

300 Series

Public Information Activities



FEMA NFIP/CRS

Visual 300-1

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300 Series

Activity 310 – Elevation Certificates
 Activity 320 – Map Information
 Activity 330 – Outreach Projects
 Activity 340 – Disclosure of Flood Hazard
 Activity 350 – Flood Protection Information
 Activity 360 – Flood Protection Assistance
 Activity 370 – Flood Insurance Promotion

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Visual 300-2

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300 Series

300 Series Part 1

- Activity 310 – Elevation Certificates
- Activity 320 – Map Information
- Activity 330 – Outreach Projects

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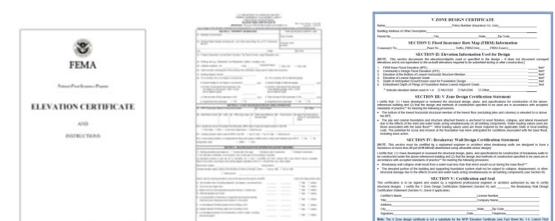
Visual 300-3

3

310 – Elevation Certificates *Manual Page 310-2 Addendum*

Activity 310 (Elevation Certificates)

Objective: Maintain FEMA Elevation Certificates and other construction certificates



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Visual 300-4

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310 – Elevation Certificates
*Manual Page 310-2
 Addendum*

Activity 310 – Elevation Certificates

Elements:

- Construction Certificate Management Procedures (CCMP)
- Maintaining Elevation Certificates for Post FIRM buildings (ECPO)
- Maintaining Elevation Certificates for Pre buildings (ECPR)

 Visual 300-5

5

310 – Elevation Certificates
Manual Page 300-4

302.a Definition of “Building”

- 2 or more exterior walls and a roof affixed to a site
- Manufactured (mobile) home
- Travel trailer without wheels

 Visual 300-6

 Visual 300-8

6

310 – Elevation Certificates
Manual Page 300-5

“Not a Building”

- ✓ Open pavilions, carports, underground pump stations, trailers, etc. are not buildings
- ✓ Accessory structures are not counted

  Visual 300-7



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310 – Elevation Certificates
Manual Page 300-5

302.b Pre- and post-FIRM buildings

- ✓ Pre-FIRM: built before initial date of Flood Insurance Rate Map or 12/31/74
- ✓ Post-FIRM: built after initial date of Flood Insurance Rate Map or 12/31/74

 Visual 300-8

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310 – Elevation Certificates
Manual Page 310-3

311.a Activity description
Required Certificates
Elevation Certificates
(FEMA Form 086-0-33)





Visual 300-9

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310 – Elevation Certificates
Manual Page 310-3

311.a Activity description
Required Certificates
Floodproofing Certificates
For non-residential buildings
(FEMA Form 086-0-34)





Visual 300-10

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310 – Elevation Certificates
Manual Page 310-4

311.a Activity description
Required Certificates
V Zone design certificates
(example on
CRSResources.org)





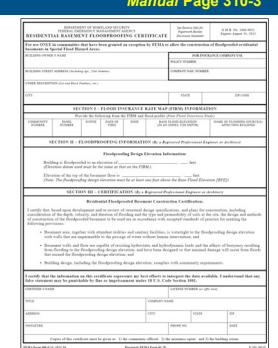
Visual 300-11

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310 – Elevation Certificates
Manual Page 310-3

311.a Activity description
Required Certificates
Residential Basement
Floodproofing Certificate
(FEMA Form 086-0-24)





Visual 300-12

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310 – Elevation Certificates

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310 – Elevation Certificates

14

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310 – Elevation Certificates

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310 – Elevation Certificates

Getting correct Certificates

- (1) Bad elevations (Section C2)
 - new Certificate
- (2) Other sections:
 - o Tell surveyor to fix it
 - o Prepare a cover memo or cover sheet
 - o Note corrections in Section G

Option: Fill out Sections A and B at permit application



Visual 300-17

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310 – Elevation Certificates

Common Elevation Certificate Errors:

- Incorrect diagram number
- Missing or incorrect NFIP number
- Missing address on second page
- Missing map/panel number
- Missing machinery elevations



Visual 300-18

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310 – Elevation Certificates

Manual Page 310-5

Maintaining Elevation Certificates (EC)

Must maintain all construction certificates collected since the date of the community's application to the CRS

Class 9 participation prerequisite:

- ✓ Maintain certificates
- ✓ On all new buildings
- ✓ And substantial improvements
- ✓ In the Special Flood Hazard Area
- ✓ Permitted after the community applies for CRS credit



Visual 300-19

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310 – Elevation Certificates

Addendum

312.a Construction Certificate Management Procedures (CCMP)

Written procedures that document how the community collects, reviews, corrects, maintains, and makes available to all inquirers the Federal Emergency Management Agency (FEMA) Elevation Certificates, FEMA Floodproofing Certificates, V-Zone design certificates, engineered openings certifications, and FEMA Residential Basement Floodproofing Certificates required for buildings built in the Special Flood Hazard Area (SFHA) after the date of application to the Community Rating System (CRS).

38 points – required



Visual 300-20

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310 – Elevation Certificates

Addendum

Construction Certificate Management Procedures (CCMP)

- What certificates are required?
- When are they required?
- Who collects?
- Who reviews?
- How are they corrected?
- How are they maintained?

Template on CRSResources.org

 National Flood Insurance Program
Community Rating System

TEMPLATE
for
Construction Certificate Management Procedures
October 2020

This template can be used by communities to create written procedures for the management of Elevation Certificates and other floodplain-related construction certificates, especially those required by the National Flood Insurance Program (NFIP). It is intended to serve as a starting point for your construction certificate management procedures, under Article 310 (Elevation Certificates). The template shows examples of how to structure your procedures, including the flow of your process, the review of, and reviewing construction certificates.

The included policies are ones that may differ from community to community. Please review them and make any changes that are necessary. Feel free to expand on the concepts in this template. It is intended to serve as a starting point from which you can proceed to fully document your own construction certificate management procedures, including the flow of your process, the review of, and storage of documents. Written procedures will also help formalize your procedures so they can be used by all staff.

Additional explanatory notes to CRS communities are embedded in the template, as bolded index type.

 Visual 300-21

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310 – Elevation Certificates

Manual Page 310-11

Update with Addendum!

- ✓ Elevation certificates will be reviewed at recertification time
- ✓ Must meet the 90% threshold annually
- ✓ No longer need to resend all every 3 or five years at cycle time

 Visual 300-22

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310 – Elevation Certificates

Manual Pages 310-10 – 11

Recertification

- ✓ Permit list and all last year's certificates reviewed

Update with Addendum!

- ✓ Elevation certificates will be reviewed at recertification time
- ✓ Must meet the 90% threshold annually
- ✓ No longer need to resend all every 3 or five years at cycle time

 Visual 300-23

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310 – Elevation Certificates

Manual Pages 310-13 – 14

312.b Maintaining Elevation Certificates for post-FIRM buildings (ECPO)

ECPO is for maintaining certificates built between the initial FIRM date and the date of application to the CRS

Credit points

ECPO = up to 48 points
(points adjusted based on how many and percent correct)

Documentation

- (a) Copies of the certificates
- (b) Show they're still available for inquirers

 Visual 300-24

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310 – Elevation Certificates
Manual Pages 310-14 – 16

312.c Maintaining Elevation Certificates for pre-FIRM buildings (ECPR)

ECPR is for maintaining certificates built before the initial FIRM date

Credit points

ECPR = up to 30 points
 (points adjusted based on how many and percent correct)

Documentation

(a) Copies of the certificates
 (b) Show they're still available for inquirers

 Visual 300-25

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310 – Elevation Certificates

Impact Adjustment

- ✓ Adjust the score based on how much of the job is being done
- ✓ Example: if 50% of the job
- ✓ Receive 50% of the max score
- ✓ Ratio: $rXXX = 0.5$

 Visual 300-26



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310 – Elevation Certificates
Manual Page 310-16

313 Credit Calculation

- a. cCCMP = 38
- b. cECPO = ECPO x rECPO (x percent correct)
- c. cECPR = ECPR x rECPR (x percent correct)
- d. c310 = cCCMP + cECPO + cECPR

 Visual 300-27



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310 – Elevation Certificates
Manual Page 310-16

Summary

Construction Certificates

- Required for participation in CRS
- Required for all new or substantially improved structures
- In SFHA
- Permitted since entry to CRS
- Must be for finished construction
- Must have 90% complete and correct
- Check annually

 Visual 300-28



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310 – Elevation Certificates

Manual Page 310-16

Summary

- Construction Certificate Management Procedures (CCMP)
 - Required for participation in CRS
- Post FIRM Elevation Certificates (ECPO)
 - Up to CRS entry
- Pre FIRM Elevation Certificates (ECPR)



Visual 300-29

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310 – Elevation Certificates

Questions?







Visual 300-30

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310 – Elevation Certificates

Poll Questions







Visual 300-31

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320 – Map Information Service



Visual 300-32

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320 – Map Information Service

Activity Objective:

Credit is assigned for providing inquirers information from the community's Flood Insurance Rate Map.

Additional credit for additional map information.



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320 – Map Information Service

Manual Pages 320-3 – 5

Activity 320 – Map Information Service

Elements:

- Basic FIRM Information (MI1)
- Additional FIRM Information (MI2)
- Problems not shown on the FIRM (MI3)
- Flood depth data (MI4)
- Special flood-related hazards (MI5)
- Historical flood information (MI6)
- Natural floodplain functions (MI7)



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320 – Map Information Service

Manual Pages 320-3 – 5

321.b Activity Credit Criteria

To receive the credit the community must

- 1) Receive credit for reading the FIRM for inquirers (MI1)
- 2) Locate a property based on a street address
- 3) Volunteer the information to the inquirer
- 4) Provide an opportunity to ask questions
- 5) Respond in a reasonable amount of time
- 6) Publicize the service at least annually



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320 – Map Information Service

Manual Page 320-4

(6) Publicize the service at least annually

Three ways to do this:

- (a) An outreach project to the entire community, such as an article in a newsletter or a notice in a utility bill,
- (b) Notices sent to all local insurance agents, real estate agents, and lenders, or
- (c) Another approach as determined by a Program for Public Information (see Activity 330 – Outreach Projects)

Find out if your property is in the mapped floodplain and subject to overbank flooding by calling the Building Department at 895-7193. The office also has copies of Elevation Certificates for many floodplain properties.



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320 – Map Information Service

Manual Page 320-4

(6) Publicize the service at least annually

Which ever option is used, the publicity must meet the following criteria:

- State the service is available and how to received the service (contact information)
- Describe the services provided with a few words on the information available (MI1-MI7)

Find out if your property is in the mapped floodplain and subject to overbank flooding by calling the Building Department at 895-7193. The office also has copies of Elevation Certificates for many floodplain properties.

Visual 300-37



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320 – Map Information Service

Manual Pages 320-3 – 5

321.b Activity Credit Criteria

To receive the credit the community must

- 1) Receive credit for reading the FIRM for inquirers (MI1)
- 2) Locate a property based on a street address
- 3) Volunteer the information to the inquirer
- 4) Provide an opportunity to ask questions
- 5) Respond in a reasonable amount of time
- 6) Publicize the service at least annually
- 7) Update the base FIRM at least annually
- 8) Keep all earlier FIRMs
- 9) Keep a record of the service



Visual 300-38

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320 – Map Information Service

Manual Pages 320-5 – 6

(9) Record of the service

Log of Walk-in and Telephone Map Information Inquiries									
Date	Type	Address	Panel	Zone	Insurance	Coastal	Information	A Zone	Part B
All 1	Walk-in	123 Main Street	00000	AE	75'	Se	75'	4.0'	4.0'
All 2	Walk-in	123 Main Street	00000	AE	75'	Se	75'	4.0'	4.0'
All 3	Walk-in	123 Main Street	00000	AE	75'	Se	75'	4.0'	4.0'
All 4	Walk-in	123 Main Street	00000	AE	75'	Se	75'	4.0'	4.0'
All 5	Walk-in	123 Main Street	00000	AE	75'	Se	75'	4.0'	4.0'
All 6	Walk-in	123 Main Street	00000	AE	75'	Se	75'	4.0'	4.0'
All 7	Walk-in	123 Main Street	00000	AE	75'	Se	75'	4.0'	4.0'
All 8	Walk-in	123 Main Street	00000	AE	75'	Se	75'	4.0'	4.0'
All 9	Walk-in	123 Main Street	00000	AE	75'	Se	75'	4.0'	4.0'

Codes: W - walk in
T - telephone request
L - letter or written request
N - fax request
CBRS - Coastal Barrier Resources System

NOTE: If all of the map information comes from the same FIRM, the community number The community in this example has only one FIRM based upon NAVO, so the FIRM data need not include the community number and suffix. The community data needed to document MI 1, MI 2, MI 4, MI 6, and MI 7 in this log.

Must include all information available (MI1-MI7)



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320 – Map Information Service

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MI1 Basic FIRM Information

Credit Criteria



- 1) Meet the activity credit criteria (Section 321.b)
- 2) If requested, provide information from the FIRM needed to write a flood insurance policy
- 3) Provide the information requested
- 4) If too close to call, giving a map is OK
- 5) Only need to provide what's on the FIRM
- 6) If in SFHA, tell about the mandatory purchase requirement



Visual 300-40

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320 – Map Information Service
Manual Pages 320-5 – 6

Log of Walk-in and Telephone Map Information Inquiries

Date	Type	Address	Panel	Zone	Insurance BFE Given or CBRS	Coastal Information A Zone	Depth of BFE	Fast flood or Rep loss Area?	Sensitive or wetland
02/26/2016	W	202 2nd Main	0000E	AE	784	2	Ye	4.5'	Ye
02/26/2016	T	202 2nd Main	0000E	2	784	2	Ye	Ye	Ye
02/26/2016	T	907 2nd Street	0000E	AE	782	2	Ye	2.0'	Ye
02/26/2016	T	408 E. Main	0000E	A	784	2	Ye	7.0'	Ye
02/26/2016	W	2nd & State	0000E	AE	780	2	Ye	<1'	Ye

Codes: W - walk in T - telephone request L - letter or written request
H - gave handout V - told verbally N/A - not applicable
CBRS - Coastal Barrier Resources System

NOTE: If all of the map information comes from the same FIRM, the community number is not logged. The community in this example has only one FIRM based upon NAVD, so the FIRM date and datum are not included in the log. Also, the panel number logged includes the suffix. The community has all of the data needed to document MI 1, MI 2, MI 4, MI 6, and MI 7 in this log.

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320 – Map Information Service
Manual Page 320-9

About the Mandatory Purchase of Flood Insurance

The NFIP: The National Flood Insurance Program (NFIP) is a federal program created to reduce the loss of life and property due to flooding. It insures buildings and contents, whether they are or are not in a floodplain. This community participates in the NFIP and insures buildings and contents located in the floodplain.

The NFIP: Insures most walled and roofed buildings that are principally above ground on a permanent foundation. Insures contents in buildings that are principally above ground. Property owners can purchase building and contents coverage from any local property and casualty insurance company. Coverage is available for buildings and contents up to a maximum value of \$250,000.

Mandatory Purchase Requirement: Pursuant to the Flood Disaster Protection Act of 1973 and the National Flood Insurance Reform Act of 1994, the purchase of flood insurance is mandatory for all buildings located in a Special Flood Hazard Area (SFHA). An SFHA is defined as any area that has a 1% chance of flooding in any given year.

The mandatory purchase requirement also applies to insured losses from such financial institutions as commercial lenders, savings and loan associations, savings banks, and credit unions. The requirement also applies to the Small Business Administration, the U.S. Department of the Treasury, the Federal Deposit Insurance Corporation, the Comptroller of Currency, the Farm Credit System, and the National Credit Union Administration. The requirement also applies to all loans purchased by Freddie Mac or Freddie Mac in the secondary mortgage market.

Federal financial assistance programs affected by the laws include loans and grants from the Small Business Administration, Small Business Administration, and FEMA disaster assistance.

How It Works: Insureds are required to conduct a flood zone determination using the most recent FIRM. If a building is located in a SFHA, the insurance company or lender must require the building to be in an SFHA. The federal agency or lender is required by law to provide written notice to the insured or lender of the flood zone determination and the required coverage. Even if a building is located in a SFHA, the insurance company or lender is not required to require the purchase and notification requirements do not apply unless the building itself, or some part of the building, is located in a SFHA. The insurance company or lender is required to require the purchase of flood insurance even if a building is located outside on a SFHA up to 25% of all premiums.

Under federal regulations, the required coverage must equal the amount of the loan or grant. The insurance company or lender is required to provide the insurance company with a copy of the NFIP, whichever is less. The maximum amount of coverage available for a single-family dwelling is \$250,000. The insurance company or lender is required to provide the insurance company and regulators, including government-sponsored enterprises, such as Freddie Mac and Fannie Mae, may have other requirements.

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Visual 300-42

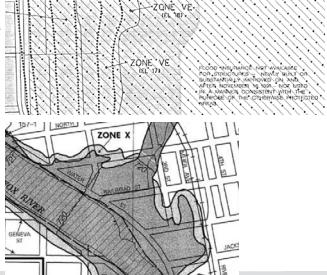
42

320 – Map Information Service
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MI2 Additional FIRM Information

Credit Criteria

- 1) Coastal A Zone or Coastal Barrier Resource System
- 2) LiMWA
- 3) Floodway



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MI3 Other problems not on the FIRM

Credit Criteria

Examples:

- ✓ Areas predicted to flood in the future
- ✓ Local drainage problems
- ✓ Areas mapped outside the SFHA
- ✓ A levee or dam failure inundation zone



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MI4 Flood depth data

Credit Criteria

- 1) Map showing depths
- 2) Flood and ground elevation data



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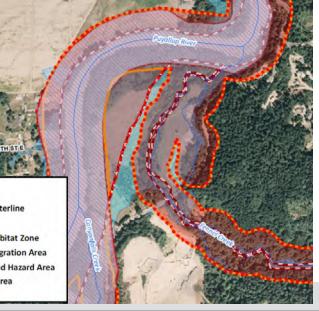
45

320 – Map Information Service
Manual Page 320-13

MI5 Special flood-related hazards

Credit Criteria

- ✓ Uncertain flow path
- ✓ Closed basin lakes
- ✓ Ice jams
- ✓ Land subsidence
- ✓ Mudflow
- ✓ Coastal erosion
- ✓ Tsunami
- ✓ Coastal A Zone



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320 – Map Information Service
Manual Page 320-14

MI6 Historical flood information

Credit Criteria

Examples:

- ✓ Map
- ✓ High water marks
- ✓ Repetitive loss area
- ✓ Photographs



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320 – Map Information Service
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MI7 Natural floodplain functions

Credit Criteria

- ✓ Wetlands
- ✓ Habitat
- ✓ Conservation plans



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320 – Map Information Service
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323 Impact Adjustment
(No impact adjustment)

324 Credit Calculation
 $c320 = MI1 + MI2 + MI3 + MI4 + MI5 + MI6 + MI7$

325 Documentation

 Visual 300-49

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320 – Map Information Service
Manual Pages 320-16 – 17

325 Documentation *The Village Building Department, in Village Hall (349-4887), provides the following:*

- 1) Publicity
- 2) How FIRM is kept updated
- 3) Copies of old FIRMs
- 4) Record of the service
- 5) Agreement with other agency that provides the service

At recertification:

- 1) That year's publicity
- 2) Copy of a record of service

 Visual 300-50

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320 – Map Information Service

Summary

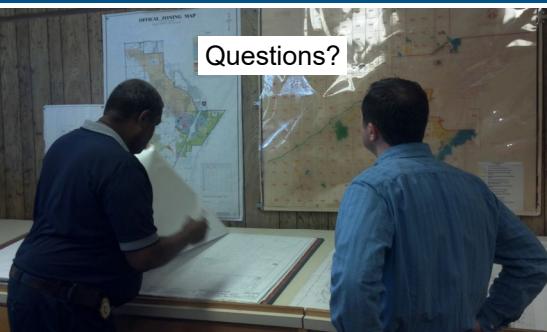
- Basic FIRM information (MI1) is a prerequisite
- Service must be publicized annually
 - Sent to the entire community or the target audience of realtors, lenders and insurance agents
 - Include all MI elements
- Must keep records of the service

 Visual 300-51



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320 – Map Information Service

 Visual 300-52



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320 – Map Information Service



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330 – Outreach Projects

330 Outreach Projects

A presentation slide titled 'Rain happens' with the subtext 'Your property is located in a flood-prone area'. It includes a map of the 'Flood-prone areas of South Central Texas' and 'Coyote Watershed'. The slide also features a section on 'Flood insurance' and a photo of a group of people in a meeting room. The FEMA NFIP/CRS logo is in the bottom left corner.

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330 – Outreach Projects

Manual Page 330-2

Objective

Provide the public with information needed to:

- ✓ Increase flood hazard awareness
- ✓ Motivate actions to reduce flood damage
- ✓ Encourage flood insurance coverage
- ✓ Protect the natural functions of floodplains.



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330 – Outreach Projects

Manual Page 330-2

Activity 330 – Outreach Projects

Elements:

- a. Outreach projects (OP)
- b. Flood response preparations (FRP)
- c. Program for Public Information (PPI)
- d. Stakeholder delivery (STK)



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330 – Outreach Projects

Manual Page 330-3

Messages

Clearly state what the audience should do

“Get a floodplain permit from...”

“Buy contents coverage”

Or

Provide basic information with a note on where to get more information

“You are in a floodplain.”

Find out more by calling...





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Table 330-1. CRS topics and example messages.	
Six Priority Topics	Example Messages
1. Know your flood hazard	Your property is subject to flooding You are in a repetitively flooded area Drive safely, five people died in the...
2. Insure your property for your flood hazard <i>Note: At least one project must include an message on this topic</i>	You need flood insurance Renters should buy flood ins. for their contents Take advantage of a low-cost referred Risk Policy
3. Protect people from the hazard	Turn around, don't drown Know the flood warning signals: one long blast of the siren means a flash flood along Silver Creek Designate a place where your family can rendezvous after an evacuation order is issued
4. Protect your property from the hazard	Replace your flooded furnace with one elevated above the flood level Keep debris and trash out of the streams and ditches We can help you get a grant to elevate your home. Call us at...
5. Build responsibly	Get a permit from ... before you build Know the substantial damage rules (and the ICC benefits). You can see them at www.... All projects should be at least 10 feet from the property line so you don't alter the drainage between homes
6. Protect natural floodplain functions	Don't dump in the storm drains; they drain to the bay Protect our turtle nesting areas: stay off the beach after sunset Report broken silt fences: they help keep our streams clean

4

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330 – Outreach Projects

Projects

VILLAGE VISION

Mayor Podgoriski wins relay for life challenge

Land O' Frost completes major expansion here

Full flood news

THE FLOOD & HURRICANE HANDBOOK

HILLSBOROUGH COUNTY FLOODPLAIN MANAGEMENT

YOU



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330 – Outreach Projects

Projects

DRIVING AROUND BARRICADES
IS NOT JUST UNSAFE,
IT'S AGAINST THE LAW.

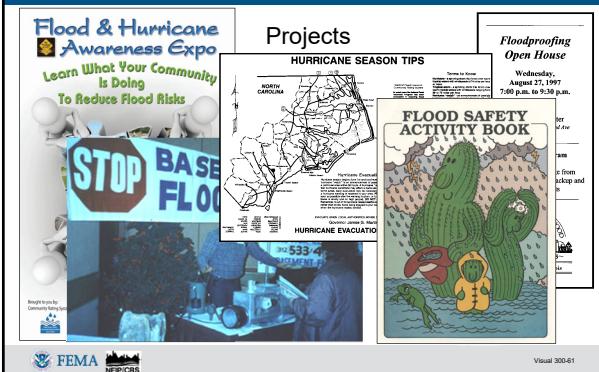
HIGH WATER MARK
JULY 1993 FLOOD
ELEV. 441.31 ft.

DISPOSE NO WASTE
WASTEWATERS • PROTECT A BRIGHT FUTURE
vamps Help Handle Floods



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330 – Outreach Projects



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330 – Outreach Projects

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Projects

- (a) Informational materials: placed in static location
- (b) General outreach: reach out to general audience
- (c) Targeted projects: reaches a specific audience



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330 – Outreach Projects

Manual Page 330-5

5 Targeted audiences w/o PPI

1. Floodplain residents
2. Repetitive loss areas
3. Leveed areas
4. Dam failure inundation areas
5. Special flood-related hazards

With a PPI:

More targeted audiences

Must reach 100% of the audience

Face-to-face can be 50%



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330 – Outreach Projects

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332.a Outreach Projects (OP)

Credit criteria

- 1) Project must be disseminated annually
- 2) At least one project must cover flood insurance



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330 – Outreach Projects
Manual Page 330-7

Credit points

(a) Informational materials: 1 point/topic
 (b) General outreach projects: 2 points/topic
 (c) Targeted projects: 6 points/topic



More points for repeating the projects/topics
Brochures at different places are different projects
Max of five repeats of same project

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330 – Outreach Projects
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Table 330-2. Basic scoring of example outreach projects (without a PPI).

Example Outreach Projects (OP)	A Points per topic	B # of Flood-related Topics	C # of Times Delivered	(A x B x C) OP = Points per Project
OP#1. A brochure on flood insurance produced by FEMA is set out in various public places (informational material—1 point per topic).	1	1	1	1
OP#2. Local insurance agents have agreed to advise their clients that flood insurance is a good idea and give them the OP#1 brochure (general outreach—2 points per topic).	2	1	1	2
OP#3. Presentations are made to five neighborhood associations with messages under CRS topics 1, 2, 4, and 5. (general outreach—2 points per topic) The OP#1 brochure is handed out to everyone present.	2	4	5	40
OP#4. A neighborhood association presentation is taped and repeated twice a month on the public service cable TV channel. (general outreach—2 points per topic) This does not involve two-way communication, so it is counted as being delivered once a year.	2	4	1	8
OP#5. A mailing is sent each year to all residents of the SFHA. It has messages under the first five CRS topics. (targeted outreach—6 points per topic)	6	5	1	30

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330 – Outreach Projects

330 Outreach Project (OP) Worksheet

Outreach Projects	Points per Topic	Topics Covered						Times per Year	OP
		1. Hazard	2. Insure	3. People	4. Property	5. Build	6. Natural		
OP#1 Newsletter article (old OPC)	2	x	x	x	x	x	x	1	10
OP#2 "Floods happen" mailer (OPF)	6	x	x	x	x	x		1	30
OP#3 Drain inlet sign	1						x	5	5
OP#4 Disaster coloring book	2			x				1	2
OP#5 Floodproofing website	1				x			1	1
OP#6 Repetitive Loss mailer	6	x	x	x	x	x		1	30
OP#7 Contractors Fair	2				x	x		1	4
OP#8 1993 high water sign	2	x						5	10
OP#9 Erosion control guide	1						x	3	3
OP#10 Lake living brochures	1						x	3	3
OP#11 Stream erosion brochure	1						x	3	3
OP#12 Tsunami evacuation sign	2	x		x				5	20
OP#13									0
OP#14									0
OP#15									0
OP#29									0
OP#30									0
c330 = cOP: 121.0 + cFRP: 0.0 = 0 Σ OP: 121									
www.CRSResources.org 300 Series									

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330 – Outreach Projects
Manual Page 330-9

332.b Flood Response Preparations (FRP)

- ✓ Messages
- ✓ Projects
- ✓ Updated annually
- ✓ Distributed when it floods



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RE-ENTRY
BE PATIENT. You won't be able to return to your home or business until search and rescue operations are complete and safety hazards, such as downed power lines, are cleared. It may take time for emergency crews to reach your neighborhood.

- Have valid ID with your current address. Access to affected areas will be controlled by security checkpoints.
- Avoid driving, especially through water. Roads may have debris which can puncture your tires!

Once you arrive home, walk around your home or business from the outside first to survey damage and enter with caution.

- Open windows and doors to ventilate and dry your home.
- If you suspect a gas leak, leave immediately and notify the Fire Department.
- If your home has been flooded, have a qualified licensed electrician inspect the electrical system and appliances before turning the power back on.

CLEAN-UP & REPAIRS

- Know what your homeowner's or renter's insurance policy covers and what you will need to submit a claim. Make temporary repairs to correct safety hazards and minimize further damage. Take photographs of all damage before repairs and keep all receipts.

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Credit criteria

- (1) OP is a prerequisite
- (2) Either respond to a flood or review and update messages and projects
- (3) OP credit kept if FRP diverts resources



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Credit points

- Informational materials: 1 point/topic
- General outreach projects: 2 points/topic
- Targeted projects: 6 points/topic

Table 330-3. Scoring of example FRP projects (without a PPI).

Example Flood Response Projects (FRP) (See Figure 330-1)	A Points per Topic	B # of Flood-related Topics	C # of Times Delivered	(A x B x C) FRP = Points per Project
FRP#1. Media kit with background information for reporters	2	5	1	10
FRP#2. Radio public service announcements	2	2	1	4
FRP#3. Door hangers for flooded homes	6	5	1	30
FRP#4. Handouts on grant programs	1	1	1	1
Total FRP =				45

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Social Media



- ✓ Social media is general outreach (2 points/topic)
- ✓ Social media projects can receive OP or FRP credit, if:
 - They cover one or more of the six topics
 - They are conducted every year
 - They are documented for the ISO/CRS Specialist
- ✓ Max of five social media projects on the same topic
- ✓ Today's guidance may be changed or augmented
- ✓ Send us examples

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Visual 330-72

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2000's Research Findings

- ✓ 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
 - ❖ Evaluate and revise

 Visual 300-73

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332.c Program for Public Information (PPI)

Credit criteria

1. Committee
2. Assess public information needs
3. Formulate messages
 - ✓ Can add four more
4. Identify projects
5. Other initiatives
6. Document
7. Monitor/evaluate

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PPI Worksheet

Target Audience	Message	Outcome	Project(s)	Assignment	Schedule	Stakeholder
Target Area 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 segment	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	
Topic 2 message: All residents in flood-prone areas should	The total number of SFHA policies	Increase in the number of people getting tech assistance	OP 1. Floodplain manager 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
			OP 2. Local insurance agents advise their clients	Insurance agency representative on the PPI committee	Exhibit at March 15 insurance assoc. meeting	Insurance agencies
	OP 3. Presentations to neighborhood associations	See OP 3 above	See OP 3 above	See OP 3 above		

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332.c. Program for Public Information (PPI)

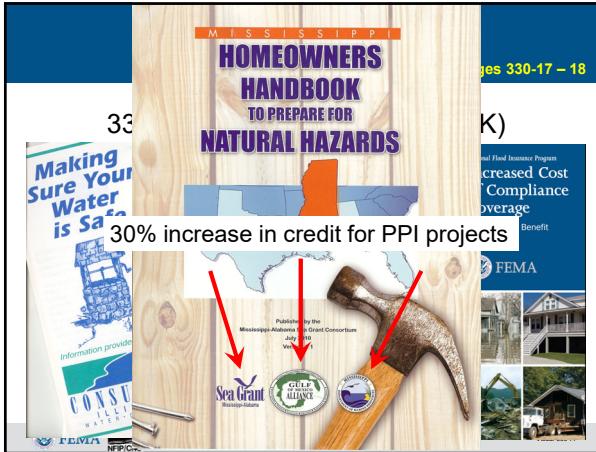
Credit Points

✓ 40% increase in project points

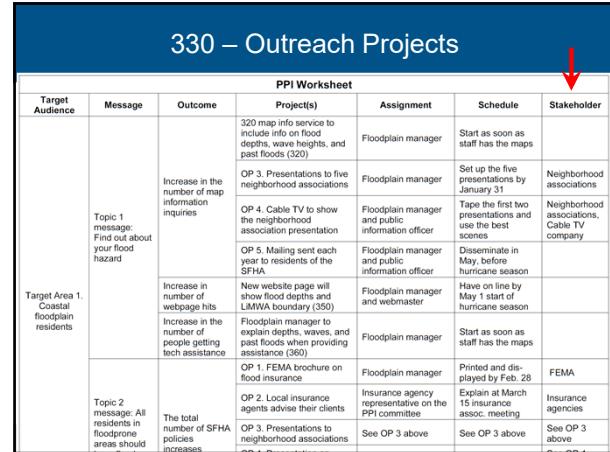
PPI = OPi x 0.4
and/or
PPI = FRPi x 0.4

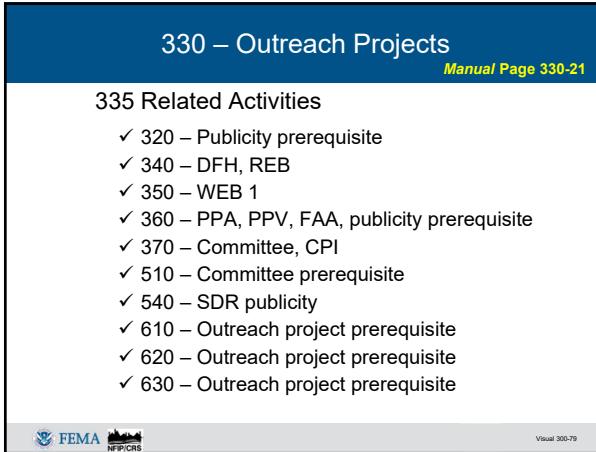
76



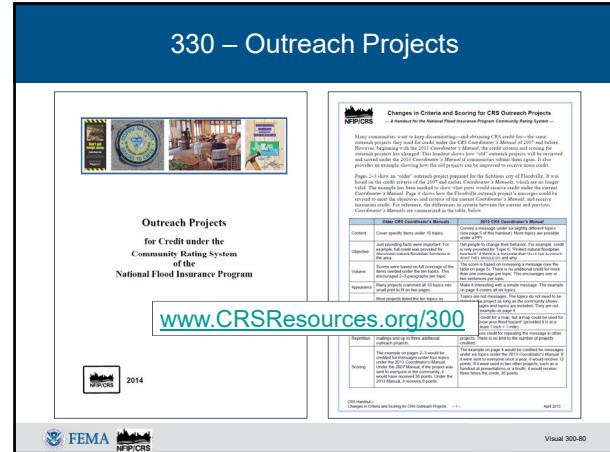
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Developing a Program for Public Information for Credit under the Community Rating System of the National Flood Insurance Program

2014

2015

Town of Surfside Beach, South Carolina Program for Public Information

Visual 300-81

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CRS Resources

www.CRSResources.org

[Home](#) [Manual](#) [100 Series](#) [200 Series](#) [300 Series](#) [400 Series](#) [500 Series](#) [600 Series](#) [700 Series](#) [Training & Videos](#)

CRS Resources Home

This is the temporary location of the CRS Resources webpage. This website is provided for webinar participants, users groups, and CRS coordinators to obtain reference materials related to ongoing refinements of the CRS. Here you will find CRS guidance documents, worksheets, and tools relevant to the activities to be credited under the New CRS Coordinator's Manual.

Use the menu above to find resources organized by CRS Activity.

[Download the 2013 CRS Coordinator's Manual](#)

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Questions?

Because the City of Dallas participates in the National Flood Insurance Program,

All Dallas residents can buy flood insurance!

Rain happens

Flood-prone areas of South Glare and Coyote Watershed

Visual 300-83

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Poll Questions

Because the City of Dallas participates in the National Flood Insurance Program,

All Dallas residents can buy flood insurance!

Rain happens

Flood-prone areas of South Glare and Coyote Watershed

Visual 300-84

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