PPI Worksheet						
Priority Audience	Message	Outcome	Project(s)	Assignment	Schedule	Stakeholder
Priority Audience 1. Coastal floodplain residents	Topic 1 message: Find out about your flood hazard	Increase in the number of map information inquiries	320 map info service to include info on flood depths, wave heights, and past floods (320)	Floodplain manager	Start as soon as staff has the maps	
			OP 3. Presentations to five neighborhood associations	Floodplain manager	Set up the five presentations by January 31	Neighborhood associations
			OP 4. Cable TV to show the neighborhood association presentation	Floodplain manager and public information officer	Tape the first two presentations and use the best scenes	Neighborhood associations, cable TV company
			OP 5. Mailing sent each year to residents of the SFHA	Floodplain manager and public information officer	Disseminate in May, before hurricane season	
		Increase in number of webpage hits	New website page will show flood depths and LiMWA boundary (350)	Floodplain manager and webmaster	Have on line by May 1 start of hurricane season	
		Increase in the number of people getting tech assistance	Floodplain manager to explain depths, waves, and past floods when providing assistance (360)	Floodplain manager	Start as soon as staff has the maps	
			OP 1. FEMA brochure on flood insurance	Floodplain manager	Printed and displayed by Feb. 28	FEMA

Developing a
Program for Public Information

for Credit under the
Community Rating System
of the
National Flood Insurance Program

NFIP/CRS

2021

CONTENTS

About this guide:

Developing a Program for Public Information

Introduction

Well-informed people make better decisions and they take steps to protect themselves from flooding by retrofitting their homes, buying flood insurance, and planning the actions they will take during the next flood. They are also more likely to support local floodplain management efforts and measures to protect the natural functions of their community's floodplain.

The CRS provides credit for a full range of public information activities that inform people about flooding and ways to address potential flood damage to their property, including map information, outreach projects, real estate disclosure, libraries, websites, providing technical advice and assistance, and promoting flood insurance. Research shows that when public information efforts are planned and coordinated, people will take steps to protect themselves from flood damage. The CRS provides additional credit for public outreach efforts that are coordinated through an adopted program for public information.

This guide covers the seven steps to preparing a public information program and explains how projects implemented through the local program receive CRS credit under element PPI. It is important to understand that there are no CRS credit points for preparing a public information program. Rather, the PPI credit comes in the form of bonus points added to outreach projects and other CRS public information activities, such as the website, that are included in the public information program and implemented by the community and/or other organizations or agencies.

> Some downloadable examples of public information program documents show how different communities developed and implemented their creditable programs.

Research Findings

In the 2013 *CRS Coordinator's Manual*, the CRS introduced a new approach to coordinate public information activities and develop new activities that reflect what recent research has found to lead to more effective programs. The program for public information is credited under Activity 330 (Outreach Projects). It is built on the following findings:

> **Findings from Research on Public Information**
>
> The objective is to change behavior.
> Good programs work: behavior changes.
> Good programs
> - ✓ Are locally tailored,
> - ✓ Are positive,
> - ✓ Say what people should do,
> - ✓ Repeat the message,
> - ✓ Repeat the message from different sources, and
> - ✓ Are evaluated and revised periodically.

- Successful public information efforts change behavior. It is not enough that people know they are in a floodprone area, they need to want to do something about it. Public information efforts need to explain what people should do about the hazard they face.

- Outreach projects and other public information efforts bring results. Research has found that floodplain residents in communities with outreach projects know more about their flood risk and are more likely to take protection measures and buy flood insurance.

- Messages need to be repeated many times before people absorb their meaning and take action.

- Messages are more likely to be accepted if they are received from multiple and different sources. Partnerships in message delivery are more effective than going it alone (and they can be less expensive for the local government).

- Different approaches bring different results among different audiences. Programs need to be monitored, evaluated, and adjusted to ensure that they will be effective.

The Program for Public Information

A program for public information is an ongoing local effort to identify, prepare, implement, and monitor a range of public information activities that meet specific local needs. The CRS credits the implementation of public outreach PROJECTS identified in a PPI. Through the PPI planning process, projects are monitored, evaluated, and revised to improve their effectiveness.

The PPI credit criteria are found under Activity 330 in the *Coordinator's Manual.* The latest guidance is included here, along with further explanations of the credit criteria in the *Coordinator's Manual.* When a PPI is submitted for review, the criteria in this guide will be used to determine if it qualifies for CRS credit.

It is expected that a community's public information program would focus primarily on outreach projects. However, a public information program can and should include other types of information delivery. If it does, extra credit can be obtained under the following activities:

- Activity 330 (Outreach Projects),

- Activity 340 (Hazard Disclosure),

- Activity 350 (Flood Protection Information),

- Activity 360 (Flood Protection Assistance),

- Activity 370 (Flood Insurance Promotion), and

- Activity 540 (Drainage System Maintenance), publicizing dumping regulations.

CRS credit for promoting flood insurance is provided under Activity 370 (Flood Insurance Promotion). Activity 370 credit is based on the same process as the PPI, so this guide discusses how to meet both activities' criteria at the same time. Items needed only for Activity 370 credit are noted with "Activity 370 only" in parentheses. As noted above, PPI credit is based on the implementation of outreach PROJECTS identified in the public information program. However, credit for a coverage improvement plan (element CP) under Activity 370 is provided for development of the plan. There is additional credit for implementing projects with messages that promote flood insurance pursuant to the coverage improvement plan (element CPI).

For CRS credit, the public information program must be developed according to a seven-step planning and public involvement process. This process is similar to the process credited under Activity 510 (Floodplain Management Planning) and communities are encouraged to combine the two and prepare the public information program for PPI credit as part of their floodplain management or hazard mitigation plan.

Step 1. Establish a Committee for Public Information

A public information program for CRS credit cannot be developed by one or two members of the community staff. Rather, it needs to be developed by a committee so that it can be a comprehensive initiative that assesses all the community's needs for flood-related information and coordinates all the resources that can deliver information. It should recommend a range of activities that convey information to residents, businesses, tourists, school children, and other audiences in and around the community. It should incorporate an objective review of what is being done and how public information activities could be improved.

The PPI committee is the focal point for discussions and decisions. That doesn't mean that committee members have to do all the work. The staff should draft the assessment, messages, projects, and reports for review at committee meetings.

Depending on the level of staff support and the complexity of the community's program, a creditable public information program could be developed with as few as two or three committee meetings. It must meet at least twice: once to review the assessment (step 2) and once to review the document describing the public information program before it is sent to the governing body (Step 6). More meetings have been shown to be productive, especially is there are a lot of audiences, messages, and projects to consider.

For PPI credit, the public information committee needs to have members from both inside and outside the local government. It could be an existing committee, such as a mitigation planning committee or advisory board, or a subcommittee of an existing group, as long as it meets the membership criteria.

Committee Membership

The number of participants and their identities are determined by the community, but the committee's membership must meet the following CRS criteria:

- There must be at least five people on the committee.

- There must be representation from the community's floodplain management office.

- There must be representation from the community's public information office, if there is one.

- At least half of the members must be from outside the local government ("stakeholders").

- There must be representation from the insurance industry, such as a local insurance agency (for Activity 370 credit only).

> A handout on the membership criteria for a PPI committee, "CRS Credit for Planning Committees," gives more details about the makeup of a creditable committee.

In addition to the floodplain manager and public information office, community departments that could be represented include emergency management, planning, drainage, code enforcement, parks, and other offices that have programs that relate to flood protection and natural floodplain functions.

Stakeholders

Research has shown that the more often a message is received from different sources, the more likely it is that the desired action or behavior will take place. For this reason, the CRS encourages engagement of groups and people outside the local government in planning and conducting outreach projects.

Accordingly, at least one-half of the members of the public information program committee must be representatives from outside the local government, i.e., stakeholders. These could be members of the public, representatives of key community organizations, and/or agencies and organizations that will likely implement the recommended outreach projects. Stakeholder participants could be

- Floodplain resident(s), representatives of neighborhood or homeowner associations;
- Emergency/disaster responders, e.g., Red Cross, Salvation Army;
- Utility companies (they are concerned about service and safety during disasters and many have their own newsletters or outreach programs);
- Chamber of commerce or other business organization;
- Trade associations of builders and/or contractors;
- Developers/real estate organizations;
- Environmental organizations, "Friends of the River," etc.;
- Insurance agencies (required for Activity 370 credit); and
- Major employer(s).

Membership of the PPI Committees of Two Communities	
Fort Collins, Colorado	**Louisville–Jefferson County** **Metropolitan Sewer District (MSD), Kentucky**
– Board of Realtors®; – Red Cross – Poudre School District – Resilience Action Partners – Colorado State University – Earth Force – Wildlands Restoration Volunteers – Anderson Consulting Engineers – City of Fort Collins Floodplain Administrator – City of Fort Collins Public Information Office – City of Fort Collins Natural Areas Program – City of Fort Collins Social Sustainability	– Fleitz Insurance – Greater Louisville, Inc. – Floyds Fork Environmental Association, President – Jefferson County Soil & Water Conservation District – The Rotunda Group – Louisville Metro Emergency Management, Resource/Mitigation Coordinator – Community Relations Manager, MSD – Engineer, MSD – Floodplain Manager and CRS Coordinator, MSD
12 members, first 8 are stakeholders	*9 members, first 5 are stakeholders*

> **NOTE:** *In some cases, it is not obvious which committee members fulfill the requirements for a floodplain manager, insurance agency, etc., so it is helpful for the program document to identify them.*
>
> **NOTE:** *In the examples above, the names of the individuals who serve on the committees have been omitted. However, in the membership list incorporated into the community's program document, the names of members should be listed along with the entity they represent.*

Staff from other government agencies outside the community, e.g., school district, levee or flood control district, regional planning agency, state coastal management office, or the National Weather Service, can also be counted as stakeholders. However, because the objective of the public information committee is to ensure that non-government people have a significant say in the development of the public information program, the total number of government employees, contractors, and consultants cannot exceed 20% of the committee's stakeholder members. This does not prevent government employees and consultants from being non-voting advisors to the PPI committee.

Bonus points are provided under Activity 330 for PPI outreach projects that are carried out in whole or in part by stakeholders, under element STK.

Unlike the credit for the committee under Activity 510 (Floodplain Management Planning), there is no proration of the PPI bonus credit if fewer than half the members are from outside the community's government. Both activities have a documentation requirement that the community provide minutes, sign-in sheets, or other confirmation of committee member participation.

Multi-jurisdictional Committees

There are occasions when CRS communities in a metropolitan area or members of a CRS Users Group would like to develop a joint or coordinated public information program. This approach has the advantage of sharing resources, avoiding duplication of effort, and capitalizing on regional media, such as a newspaper, television station, or a metropolitan organization like a county chapter of the American Red Cross or a council of governments.

This approach can also have a disadvantage if an individual community's needs are lost in the bigger operation. To avoid this, if a community wants CRS credit for a multi-jurisdictional public information program committee,

1. The community must send at least two representatives to the multi-jurisdictional committee,

2. At least half of the community's representatives must be stakeholders from outside the local government, and

3. At least half of the representatives must attend all the meetings of the committee. In effect, there must be a quorum from EACH community at EVERY meeting. Remote attendance, e.g., via a webinar that allows for everyone to talk, is acceptable.

The membership of one multi-jurisdictional public information program committee is shown on the next page.

Membership of the Jefferson Parish, Louisiana, Multi-jurisdictional Public Information Program Committee		
Community	**Community Government**	**Stakeholder**
Jefferson Parish	– Director of Floodplain Mgmt. & Hazard Mitigation – Floodplain Manager – Public Information Officer – Planning Department	– Wright Insurance – Metro Association of Realtors®; – Real estate – Resident of unincorporated area – Resident of unincorporated area – Resident of unincorporated area
City of Gretna	– Building Official – Floodplain Management	– Gulf Coast Bank – Jemison & Partners, Inc. – Entergy (power utility) – Daul Insurance Agency, Inc. – Real estate
City of Harahan	– Regulatory Office	– Harahan resident
City of Kenner	– Director of Inspections & Code Enforcement – Public Information Officer	– Orleans Shoring (building elevation contactor) – State Farm Insurance
City of Westwego	– City Clerk	– Orleans Shoring – Hispanic Chambers of Commerce
Town of Jean Lafitte	– Town Clerk	– Regions Bank – Business owner
Advisors		– University of New Orleans, Parish resident – NFIP State Coordinator's office – LSU Cooperative Extension

A meeting of the Jefferson Parish Public Information Program Committee

Step 2. Assess the Community's Public Information Needs

Before it can develop a local program for raising public awareness about flood-related issues, the committee needs to assess its flood problem areas, identify who needs to be informed, and determine what projects are already underway. These are three of the four substeps to Step 2. The fourth substep is an assessment of flood insurance coverage, which is needed for credit under Activity 370.

The needs assessment can be prepared by the staff, but the committee as a whole must review it.

Substep 2.1. Identify Priority Areas

Priority areas are areas of the community with concerns related to floods or floodplains. They can be neighborhoods, districts, or other parts of the community with similar flooding, building, and population characteristics. It may be useful to assign names or labels to the areas, and some of them may be grouped together if they overlap or have the same characteristics. Example priority areas include

- Floodprone neighborhoods;
- A waterfront business district;
- Beachfront hotels and rental units;
- A recently flooded area;
- Repetitive loss areas;
- An area subject to an unmapped special hazard, such as ice jams or shoreline erosion; or
- An area protected by a levee or subject to flooding by a dam failure.

Some communities may have only one priority or focus area, e.g., a small town or barrier island that is substantially floodprone.

Three products should result from the assessment:

- A map showing one or more areas subject to different flooding conditions,
- A description of each area, and
- The key public information concern(s) for each area.

Determining priority areas is part of the optional CRS Community Self Assessment described in Section 240 of the *Coordinator's Manual*. This online tool guides the user through a series of questions to identify the characteristics of the community and of the population as they relate to the community's flood hazard. The Community Self Assessment identifies "assessment areas." Not all the identified assessment areas may warrant being priority areas for a public information program. For example, some assessment areas may be vacant—there are no people to inform.

Once the priority areas are determined and described, the public information program document needs to list the key public information concern(s) for those areas. This can be done as part of substep 2.1 or as part of the list of priority audiences in substep 2.3.

Examples of Priority Areas and Public Information Concerns

- Area #1 has been repetitively flooded due to its flat terrain and lack of adequate drainage. Flooding is shallow and low-cost retrofitting measures can help mitigate the damage, but most homeowners are not aware of these measures.

- Area #2 is subject to deep and fast-moving flooding from the Roaring River. Residents need to know the flood warning signals and safe evacuation measures.

- Many of the buildings in Area #3 are elevated one full story over wet floodproofed garages. However, it has been many years since the area has been flooded and many of the first floors have been illegally converted to finished living areas. Owners and residents need to be apprised of the legal requirements, the impact of a flood on these finished areas, and how a flood insurance policy's premiums are based on the elevation of the lowest floor.

- Area #4 is protected by a levee and is not mapped as a Special Flood Hazard Area. As a result, most residents are not aware of the flood hazard, do not have flood insurance, and do not know where to go if the levee fails.

- Many of the homes in areas 2–4 are rentals, were purchased without mortgages, or have paid-off mortgages. As a result, owners and renters in these areas need to be advised about flood insurance.

Here are two examples from local public information program documents:

- "V Zone Properties— . . . Property owners in this zone are especially vulnerable to flood hazards because of the proximity to the ocean. The PPI Committee determined that the V zone properties should be a separate [priority] area so that they can be informed of important issues that pertain specifically to them such as coastal erosion, the vulnerability of a structure in this zone, flooding, dangers of standing water, evacuation plans, building permit requirements and protection of wildlife and habitat such as sea turtles and piping plovers…." —*Hilton Head Island, South Carolina*

- "Properties located just above the SFHA (X shaded zones). The committee chose to target these areas to increase awareness that flood insurance is available even if you're not within a Special Flood Hazard Area (SFHA). They wanted the property owners to be aware of their flood zone and need for flood insurance. Water quality was also a concern of the committee in this area."
  —*Surfside Beach, South Carolina*

Substep 2.2. Assess Flood Insurance Coverage (Activity 370 only)

This substep is needed if the community wants credit under Activity 370 (Flood Insurance Promotion). It involves reviewing the current flood insurance policies in the community and identifying areas or types of properties where coverage could be improved.

The process is explained in more detail in the separate, downloadable guide, *Preparing a Flood Insurance Assessment for Credit under the Community Rating System*. The guide has examples from communities that have prepared the assessments as part of their creditable public information programs.

Substep 2.3. Determine Priority Audiences

A priority audience is a group of people who need information on one or more flood-related topics. Priority audiences can be based on the priority areas, such as residents of floodprone neighborhoods, waterfront businesses, or beachfront hotel and condominium managers.

Priority audiences can also be selected based on other reasons. Some examples would be building contractors (who need to know about mitigation measures and permit requirements), insurance agents (who need to promote flood insurance), tourists (who need to know flood warning and evacuation procedures), non-English speakers (who need information in their own languages), drivers (who need to be reminded to "turn around, don't drown"), and elementary school students (who can use opportunities to learn about the natural functions of floodplains).

Audiences can be people from outside the community, provided they have a direct relationship to flooding or natural floodplain functions in the community and the message explains why the recipient is receiving the message. Examples include

- Contractors or insurance agents that serve the metropolitan area,

- People upstream of the community whose actions could increase runoff or pollution, or

- Home improvement stores that serve the community.

An example of how the public information program committee can summarize the priority audience information is shown below. Note that the first item in the list is a priority area—the entire barrier island, which is 100% floodprone.

Sample Table of Priority Audiences & Corresponding Information	
Audience	**Topics of Information**
All residents & businesses	The flood hazard; flood insurance (especially contents coverage); warning, evacuation, and safety precautions; protecting natural floodplain functions
Owners of slab-on-grade buildings	The flood hazard; flood insurance; the relation between insurance rates and level of protection; building protection measures; financial assistance for mitigation; construction regulations
Owners of severe repetitive loss property	The flood hazard; flood insurance; the relation between insurance rates and level of protection; building protection measures; financial assistance for mitigation; construction regulations
Visitors & seasonal renters	The flood hazard; warning, evacuation, and safety precautions; protecting natural floodplain functions
Homeowner associations, condo managers, real estate agents, rental agents	Conveying messages to leaseholders and renters about the flood hazard; warning, evacuation, and safety precautions; building protection measures; protecting natural floodplain functions; construction regulations
Contractors	Construction regulations; building protection measures; financial assistance for mitigation

Substep 2.4. Inventory other Public Information Efforts

A good plan builds on what is already being done and avoids duplication of efforts. This includes current community-based public information efforts as well as initiatives by other organizations or agencies. Other organizations and agencies need to be contacted to find out what flood-related public information activities they are implementing or plan to implement. Examples of such departments, organizations, and agencies to contact include

- The community's public information officer;
- Community departments involved in flood protection, including public works, drainage, building, planning, and emergency management;
- The office responsible for the National Pollutant Discharge Elimination System (NPDES) permit;
- Regional planning agency or council of governments;
- Regional or metropolitan sewer, flood control, or water management district;
- State NFIP Coordinator;
- Local businesses, especially insurance agencies and banks;
- Utility companies;
- Board of Realtors®;
- Environmental and recreational organizations (e.g., Isaac Walton League, Audubon Society, hunting clubs);
- Homeowner and neighborhood associations; and
- Area newspapers, radio and television stations.

The committee needs a list of the organizations or agencies that are sending flood-related messages and the subjects covered. This job can be made easier if these kinds of organizations are invited to be on the public information program committee and if members share the workload.

The inventory for a multi-jurisdictional public information program will need to identify which existing public information efforts reach each participating community.

A table summarizing the inventory of a small community, Bald Head Island, North Carolina, is shown on the next page. A larger city likely would have several more organizations or agencies that conduct outreach efforts.

Bald Head Island's Table 10 – Existing Public Information Efforts			
Organization	**Project**	**Subject Matter**	**Frequency**
Bald Head Association	Bald Head Island Report	Various village council meetings and flood hazard/insurance information	Year-Round
Village of Bald Head Island	Village's Voice newsletter	Council meeting information and flood readiness	Year-Round
Bald Head Conservancy	Signage	Natural floodplain functions information posted across the island	Year-Round
Department of Public Safety	Emergency Management webpage	Emergency readiness and resources	Year-Round
Brunswick County Emergency Services	Local Hazards and Threats webpage	Know your flood hazard	Year-Round
North Carolina Department of Public Safety – Emergency Management Division	Risk Management webpage	Floodplain maps, management, inundation, alerts, and risk	Year-Round

—*Village of Bald Head Island, North Carolina, Program for Public Information*, 2020, page 16

Step 3. Formulate Messages

For each priority audience, the public information program committee should determine what public information message is needed, taking into consideration the hazards they face, the natural floodplain functions in their priority areas, and the characteristics of the audience. Messages are specific statements or directions that the community considers important for its audiences.

The messages must either

- Clearly state what the audience should do (e.g., "Turn around, don't drown" or "Get a floodplain permit from . . . ."); or

- Provide some basic information with a note on where to get more information (e.g., "You may live in a floodplain. Find out by calling 555-1234" or "Information on ways to protect your property from flooding can be found at www. . . .").

Messages and topics are discussed in more detail, with many examples, in *Outreach Projects for Credit under the Community Rating System*.

Six Priority Topics

Messages for CRS credit are based on one or more of six priority floodplain management topics.

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.

Table 330-1 in the *Coordinator's Manual* shows the six priority CRS topics and some sample messages that could be based upon them. For credit under Activity 330, at least one message must be on the topic of flood insurance.

The messages in Table 330-1 are EXAMPLES. Several FEMA programs, such as FloodSmart and RiskMAP, can provide additional guidance and examples that have been research-tested on several of the topics.

Additional Priority Messages

The public information program committee may develop four additional messages for its audiences. For CRS credit, the additional messages must be related to flooding, drainage, stormwater, natural floodplain functions, or flood-related hazards. Safety messages for tornadoes (e.g., go to the basement) would not qualify, but messages that apply to both floods and other hazards (e.g., develop a family disaster plan) would qualify.

A community's desire to devote more attention to a particular topic is one reason for developing additional priority messages. For example, if the community's assessment indicates that there is habitat suitable for endangered species within a priority area, then the committee may elect to send additional, more detailed messages about that issue to that priority audience.

For each audience, the public information program document can identify up to four messages in addition to or instead of the messages under the six priority topics. The additional priority messages are usually shown as "PPI 7," "PPI 8," etc. Here are two examples.

- Fort Collins, Colorado's public information program had "Get a kit, make a plan, be informed" as its message under Topic 3, Protect people from the hazard. The PPI Committee also wanted to advise residents to sign up for special notices of impending floods, hazards, and storms. It kept the Topic 3 message and added a message (PPI 7), "We can't warn you, if we can't reach you. Sign up for LETA 911."

- One additional priority message (PPI 7) specified by Bald Head Island is "Identify and document your personal belongings," as a reminder to people to create an inventory of their possessions.

Outcomes

For each message, the committee needs to determine what outcome it would like to see. Examples of outcomes from Bald Head Island's public information program are shown below. Here is some guidance on outcomes.

- Outcomes are what you would like to see happen, such as a reduction in flood deaths or an increase in the number of people who know they live in a hazard area.

- Outcomes are not "outputs." "Distribute 10,000 flyers" is NOT an outcome. Neither is "Talk to 100 homeowners."

- Outcomes are changes in behavior. They determine whether people are doing the right thing and, therefore, whether you are making progress. They should be used by the com-

Excerpt from Bald Head Island's Table 11 – Public Information Program Document		
Topic	**Message**	**Outcome(s)**
A. Know your flood hazard	1. Your property is subject to flooding.	Increase number of FIRM inquiries
	2. Your property is in a repetitively flooded area.	Reduce future repetitive loss properties
B. Insure your property	1. You need to buy flood insurance. Your homeowner's policy does not cover flood damage.	Increase number of flood insurance policies
	2. Renters should protect contents with flood insurance.	Reduce damage to contents
	3. Lower cost Preferred Risk Policies (PRP) are available.	Increase number of PRP policies
C. Protect yourself and your family	1. Turn around don't drown.	Reduce damage to vehicles, emergency rescuers, and deaths
	2. Know the flood warning signals.	Reduce rescues and deaths
D. Protect your property from the hazard	1 Elevate HVAC exterior units.	Reduce number of flood damaged HVAC units
	2. Don't throw trash or debris in streams, channels or open bodies of water.	Reduce pollution and overbank flow
	3. Grant monies are available to help elevate your home.	Increase financial opportunities
E. Build responsibly	1. Get a permit before you start construction.	Reduce citations
	2. Know the substantial damage rules.	Reduce citations
	3. Keep areas open (setbacks) between homes and property lines	Maintain proper drainage
F. Protect natural floodplain functions	1. Don't dump in storm drains, streams, channels, or open bodies of water.	Improve water quality, reduce pollution, prevent storm drains from clogging
	2. Don't disturb natural floodplain areas.	Reduce grading, fill, and earth movement

mittee to determine which projects to continue and which ones to modify or stop because the messages are not producing the desired outcome.

- To the extent possible, outcomes need to be objective, observable, and measurable. There will be cases where this is not easy to do and the committee will have to rely on the feedback staff and committee members get from their customers, neighbors, and acquaintances, rather than hard numbers collected by an agency. An example would be a message that encourages people to turn off their gas and electricity when it floods. If there is no flood, the only measure of the desired outcome might be if the committee members hear more people talking about what they will do during the next flood.

NOTE: For the element PPI document, credit is based on the projects implemented pursuant to the public information program. Therefore, the projects need to convey the messages that are listed in the program document. A project with messages that are not listed in the program document does not receive the PPI bonus credit. Remember, there must be at least one message on flood insurance.

Step 4. Identify Outreach Projects to Convey the Messages

Once the needed messages and desired outcomes have been agreed upon, the public information program committee should consider which media would best convey the message(s) to the priority audience(s). For each message, the public information program document lists the projects, who will do them, and when. The projects are then implemented over the following year.

> Projects and their credits, with examples, are discussed in more detail in *Outreach Projects for Credit under the Community Rating System*.

Projects are scored under Activity 330 as outreach projects (OP) and flood response projects (FRP). OP projects must be implemented at least once each year. FRP projects are prepared, but not distributed until a flood comes. OP and FRP projects are scored based on the number of topics and additional PPI messages they cover.

Here is some guidance on projects.

- The description of each project must include who will do it and when it will be done.

- Projects can include continuing or revising existing public information and outreach efforts that are already being conducted in the community, if the public information program committee deems them effective.

- OP outreach projects do not have to be implemented by the local government. Credit can be provided for projects implemented by another government agency or a private organization, provided the community can document that the project is implemented at least once each year.

- A multi-jurisdictional public information program must identify which communities benefit from each project. Each CRS community's score is calculated separately, depending on which messages and projects apply to it. For example, an inland community would not

benefit from projects oriented to beachfront audiences, nor would a community benefit from a project conducted at a shopping mall 50 miles away.

- For Activity 330 or Activity 370 credit, there must be at least one project with one or more messages on the topic of flood insurance.

- For Activity 370 only, there must be at least one project that demonstrates that the community's elected leadership encourages people to purchase or increase their flood insurance coverage. Examples of such a project include a public forum or event involving the community's governing body or a document sent to all residents and signed by the mayor. Statements at a regular meeting of the governing body are not sufficient.

Stakeholder Projects

Research has shown that the credibility and visibility of outreach messages are enhanced if they are sent by numerous different 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. Stakeholders are described on pages 3–5.

Projects implemented or sponsored by a stakeholder organization can receive a 30% multiplier under element STK in Activity 330. The stakeholder organization does not have to be represented on the public information program committee, but for credit the public information program document must identify which projects have stakeholder involvement. STK points do not apply to FRP projects or to projects not included in the public information program document.

Examples of stakeholder projects that would receive the STK bonus credit include

- 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 project;

- Schools that implement outreach activities;

- A local newspaper that publishes articles and editorials, even if they are written by community staff. However, advertisements paid for by the community do not qualify for STK credit, unless other sponsors or supporters are named in the advertisement;

- A neighborhood or civic association that sponsors and hosts a presentation by a community employee;

- A utility company that includes pertinent articles in its monthly bills; or

- Presentations made by state or FEMA staff at meetings held every year.

It needs to be clear that the message is coming from someone other than the community or is sponsored by or supported by the stakeholder. For example, when stencils are displayed on city storm drains, they send a message that appears to come from the city, even if the stencils were applied by a volunteer group. If the volunteer organization's name were in the message, however, then it would qualify for STK credit.

Examples of Outreach Projects

Informational Projects (1 point per message): Brochures, flyers, and similar documents that are made available upon request or are placed on display for people to take. These passive approaches are not sent out or disseminated to identified audiences. Examples include, but are not limited to

- Brochures or flyers made available in public places,
- A booklet made available in public places,
- A website that does not meet the WEB credit criteria under Activity 350 (Flood Protection Information).

General Outreach Projects (2 points per message): Materials that are disseminated to people who did not ask for them, presentations made to groups, and similar activities that reach out to people. Examples include, but are not limited to

- Newspaper supplements and articles;
- Newsletter articles;
- Utility bill stuffers;
- Radio and television ads or public service announcements;
- Staffed booths or displays at public functions, shopping malls, etc.;
- Flyers or booklets distributed throughout residential neighborhoods or given to visitors at a booth;
- Billboards;
- Letters, newsletters, or email messages sent to subscribers;
- Presentations to homeowners, civic, and business associations;
- Short statements posted outdoors, such as "Don't trash the river—that's where we get our drinking water" and high-water mark signs;
- Local television shows;
- Cable television news tickers or crawlers that display a message at the bottom of the screen;
- Programs for school children; and
- Training for citizens, such as for CERT teams or weather spotters.

Targeted Outreach Projects (6 points per message): Materials that are delivered to at least 90% of a priority audience. The project must clearly explain that the recipient's property is subject to flooding or otherwise explain why the recipient is getting the notice. These differ from general outreach projects in that everyone in an identified audience is expected to be reached and the message is tailored to that audience. Examples include, but are not limited to

- A mailer or email sent to all properties in the floodplain or repetitive loss area(s).
- A mailer or email sent to all members of a priority audience designated in a PPI (e.g., all downtown business owners or building contractors).
- A presentation to all drivers' education classes where the designated priority audience is students learning to drive, as explained in a PPI.

To receive credit as a project targeted to a priority audience, the PPI must identify both the audience and the project.

NOTES:
- *Providing information to inquirers from a flood map is credited under Activity 320.*
- *Real estate disclosure projects are credited under Activity 340.*
- *Use of a website or library is credited under Activity 350. However, if the community's website does not meet the credit criteria for Activity 350, it may receive credit as an informational project.*
- *Providing one-on-one discussion and advice is credited under Activity 360.*
- *Additional credit for projects that promote flood insurance are credited under Activity 370.*
- *The last four activities get additional credit if they are part of the public information program.*

Step 5. Examine other Public Information Initiatives

A public information program should not address only outreach projects. It should look at all the activities a community should pursue to inform people and motivate them to protect life and property, buy insurance, and protect natural floodplain functions. The CRS credits other public information work besides that described under Activity 330. The public information program committee should coordinate the full range of public information programs and activities in the public information program document.

Note that if a public information program omits Step 5, or only discusses outreach projects, it will not affect approval of the program for bonus credit under Activity 330. It will only mean that there will be no bonus credits for the other activities listed in this section.

Related CRS Activities

The following activities should be considered when the public information program is prepared. Activities 340, 350, 360, and 540 provide additional credit if the element is described in the public information program document with specific recommendations on how it should be conducted.

- **Activity 320 (Map Information Service):** The public information program committee should consider what map information should be conveyed to inquirers. For example, if protecting wetlands is a concern of the committee, the public information program document public information program should note that the Activity 320 service should advise inquirers of the location of wetlands. Brochures or flyers that explain the hazard or the flood insurance purchase requirement can be credited as informational projects. If they are given to inquirers, they can be credited as general outreach projects.

- **Activity 340 (Hazard Disclosure):** If real estate disclosure practice(s) and/or informational brochures are described in the public information program document, along with recommendations on their composition or use, then extra PPI credit is provided.

- **Activity 350 (Flood Protection Information):** As with outreach projects, credit for the website (WEB1) is based on the number of topics covered. If there is a credited public information program, the community can receive additional credit for covering up to four additional messages, instead of just six.

- **Activity 360 (Flood Protection Assistance):** The credits for the first three elements, property protection advice (PPA), advice after a site visit (PPV), and financial assistance advice (FAA), can all be increased if the services, recommended protection measures, and how the services should be delivered are described in the public information program document.

- **Activity 370 (Flood Insurance Promotion):** It is recommended that the plan to improve insurance coverage be part of the PPI and be prepared by the same committee, provided that the committee meets the membership criteria for Activity 370 credit. To date, all submittals from communities for 370 coverage improvement plans (CP) have been part of a public information program document.

- **Section 504 (Repetitive Loss Area Outreach Project):** Every community with one or more repetitive loss properties must map its repetitive loss areas and send an annual notice to those areas. Such a mailing qualifies as a targeted outreach project. The public information program document could identify messages in addition to those required in Section 504.

- **Activity 510 (Floodplain Management Planning):** A PPI committee can qualify for the public planning committee. Floodplain management planning (element FMP) Steps 7 and 8 provide specific credit for reviewing public information activities and including such activities in the action plan. A floodplain management or hazard mitigation plan that covers all the criteria in this guide can qualify as the public information program document.

- **Activity 540 (Drainage System Maintenance)** provides credit for publicizing stream dumping regulations. The PPI bonus credit is provided if the public information program document specifies the message and recommends the best way to disseminate it.

- **Activity 610 (Flood Warning and Response)**, **Activity 620 (Levees),** and **Activity 630 (Dams)** all have an outreach project prerequisite. The PPI could include the needed messages and determine the best way to disseminate them. The publicity project(s) would be credited under Activity 330, as outreach projects (OP). Activity 610 also provides credit for emergency warning and flood response operations that should include the procedures needed for flood response preparations (FRP) credit.

Outreach and Publicity Prerequisites

Seven CRS activities have a prerequisite for an outreach project or publicity for a service. All seven list acceptable publicity methods and all seven note that a different method can be used, provided that the community's PPI-credited public information program document identifies the audience for the message and discusses the best way to reach that audience. The seven affected activities are

Activity 320 (Map Information Service),
Activity 360 (Flood Protection Assistance),
Activity 370 (Flood Insurance Promotion),
Activity 540 (Drainage System Maintenance),
Activity 610 (Flood Warning and Response),
Activity 620 (Levees), and
Activity 630 (Dams).

> One community's review and rationale for alternative publicity for Activity 360 (Flood Protection Assistance) and Activity 610 (Flood Warning and Response) can be found in "An Example of a Review of Outreach Publicity as part of a Program for Public Information."

The table on the next page identifies which CRS activities and elements (1) have prerequisites that can be credited as OP outreach projects; (2) provide their own credit points and so cannot be duplicated as OP credits; and (3) can receive the bonus credit for being part of a public information program.

CRS Elements with a Public Information Component			
Activity	**Element**	**OP Credit?**	**PPI Bonus?**
320 (Map Information Service)	Publicizing the service	*	*
330 (Outreach Projects)	Outreach projects (OP)	Yes	Yes
	Flood response preparations (FRP)	No	Yes
	Program for public information (PPI)	–	–
	Stakeholder delivery (STK)	–	–
340 (Hazard Disclosure)	Disclosure of the flood hazard (DFH)	No	Yes
	Real estate agents' brochure (REB)	No	Yes
350 (Flood Protection Information)	Website (WEB1)	No	Yes
360 (Flood Protection Assistance)	Property protection assistance (PPA)	No	Yes
	PPA site visits (PPV)	No	Yes
	Financial assistance advice (FAA)	No	Yes
	Publicity for PPA, PPV, and/or FAA	*	*
370 (Flood Insurance Promotion)	Coverage plan implementation (CPI)	No	Yes
Section 504 (Repetitive Loss Area Outreach Project)	Repetitive loss area outreach project	*	*
540 (Drainage System Maintenance)	Stream dumping regulations (SDR)	No	Yes
610 (Flood Warning and Response)	Annual outreach project prerequisite	*	*
620 (Levees)	Annual outreach project prerequisite	*	*
630 (Dams)	Annual outreach project prerequisite	*	*

* OP credit can be provided for the publicity or outreach project prerequisite for this element.
   The OP credit can also receive the PPI and STK bonus credit if the project is in the PPI.

Step 6. Prepare and adopt the Public Information Program Document

The committee's work needs to be recorded in a formal written document and adopted by the community's governing body. The public information program document and its annual evaluation report can be stand-alone documents or they can be sections or chapters in a floodplain management or hazard mitigation plan and its annual report.

The public information program document need not be long and complicated, as long as each of the items listed below is summarized. The [Bald Head Island document](#) has fewer than 30 pages.

Document Outline

The document must show that the community has incorporated the procedures and considerations described above in preparing its public information program. The program document must include

> Some [examples of PPI-credited documents](#) show how different communities developed and implemented their programs.

1. A list of the members of the public information program committee, their affiliations, and when the committee met.

2. A summary of the Step 2 assessment of the local flood hazard, the community's natural floodplain functions, and the other public information activities currently being implemented within the community. The other activities being implemented need to be more than what is being done by the community—the inventory needs to include activities currently being implemented by other organizations and agencies, too. For Activity 370 credit, the flood insurance coverage assessment needs to be included.

3. A list of the priority audiences, the messages selected for each audience, and the desired outcomes of those messages. At least one message needs to pertain to flood insurance.

4. A description of each project and activity intended to be carried out, who will do it, and when it will be done. If stakeholders are involved in project delivery, they need to be listed by project for STK credit.

5. If the community wants the PPI bonus credit for its flood response preparations credit, the FRP projects need to be listed, too.

6. If the PPI bonus credit is desired for other activities, they need to be included in the document. For example, if the committee identifies homeowners as a priority audience and retrofitting their homes as a message, the program document should describe how the library and website (Activity 350) will provide appropriate materials and information, what kind of advice the staff should provide (Activity 360), and how that advice should be publicized.

7. The process that will be followed to monitor and evaluate the effectiveness of the public information projects must be described (see Step 7, below).

Items 3 through 6 can be done in a table format, as in the example worksheet on pages 26–27. Note that both outreach projects (OP#1, OP#2, etc.) and other activities that warrant the extra PPI credit (Activity 350, Activity 360, etc.) are listed as projects. Such annotations are not needed for a PPI-credited document, but the community will need to show where items deserving CRS credit appear.

Keep in mind that the CRS credits the implementation of public outreach PROJECTS identified in a public information program document. Communities will receive the PPI bonus credit based on the impact of the projects on each community. Therefore, if the program document is prepared by a multi-jurisdictional committee, it needs to identify how each project affects each community. This can be a list of projects by community or another column in a matrix or worksheet like the one on pages 26–27.

If the community wants its public information program to also qualify as a coverage improvement plan (CP) for credit under Activity 370, a draft of the document needs to be sent to the FEMA Regional Office's Insurance Specialist (called the "Insurance Liaison" in the *Coordinator's Manual*). The purpose of this is to see if the Regional Office can provide assistance or useful information. Contact information for the Regional Insurance Specialists can be obtained from the ISO/CRS Specialist or the FEMA Regional CRS Coordinator.

Adoption

For PPI credit, the public information program document must achieve formal, official, status within the community. This is usually done by adoption or formal approval by the community's governing body. "Formal approval" means a vote by the body or office, including a vote on a consent agenda. There need not be a separate resolution. The vote is to adopt the public information program as an official plan of the community. It cannot be a vote to "accept" the public information program or state that the document "has been received." It should be clear that the governing body expects the public information program to be implemented.

An alternative adoption method is a formal vote by another body that has the authority and funding to implement the program, such as a flood control district. If this alternative is used, the community must provide documentation that the other body or office has the authority and funding. The public information program must still be presented to the community's governing board, but the board does not have to act on it. Stakeholder credit (STK) is not provided for the public information projects that are implemented by the adopting agency.

Step 7. Implement, Monitor, and Evaluate the Program

As with all planning efforts, completion of the document is just the beginning. The projects need to be implemented, monitored, evaluated, and adjusted as needed. Remember, it is the implementation of projects included in the public information program that receives CRS credit. The public information program document needs to describe how the monitoring, evaluation, and adjustment will be conducted.

Evaluation

The evaluation must be conducted by the public information program committee. The staff can collect data on project implementation and make recommendations, but for continued CRS credit, the committee must review progress and agree on any changes. The committee also needs to review and approve the annual evaluation report that is submitted to the governing body and included in the community's annual CRS recertification. This work will be more effective if the committee meets several times during the year and monitors the implementation of each outreach project.

Note that the community may use any 12-month period for its "public information year." If there is a defined hurricane or flood season, for example, the public information schedule may be tied to that. At the end of that year, the committee would conduct its annual evaluation of the PPI, produce the annual report of that evaluation, and then submit the report with its next annual CRS recertification package.

Evaluation Report

There is no required report format, but the annual report must include the following items:

1. The priority audiences, the messages, and the desired outcomes.
2. The projects in the public information program used to convey the messages.
3. Which projects were implemented.
4. Why some projects were not implemented (if any).
5. What progress was made toward the desired outcomes.
6. What should be changed (including what messages, outcomes, and projects should be revised or dropped, and what new ones should be initiated).

The annual report could use the worksheet like the one on pages 26–27, with added columns after each message, outcome, and project to note the status and recommendations for change.

Projects can be revised or dropped based on the evaluation report. The credit points are recalculated only if so many projects are dropped that the community may lose a class.

Updating the Public Information Program

The community must update its public information program document at least every five years. The update can be a new document or an addendum to the existing document that updates the needs assessment and all sections that should be changed based on evaluations of the projects.

The update will be reviewed for CRS credit according to the *Coordinator's Manual* currently in effect, not the version used when the community originally requested this credit. The update can qualify as the annual evaluation report for the year it was prepared. The updated document must be adopted following the same process as adoption of the original document.

If the public information program document includes a flood insurance assessment for element FIA credit and/or a coverage improvement plan for element CP credit under Activity 370 (Flood Insurance Promotion), the assessment part must be updated with current flood insurance data. Depending on the conclusions after reviewing the new data, the appropriate parts of the assessment and plan need to be updated as well. As with the original document, the draft of the update needs to be sent to the FEMA Regional Office's Insurance Specialist.

Documentation

In addition to the materials provided for OP and FRP credit, the following documents are needed at the verification visit:

(a) A copy of the public information program document.

(b) Minutes of the meetings, sign-in sheets, or other documentation of the committee members' participation.

(c) Documentation that the public information program public information program has been adopted by the community.

The following are needed at each subsequent verification visit and with the annual recertification:

(a) Documentation that the public information program 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.

(b) Minutes of the meetings, sign-in sheets, or other documentation of the committee members' participation in the annual review.

At subsequent verification visits when a public information program update is due,

(a) Documentation that the public information program document has been updated. This can be a new document or an addendum to the existing document that updates the needs assessment and all sections that should be changed based on evaluations of the projects. The update must be adopted by following the same process as approval of the original document.

(b) Minutes of the meetings, sign-in sheets, or other documentation of the committee members' participation in the update.

(c) Documentation that the public information program update has been adopted by the community.

All documentation needed for stakeholder delivery credit (STK) is supplied with the OP and PPI documentation. It should be made clear in the public information program document which projects are delivered by stakeholders and therefore warrant STK credit.

Receiving CRS Credit

It is important to understand that there are no CRS credit points for preparing a public information program. The PPI credit comes in the form of bonus points added to outreach projects and other CRS public information activities, such as the website, that are included in the public information program and implemented by the community and/or other organizations or agencies.

The bonus is a 40% increase in the credit under Activity 330 for outreach project (OP) and/or flood response preparations projects (FRP) that are listed in the public information program document. Other activities have different increases in credit. For example, website contents covered in the PPI-credited public information program will increase WEB1 credit from a maximum of 47 points to 75 points, if the website includes additional creditable topics.

If the PPI-credited public information program identifies stakeholders as implementing outreach projects, those projects receive a 30% STK bonus in addition to the 40% PPI bonus. STK credit is only provided for those projects and messages listed in the PPI-credited document as involving stakeholders. The stakeholder organization does not need to be on the public information program committee, but it does need to be listed in the description of the project in the PPI-credited document.

There is no PPI bonus for projects that are not included in the public information program document or for messages that are not the same message described in the document. Such projects and messages can still be credited under OP and FRP, but they would not get the PPI or STK bonus.

Credit for Activity 330 (Outreach Projects) is described in more detail in *Outreach Projects for Credit under the Community Rating System*. That guide shows part of a Microsoft Excel® work-sheet used to calculate credit points. The complete worksheet is downloadable and has additional columns for calculating the PPI and STK bonus points. An excerpt from Fort Collins' worksheet is shown below.

	Outreach Projects	Points per Topic	1. Hazard	2. Insure	3. People	4. Property	5. Build	6. Natural	7. Flood Warning	8. Regula-tions	9. Base-ment Flooding	10. Drive Safe	Times per Year	OP	PPI?	PPI (OP)	STK?	STK (OP)	OP + PPI + STK
			Topics Covered													Multipliers			
P#1	Brochure sent to 100-year and 500-year floodplain property owners and residents	6	X	X	X	X	X	X	X	X	X	X	1	60	y	24.0	y	18.0	102.0
P#2	Realtor, Lender, Insurance Agent, Property Manager Mailer	6	X	X			X			X			1	24	y	9.6	y	7.2	40.8
P#3	Bus Benches	2	X									X	5	20	y	8.0	n	0.0	28.0
P#4	High Water Markers - City trails	6	X										5	30	y	12.0	n	0.0	42.0
P#5	High Water Markers - CSU Campus	2	X										3	6	y	2.4	y	1.8	10.2
P#6	Trail Signs	6	X					X					5	60	y	24.0	n	0.0	84.0
P#7	City News - Utility Billing May	2	X	X	X	X		X	X			X	1	14	y	5.6	n	0.0	19.6
P#8	City News - Utility Billing July	2	X		X				X			X	1	8	y	3.2		0.0	11.2
P#9	Social Media	2		X	X	X			X		X	X	5	60	y	24.0		0.0	84.0
P#10	Flood Awareness Week Displays - Poster and Brochures	1	X	X	X	X	X	X	X	X	X	X	5	50	y	20.0	y	15.0	85.0
P#11	Disaster Preparedness Calendar	1	X		X	X			X				1	4	y	1.6		0.0	5.6
P#12	Community Booths/Events - City Booth	2	X	X	X	X	X	X	X	X	X	X	5	100	y	40.0	y	30.0	170.0
P#13	Community Booths/Events - City Booth - Natural Areas	2						X					5	10	y	4.0	y	3.0	17.0
P#14	Community Booths/Events - Wildland Restoration Volunteers	2						X					5	10	y	4.0	y	3.0	17.0
P#15	Community Booths/Events - Red Cross	2			X								5	10	y	4.0	y	3.0	17.0
P#16	Community Presentations - Red Cross	2			X								5	10	y	4.0	y	3.0	17.0
P#17	Flood Videos - City	1	X		X	X	X	X	X			X	5	35	y	14.0	y	10.5	59.5
P#18	Flood Videos - CSU	2	X		X	X	X	X	X			X	5	70	y	28.0	y	21.0	119.0
P#19	CSU Housing Fair	2	X	X	X	X			X		X		1	12	y	4.8	y	3.6	20.4
P#20	Education in Schools	6	X		X			X	X			X	5	150	y	60.0	y	45.0	255.0
P#21														0		0.0		0.0	0.0

330 Outreach Project (OP) Worksheet

Review of the Public Information Program

Before the PPI bonus credit is applied to outreach projects and other public information activities, the public information program document is reviewed by the CRS to ensure that the seven required steps have been carried out. The ISO/CRS Specialist will provide the findings of the review to the community. Some important points about this review:

- Because this guide further explains the credit criteria and includes the latest policies and guidance, the criteria in this guide will be used to determine if a submittal qualifies for PPI and STK credit.

- The reviewer only sees what is submitted. If something is not included in public information program document, the community should also submit explanatory materials. For example, if the committee member listed in the document does not identify who is the floodplain manager, it can be so noted in a separate cover memo.

- During development of a public information program, community officials should feel free to contact their ISO/CRS Specialist with questions and/or to confirm that they are on the right track.

- It is highly recommended that communities submit drafts or even partial drafts of their public information program documents for courtesy review before their document is finalized.

An Example of a PPI Worksheet

<table>
<tr><th colspan="7">PPI Worksheet</th></tr>
<tr><th>Priority Audience</th><th>Message</th><th>Outcome</th><th>Project(s)</th><th>Assignment</th><th>Schedule</th><th>Stakeholder</th></tr>
<tr><td rowspan="10">Priority Audience 1. Coastal floodplain residents</td><td rowspan="6">Topic 1 message: Find out about your flood hazard</td><td rowspan="4">Increase in the number of map information inquiries</td><td>320 map info service to include info on flood depths, wave heights, and past floods (320)</td><td>Floodplain manager</td><td>Start as soon as staff has the maps</td><td></td></tr>
<tr><td>OP 3. Presentations to five neighborhood associations</td><td>Floodplain manager</td><td>Set up the five presentations by January 31</td><td>Neighborhood associations</td></tr>
<tr><td>OP 4. Cable TV to show the neighborhood association presentation</td><td>Floodplain manager and public information officer</td><td>Tape the first two presentations and use the best scenes</td><td>Neighborhood associations, cable TV company</td></tr>
<tr><td>OP 5. Mailing sent each year to residents of the SFHA</td><td>Floodplain manager and public information officer</td><td>Disseminate in May, before hurricane season</td><td></td></tr>
<tr><td>Increase in number of webpage hits</td><td>New website page will show flood depths and LiMWA boundary (350)</td><td>Floodplain manager and webmaster</td><td>Have on line by May 1 start of hurricane season</td><td></td></tr>
<tr><td>Increase in the number of people getting tech assistance</td><td>Floodplain manager to explain depths, waves, and past floods when providing assistance (360)</td><td>Floodplain manager</td><td>Start as soon as staff has the maps</td><td></td></tr>
<tr><td rowspan="4">Topic 2 message: Call your insurance agent to see if you have flood insurance coverage</td><td rowspan="4">The total number of SFHA policies increases</td><td>OP 1. FEMA brochure on flood insurance</td><td>Floodplain manager</td><td>Printed and dis-played by Feb. 28</td><td>FEMA</td></tr>
<tr><td>OP 2. Local insurance agents advise their clients</td><td>Insurance agency representative on the PPI committee</td><td>Explain at March 15 insurance assoc. meeting</td><td>Insurance agencies</td></tr>
<tr><td>OP 3. Presentations to neighborhood associations</td><td>See OP 3 above</td><td>See OP 3 above</td><td>See OP 3 above</td></tr>
<tr><td>OP 4. Presentation on cable TV</td><td>See OP 4 above</td><td>See OP 4 above</td><td>See OP 4 above</td></tr>
<tr><td>Website to summarize cost of typical policy and have link to FloodSmart (350)</td><td>Floodplain manager and webmaster</td><td>Have on line by May 1 start of hurricane season</td><td></td></tr>
</table>

PPI Worksheet						
Priority Audience	**Message**	**Outcome**	**Project(s)**	**Assignment**	**Schedule**	**Stakeholder**
Priority Audience 2. Residents of repetitive loss areas 3–9 (in X Zone)	Topic 2 message: Call your insurance agent to see if you have contents coverage	Increase in the number of flood insurance policies with contents coverage	OP 2. Local insurance agents advise their clients	See OP 2 above	See OP 2 above	See OP 2 above
			OP 3. Presentations	See OP 3 above	See OP 3 above	See OP 3
			OP 4. Cable TV	See OP 4 above	See OP 4 above	See OP 4
			Website page stresses contents coverage (350)	Floodplain manager and webmaster	Have on line by May 1	
			Floodplain manager to explain need for contents coverage when providing tech assistance (360)	Floodplain manager	Start immediately	
	Topic 4 message 4a: Protect your property from shallow flooding	Increase in the number of permits for retrofitting projects	OP 3. Presentations	See OP 3 above	See OP 3 above	See OP 3
			OP 4. Cable TV	See OP 4 above	See OP 4 above	See OP 4
			OP 7. Meetings with home builders association to explain retrofitting projects	Floodplain manager	Presentations at the January and April meetings	Home builders association
			Website page on how to protect from shallow flooding (350)	Floodplain manager and webmaster	Have on line by May 1	
			Floodplain manager to explain projects when providing advice (360)	Floodplain manager	Start immediately	
	PPI message 7: Don't dump in your ditch	Drainage inspectors report fewer calls and a decrease in the amount of trash removed	OP 3. Presentations	See OP 3 above	See OP 3 above	See OP 3
			OP 4. Cable TV	See OP 4 above	See OP 4 above	See OP 4
			OP 7. Meeting to explain the rules to home builders	See OP 7 above	See OP 7 above	See OP 7
			Website page on drainage maintenance (350)	Floodplain manager and webmaster	Have on line by May 1	
			Floodplain manager to explain owner's responsibilities when providing advice (360)	Floodplain manager	Start immediately	
			OP 3, 4 and 5 to cover dumping regs (540)	See OP 3, 4, and 5	See OP 3, 4, and 5	See OP 3, 4, and 5