer clear of floodwaters, and know how to navigate to higher waters
- Consider stocking your facilities with supplies recommended by the American Red Cross [www.redcross.org/prepare/disaster/flood]

Conditions that can lead to flooding:

- Heavy rainfall
- Heavy snow melt
- Hurricanes, monsoons, cyclones, tsunamis or high tides
- Levees that overflow
- Outdated or poorly maintained drainage systems

Flood Safety Resources

- Learn how to prepare, respond and recover at: www.redcross.org/prepare/disaster/flood
- Learn about the "Pledge to Prepare" and read about special flood topics, such as spring flooding and driving risks at: www.ready.gov/floods
- Learn more about flood-hazard maps and flood insurance options at: www.floodsmart.gov

Nonprofit Risk Management Center