

Program for Public Information (PPI)

“Resiliency Through Coordinated
Comprehensive Outreach
Projects!”



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FFMA Executive Director

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PPI

What is it?



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 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	



A program for public information (PPI) 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.

CRS Resources

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

300 Series: Public Information

310: Elevation Certificates

- 310 Elevation Certificate Checklist [Ⓞ DOWNLOAD .PDF](#)
- 310 V Zone Design Certificate (Microsoft Word version) [Ⓞ DOWNLOAD .DOC](#)
- 310 Checklists for other certificates [Ⓞ DOWNLOAD .PDF](#) [Ⓞ DOWNLOAD .DOC](#)
- 310 Elevation Certificate Correction Form [Ⓞ DOWNLOAD .DDCM](#)

320: Map Information Service

- Figure 320-1, Sample log for map info service [Ⓞ DOWNLOAD .DOCX](#)
- Figure 320-2, Sample map info record [Ⓞ DOWNLOAD .DOCX](#)
- Figure 320-3, Mandatory purchase handout [Ⓞ DOWNLOAD .DOCX](#)
- 320 Using Google Earth to View Flood Maps [Ⓞ DOWNLOAD .PDF](#)

330: Outreach Projects

- 330 Changes in Criteria and Scoring for CRS Outreach Projects [Ⓞ DOWNLOAD .PDF](#)
- 330 Outreach Projects for Credit under the Community Rating System [Ⓞ DOWNLOAD .PDF](#)
- 330 Outreach Project Credit Worksheets [Ⓞ DOWNLOAD .XLS](#)
- 330 Developing a Program for Public Information for CRS Credit [Ⓞ DOWNLOAD .PDF](#)
- 330 Examples of Local Programs for Public Information (PPIs)
 - Louisville-Jefferson County, Kentucky, PPI document [⚠ \(CURRENTLY BEING UPDATED\)](#)
 - Pasadena, Texas, PPI document [⚠ \(CURRENTLY BEING UPDATED\)](#)
 - Pasadena, Texas, PPI spreadsheet [Ⓞ DOWNLOAD .XLSX](#)

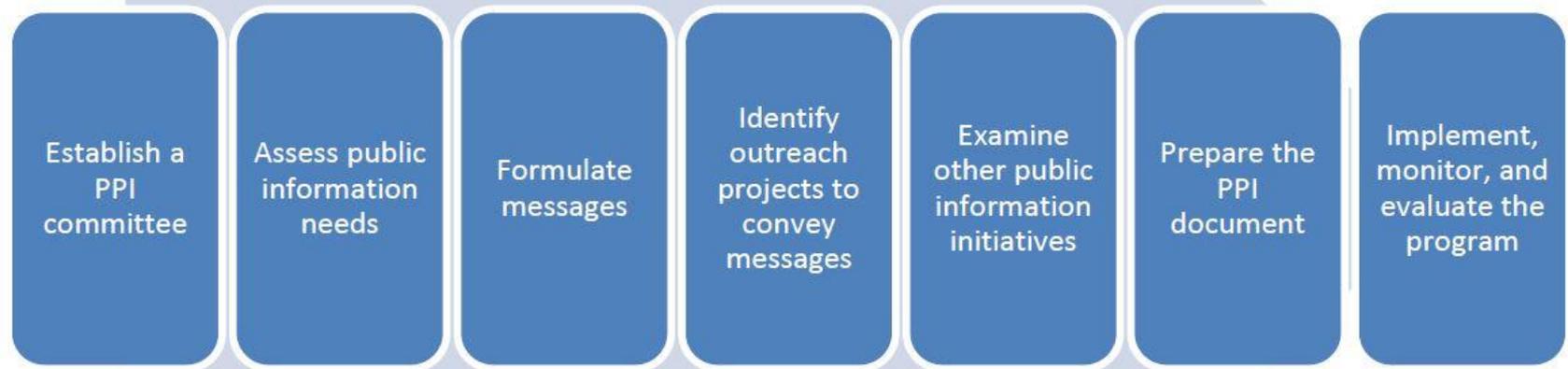
<http://crsresources.org/>

How do we start?

- Get local support and decide to pursue the PPI
- Form a committee and keep them coming to meetings
- Select projects
- Write a report
- Gain support from your elected officials and have them approve the PPI
- Create a method of tracking your progress and evaluate your efforts annually



PPI Planning Process



The Committee

- Broad brush of community representatives
 - five people
 - floodplain management office
 - public information office
 - at least half of the members must be from outside the local government (“stakeholders”)
 - local insurance agency (for Activity 370 credit only)
 - local bank or lender (for Activity 370 credit only)
 - emergency management, planning, drainage, code enforcement, parks, and other offices that have programs that relate to flood protection and natural floodplain functions

Unincorporated Pinellas County Flood Insurance Premium Savings

	TOTAL	2014	2015	2016
Unincorporated	\$17,800,000	\$17,800,000	\$17,800,000	\$17,800,000
Pinellas	\$17,800,000	\$17,800,000	\$17,800,000	\$17,800,000
Pinellas Community	\$17,800,000	\$17,800,000	\$17,800,000	\$17,800,000
Pinellas	\$17,800,000	\$17,800,000	\$17,800,000	\$17,800,000
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Pinellas	\$17,800,000	\$17,800,000	\$17,800,000	\$17,800,000
Pinellas Community	\$17,800,000	\$17,800,000	\$17,800,000	\$17,800,000



Selecting Projects

- What we need
- What we have
- What we can do
- Can we make something better
- Can we accomplish goals in several areas through one activity
- Never be satisfied

Targets

- Areas
- Audiences



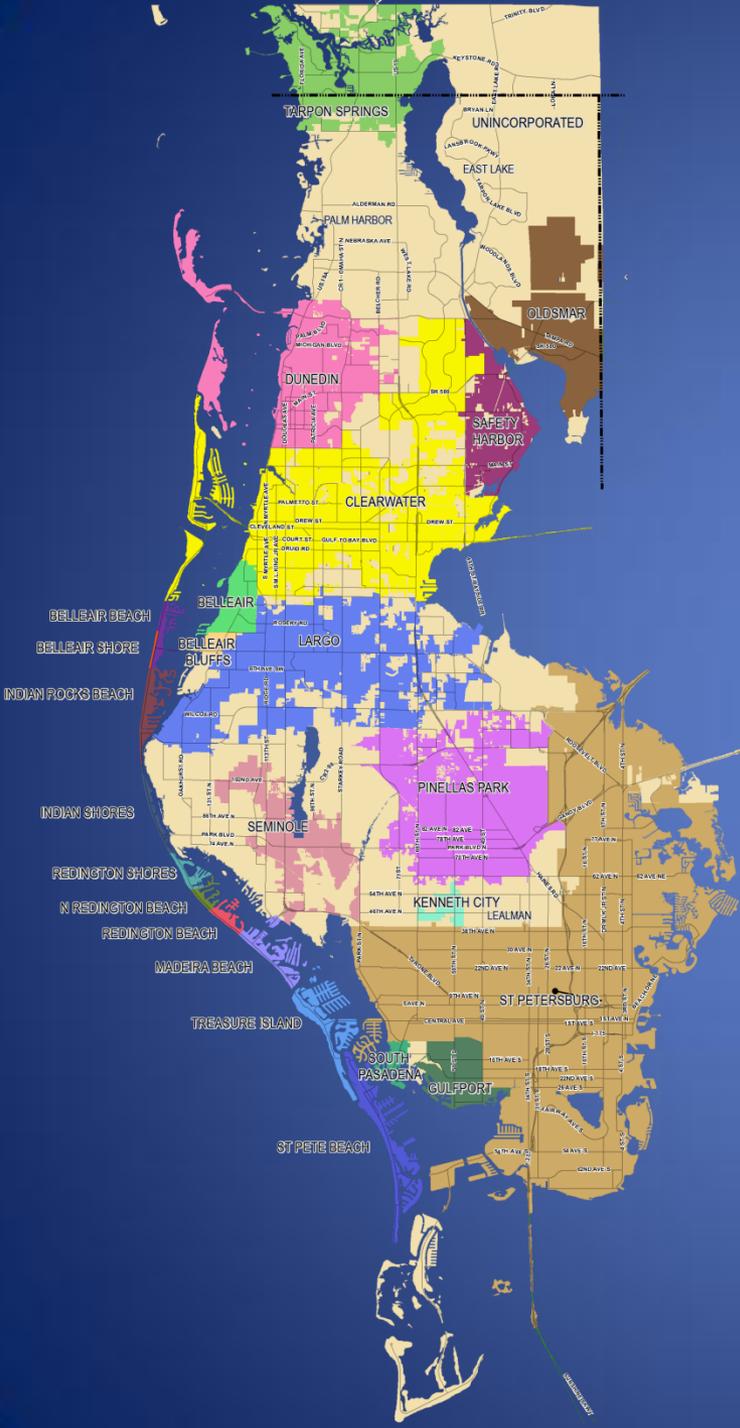
Formulate Messages

- 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.

Topic		Message		Outcome	
1	Know your flood hazard	A	Find out what your flood risk is.	a2	Increase in the number of map information inquiries.
				a3	Increase in number of webpage hits
				a1	Better prepared and informed residents and businesses
2	Insure your property for your flood hazard	B	Purchase flood insurance for your home, business, or rental.	b	Increase in number of flood insurance policies.

Project: Flood Information Website	
Description: Pinellas County has a wealth of flood and hazard risk information on the website. This information will be reviewed for the 6 CRS Priority Topics and additional messages developed by the PPI. Recommendations will be provided to County staff for revisions and updates.	
Audience(s): <ul style="list-style-type: none"> • Residents and businesses in the Special Flood Hazard Area and/or storm surge area • Residents that live in Repetitive Loss and flood-prone areas • Residents that live in low to medium risk flood areas • Buyers and renters • Contractor and builders • Municipalities within Pinellas County • Spanish speaking population 	
Distribution: <ul style="list-style-type: none"> • Web 	Stakeholder(s):
Topic(s): <ol style="list-style-type: none"> 1. Know your flood hazard 2. Insure your property for your flood hazard 3. Protect people from the hazard 4. Protect your property from the hazard 5. Build responsibly 6. Protect natural floodplain functions 7. Hurricane preparedness 8. General preparedness 9. Flood Economics 10. Flood Education 	Message(s): <ol style="list-style-type: none"> A. You can get flood risk information. B. You should purchase flood insurance. C. You can be alerted of flood situations and receive information about what to do to prepare and avoid danger. D. Keep debris and trash out of the streets, streams and ditches. E. Find out what permits you may need. F. Only Rain Down the Drain. G. Make an emergency plan. H. Know your flood and evacuation zones. I. Support the County's participation in the NFIP CRS by getting involved with flood information outreach. J. Teach school children about flooding.
Related CRS Activity Information: Map Information Services publicity (Activity 320) Website flood protection information publicity (Activity 350) Flood protection assistance publicity (Activity 360) Conveyance system dumping regulations publicity (Activity 540)	
Assignment/Administrator: Jones Edmunds Recommendations County webmaster	Schedule: Completed early 2015
Outcome(s): <ol style="list-style-type: none"> a - Better prepared and informed residents and businesses b - Increase in number of flood insurance policies c - Reduced number of rescue calls d - Reduced localized flooding e - Increase in compliance and reduction in flood losses. f - Improvement in water quality and natural storage capacity 	

Why a PPI?



Building & Development Review

Watershed Protection

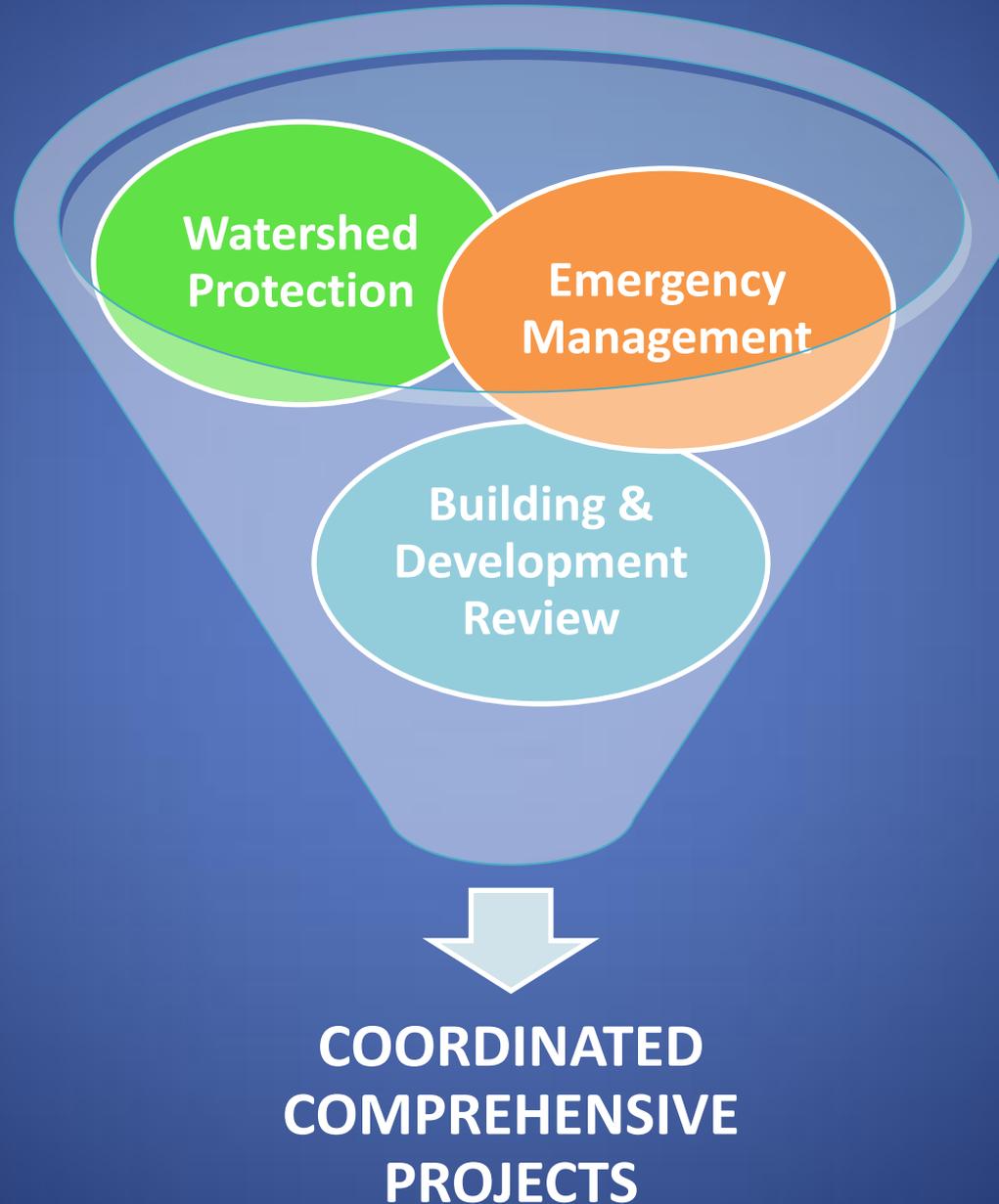
Watershed Management

Parks & Rec

Communications

Emergency Management

What's the benefit?



PPI Points Per Activity				
Activity		PPI Max Credit	Max Points Possible	National Community Average
Elevation Certificates	310		116	46
Map Information Service	320		90	63
Outreach Projects	330	80	350	63
Hazard Disclosure	340	14	80	14
Flood Protection Information	350	29	125	33
Flood Protection Assistance	360	35	110	49
Flood Insurance Promotion	370	-	110	0
Floodplain Mapping	410		802	65
Open Space Preservation	420	5	2020	474
Higher Regulatory Standards	430		2042	214
Flood Data Maintenance	440		222	54
Stormwater Management	450		455	119
Floodplain Mgmt. Planning	510		622	123
Acquisition and Relocation	520		1900	136
Flood Protection	530		1600	52
Drainage System Maintenance	540	30	570	214
Flood Warning and Response	610		395	144
	Total:	193		

Pinellas County

Approved by the
County Commission
on April 7, 2015.



PROGRAM FOR PUBLIC INFORMATION (PPI)

Pinellas County | September 2014



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City of St. Petersburg



st.petersburg
www.stpete.org

Program for Public Information (PPI)

Mission Statement:

To protect public health and property by educating the community about flood hazards, flood insurance, proper building techniques for floodplains, and floodplain functions.

Section A: Background

In 2014 the city of St. Petersburg hired a Community Rating System (CRS) coordinator to manage and facilitate the implementation of the CRS program. The first activity was to create a PPI in order to better educate the public about flood hazards and in order to elevate to a Class 5 CRS community it would need to increase its public outreach. By creating a PPI, the city will be able to capitalize on the CRS modifier's provided for other activities, allowing it to gain more points towards a CRS Class 5 rating. Educating the community about hazards, flood insurance, building properly, and floodplain functions, will also help encourage growth and stability in the face of flood hazards.

The Community Rating System is a part of the National Flood Insurance Program (NFIP). It provides reductions to flood insurance premiums in participating communities. Reductions are based on community floodplain management programs, including public information activities. To keep discounts, communities must continue to implement programs and provide status reports to the NFIP each year.

St. Petersburg has been an active participant of the CRS since 1992. Currently, the City is a CRS Class 6 community, which gives the residents up to 20% discounts on their flood insurance premiums in the Special Flood Hazard Area (SFHA). The City has created PPI guidelines to coordinated outreach efforts. This will benefit the City by further promoting the importance of protecting public health and property from flooding events.

Section B: PPI Committee

There were five Initial meetings to develop the PPI document.

1st Meeting – November 5th, 2014: The Facilitator introduced the group and explained their roles. A Chair and Co-chair were appointed as well as a minute taker. The Facilitator then proceeded to review the PPI draft document with the committee.

This document was approved by City Council on August 20, 2015.

Thank you for your attention!

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Florida Floodplain Managers Association

FLORIDA CHAPTER OF THE ASSOCIATION OF STATE FLOODPLAIN MANAGERS



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Training and Events

If you are not a member yet, please join the organization by clicking on the JOIN NOW button and pay the dues before you register for an event. If you prefer not to join the organization, you may proceed to the registration process and register as a non-member.

To register for an event, click the "Register Now" button and select the desired training event.

Upcoming Elevation Certificate Basics & CRS EC Requirements Trainings 9:00 a.m. - 4:00 p.m.



June 14 th	Okeechobee	Flyer Coming Soon
June 15 th	Polk County	Click here to view the training flyer
June 16 th	Highlands County	Click here to view the training flyer

Upcoming Training Hosted by Osceola County

Understanding the No-Rise Certificate

June 17, 2016

9:00 a.m. - 4:30 p.m.

[Click here to view the training flyer](#)