



**PROGRAM FOR PUBLIC INFORMATION (PPI)**

Pinellas County | September 2014

**PINELLAS COUNTY PROGRAM FOR PUBLIC INFORMATION**

**Prepared for:**

Watershed Management Unit  
Pinellas County, Florida

**Prepared by:**

Jones Edmunds & Associates, Inc.  
324 S. Hyde Park Ave, Suite 250  
Tampa, Florida 33606

And

McKiernan Consulting Services LLC  
402 Columbia Dr.  
Tampa, Florida 33606

Project No. 16450-044-01

Initiated September 2014  
Submitted January 2015

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# 1 BACKGROUND

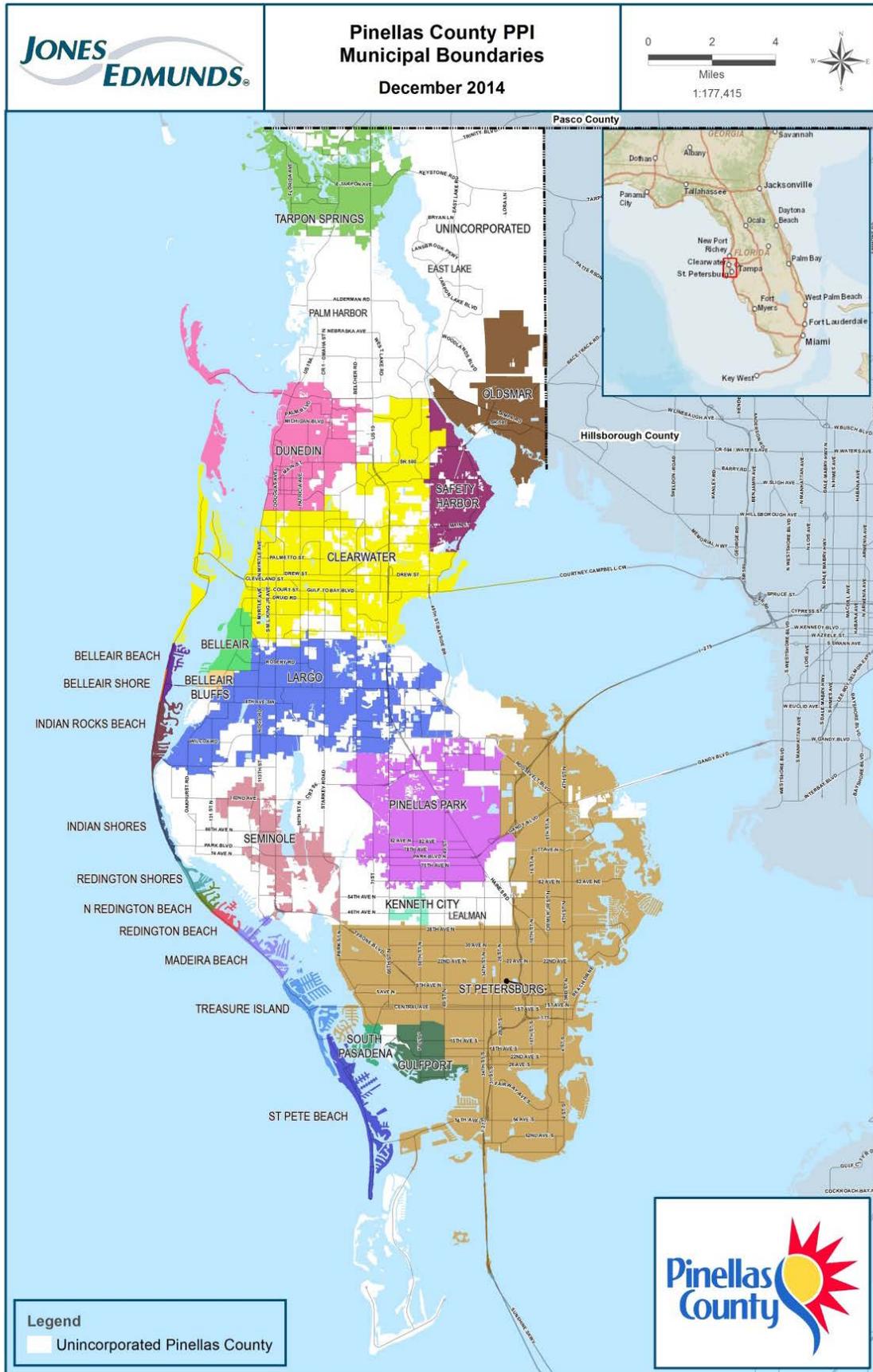
Pinellas County is impacted by riverine, storm surge, and localized flooding in low lying areas. As such, Pinellas County has a number of ongoing outreach efforts with goals to increase flood hazard awareness and to motivate actions to reduce flood damage, encourage flood insurance coverage, and protect the natural functions of floodplains. For example, each year, residents of Unincorporated Pinellas County receive a brochure with information on flood prevention and flood safety in their utility bills. Other public outreach efforts include:

- Annual letters containing flood hazard information are sent to properties in repetitive loss areas and homeowner associations located wholly or partially within the 100-year floodplain.
- Flood hazard Informational materials, such as the All-Hazard Guide, are made available at public libraries, home shows, and the annual Hurricane Expo.
- A number of education and preparation videos, such as Shuttering your Home, a half-hour instructional video on how to protect a home's windows using plywood, have been produced and are shown on the County's television station, PCC-TV, and are available online.
- Residents can request a Pinellas County speaker to make a flood preparedness presentation to their group.
- Emergency alerts via text message are sent to anyone that signs up.
- Wrapped County vehicles and storm drain markers remind residents not to dump into the storm water conveyance system.

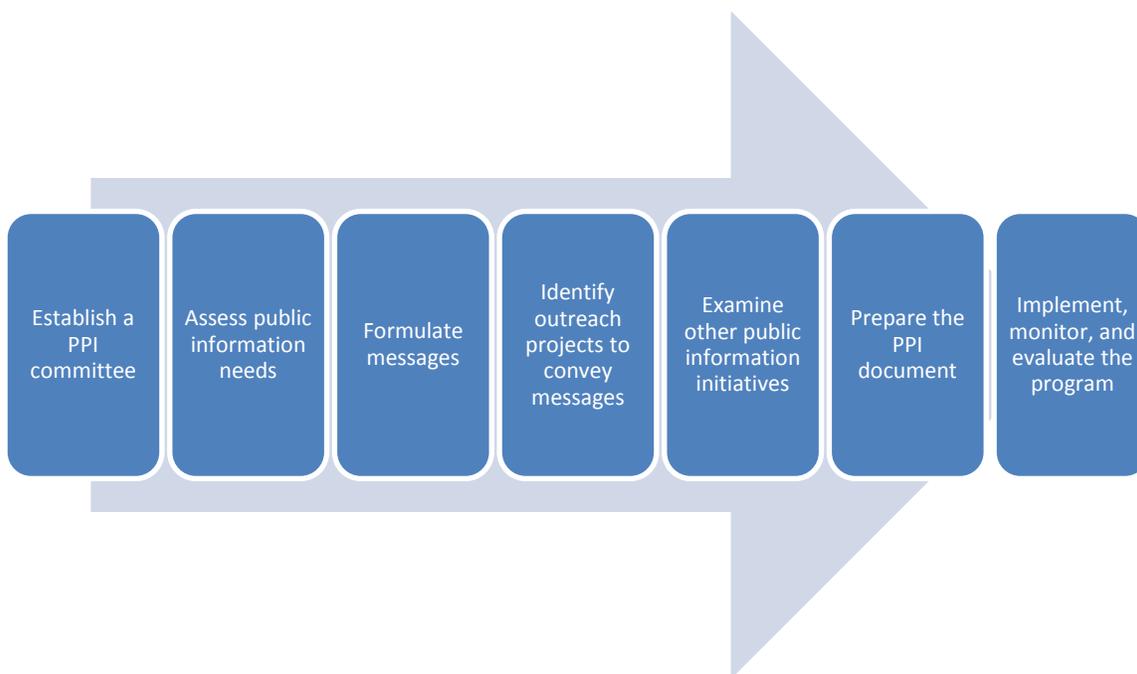
Pinellas County has numerous excellent outreach efforts that cover key flood hazard topics, but they are developed independently within several County departments and within other governmental agencies, such as the Tampa Bay Regional Planning Council (TBRPC). Additionally, Pinellas County has 24 municipalities, where a combination of outreach efforts is implemented (Figure 1). The County is implementing this Program for Public Information (PPI) to coordinate public information activities and develop activities that will lead to more effective programs.

The PPI was introduced by the Federal Emergency Management Agency (FEMA) as a new planning tool to provide a step-by-step coordinated approach to flood hazard outreach, which Pinellas County followed in developing this PPI (Figure 2). The County's purpose in developing this plan is to improve communication with citizens, and to provide information about flood hazards, flood safety, flood insurance, and ways to protect property and natural floodplain functions to those who can benefit from it. Although this message is being effectively shared throughout the County, this program will better coordinate messages and materials, standardize the information being shared, and make it more accessible to County staff as well as the other local governments within the County.

Figure 1 Pinellas County Municipal Boundaries



**Figure 2 PPI Planning Process**



## 2 PPI COMMITTEE

The role of the PPI Committee is to provide input about target audiences, types and delivery of messages, and insight into ongoing efforts in the community. The Pinellas County PPI committee has members from both inside and outside the local government. Staff from the Pinellas County Watershed Management Section, Watershed Protection Section, Planning and Development Services, and Department of Emergency Management, and Pinellas County Communications have worked together to develop and implement the plan. These County staff identified and recruited active members of the community that will be integral in developing a successful plan. Those recruited include representatives of the insurance, real-estate, mortgage-lending industries, neighborhood associations, and Tampa Bay Regional Planning Council (TBRPC). The PPI Committee members are shown in Table 1 and Figure 3. Formation of the committee and preparation of the PPI Document followed the steps outlined in the 2013 CRS Coordinators Manual, Section 330, Developing a Program for Public Information.

**Table 1 PPI Committee Members**

Name	Affiliation
Tom Iovino	Pinellas County Communications, Public Information Officer
Alexis Sergeant	Pinellas County Communications, Public Information Officer
Sally Bishop	Pinellas County Emergency Management, Director
Rahim Harji, P.E., CFM	Pinellas County Watershed Management, Section Manager
Gordon Beardslee	Pinellas County Planning, Director
Renea Vincent, AICP	Pinellas County Planning, Manager
Anamarie Rivera	Pinellas County Watershed Protection Section, Senior Environmental Specialist
Carl Schrader	Clearwater Neighborhoods, President

Name	Affiliation
Brady Smith	Tampa Bay Regional Planning Council Principal Planner
Betti Johnson	Tampa Bay Regional Planning Council, Principal Planner
Ray Neri	Lealman Neighborhoods, President
Marlene Murray	Council of Neighborhoods Coalition, President
Ron Holehouse	Holehouse Insurance, CEO
Jake Holehouse	Holehouse Insurance, Underwriter
Rick Iler	BB&T, Manager
Tom Shelly	Town of Bellair, Commissioner; Sunshine Home Sales & Commercial Brokerage, Real Estate Broker, Sales Manager

**Figure 3 PPI Committee, January 2015**



*From left to right, Ray Neri, Renea Vincent, Betti Johnson, Rahim Harji, Tom Iovino, Cece McKiernan (consulting staff), Lisa Foster (consulting staff), Alexis Sergeant, Brady Smith, and Tom Shelly.*

The first PPI meeting was held on September 25, 2014 to introduce the PPI Committee duties, review and update the inventory of existing outreach efforts, and begin to identify new projects and modifications to existing projects. A second meeting was held on November 13, 2014 to identify target areas and audiences, develop messages, and establish the PPI Document structure. The Committee met again on December 17, 2014. During this meeting, the PPI Committee reviewed a final draft of the PPI Document, agreed on dates to submit all comments for revisions and finalize the revised report. The PPI Committee met on January 15, 2015 to review and finalize the document and projects. The PPI committee also recommended that the document be submitted to the Board of County Commissioners for approval. PPI Committee meeting agendas, sign-in sheets, and minutes are in Appendix 1.

### 3 PUBLIC INFORMATION NEEDS ASSESSMENT

The PPI committee assessed the County's flood problems, identified who needs to be informed about flood related topics, and reviewed the inventory of projects that are already underway.

#### 3.1 TARGET AREAS AND AUDIENCES

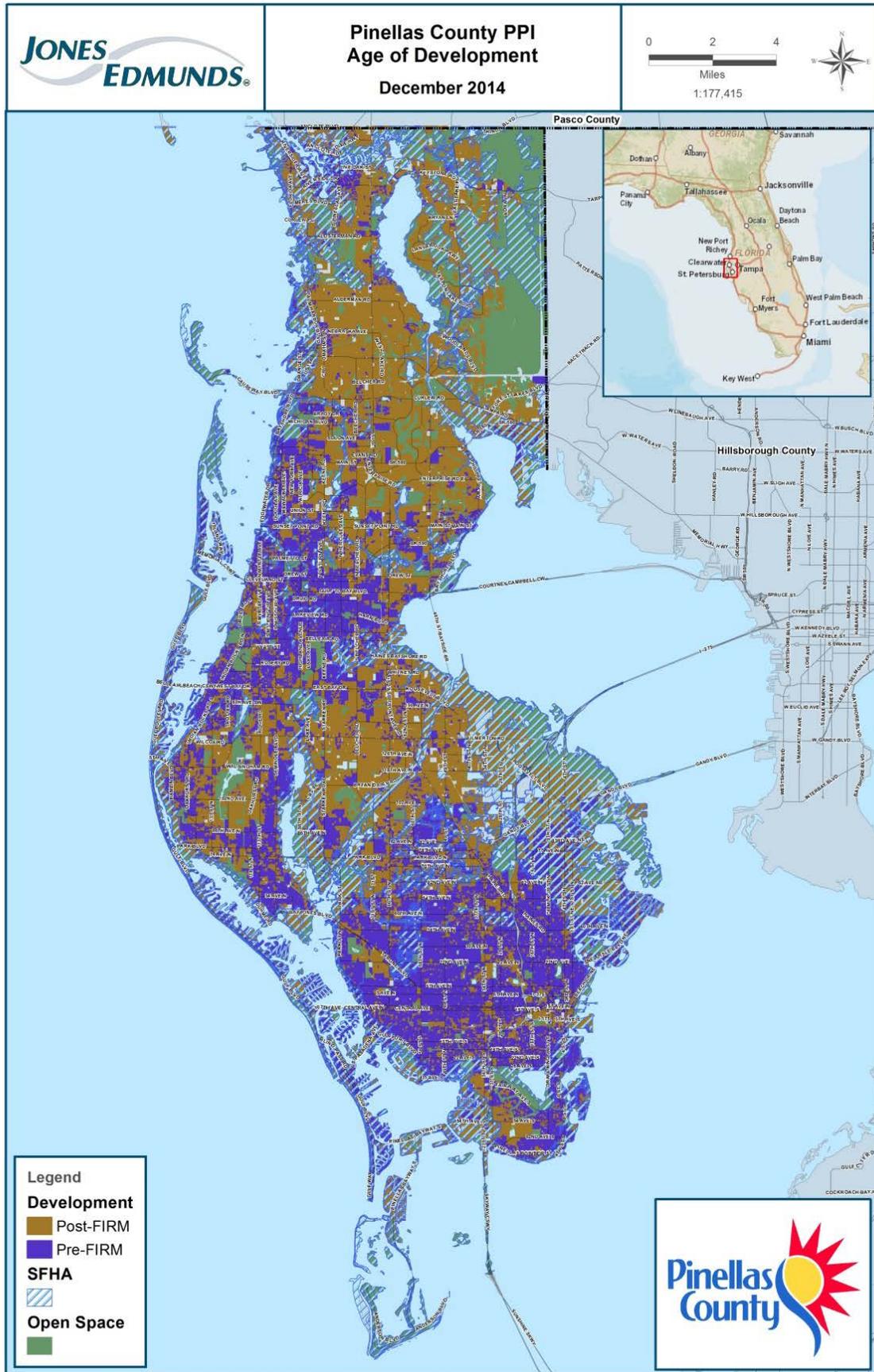
Pinellas County was established January 1, 1912. With almost a million residents, Pinellas County is the most densely populated County in Florida with over 3,300 people per square mile. Much of the development in the County occurred prior to implementation of floodplain management and flood damage prevention requirements in 1971. Additionally, much of that development occurred in areas that are now classified as Special Flood Hazard Areas (SFHA) on the FEMA Flood Insurance Rate Maps (FIRM).

Structures, such as homes and businesses, that were built prior to the adoption of the first FIRM in 1971 are considered pre-FIRM and may not have been built above the base flood elevation (BFE). Properties developed after the FIRM adoption, post-FIRM, were built to the BFE at the time of development, which may have changed after construction if a more accurate study and map update was done. Therefore, some post-FIRM properties may be subject to flood risk as well. Figure 4 shows the pre-FIRM and Post-FIRM development across the County.

The latest FIRMs show over 20,000 acres of Special Flood Hazard Area in Unincorporated Pinellas County. Unincorporated Pinellas County has an estimated 33,800 structures in the SFHA today. In addition to the SFHA flood risk identified in the FIRMs, there is a risk of flooding from storm surge in Pinellas County (Figure 5). Although most of the properties in the storm surge area are included in the SFHA, there are some that are not. There are also historically flood-prone areas throughout the County, some of which are located outside of the SFHA and storm surge areas. Repetitive loss areas, for example, include properties for which two or more claims of more than \$1,000 have been paid by the National Flood Insurance Program (NFIP) within any 10-year period since 1978 and all nearby properties with the same or similar flooding conditions. There are also hot-spot areas throughout the County, such as low lying areas where conveyance is susceptible to back up from tidal tailwater. These repetitive loss and other flood-prone areas are not all in the SFHA or Storm Surge area. The remainder of residents in the County are in a FIRM low-risk area, where, with severe precipitation (500-year storm), may experience flooding.

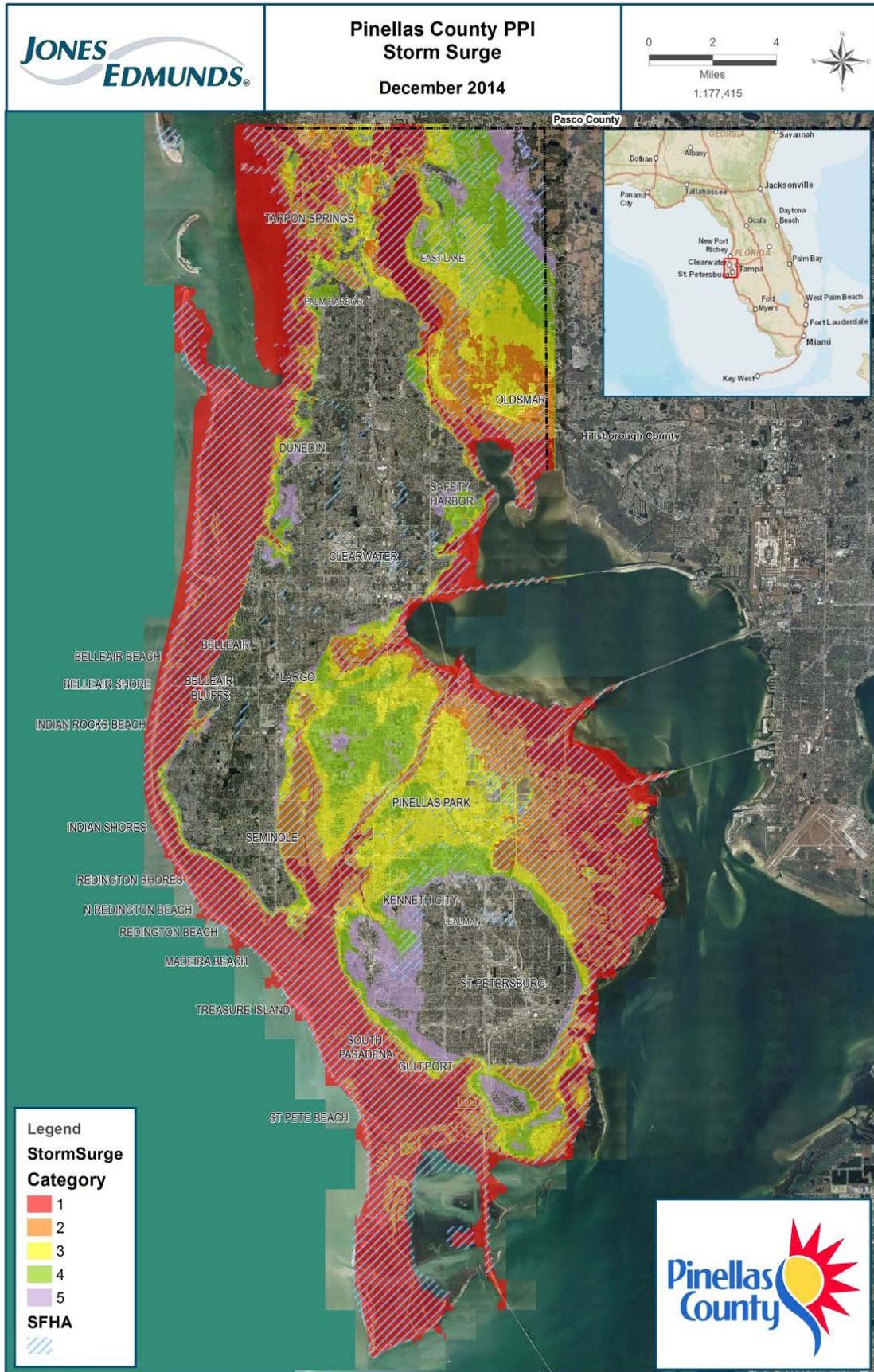
Based on the flooding and development information described above, the Committee identified the residents and businesses within these flood-prone areas as three of the target audiences to whom projects should be directed (Items 1-3 of Table 2). In addition to identifying these audiences based on their location, the Committee identified six additional groups of stakeholders from across the County that would also benefit from information on flood related topics. For example, people looking to purchase or rent properties in the County, should be apprised of their flood risk and flood insurance requirements. The complete list of target audiences is described in Table 2.

Figure 4 Pinellas County Age of Development



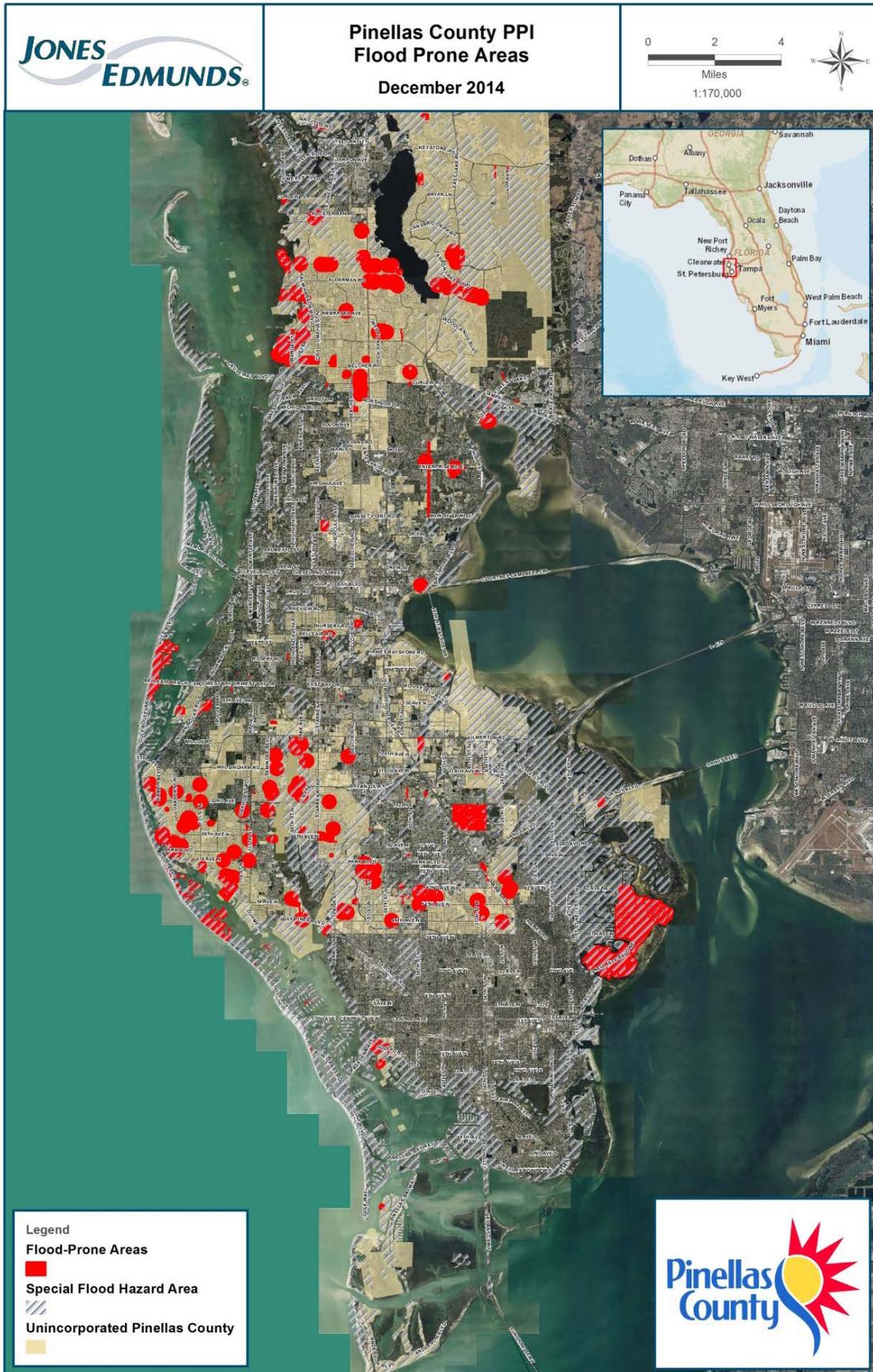
For Informational Purposes Only - J:\project\_Data\16450\_Pinellas County\038\_01\_CRS\IMXD\PPI\_Age\_of\_Development.mxd 12/11/2014

Figure 5 Storm Surge



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Figure 6 Flood Prone Areas



**Table 2 Target Audiences**

<b>Audience</b>	<b>Description</b>
Residents and Businesses in the Special Flood Hazard Area and/or Storm Surge Area	These residents must become aware of their high risk and insurance is recommended and often required. Approximately 60% of the unincorporated parcels are included in this audience.
Residents that Live in Repetitive Loss and Flood-Prone Areas	These residents should understand their surroundings and the likelihood of flood and insurance is strongly recommended. Approximately 4% of the unincorporated parcels are included in this audience.
Residents that Live in Low to Medium Risk Flood Areas	These residents should understand that although they are not in high risk areas there is still a potential to flood and insurance is recommended. Approximately 40% of the unincorporated parcels are included in this audience.
Customers of Pinellas County Services	Recorded messages and PCC-TV programming containing flood information played on phone lines during call waiting and on televisions in County offices
Buyers and Renters (Residential and Commercial)	These individuals should be made aware of their flood risk and insurance options.
Contractors and Builders	This stakeholder group will assist with communicating information about building with flood risk in mind.
Landscapers	The Pinellas County Watershed Protection Section has ongoing outreach efforts targeted at landscapers to educate them about impacts to water quality. Messages regarding flood risk and protection of natural systems will be incorporated into their programs and materials.
Stormwater Managers	The Pinellas County Watershed Protection Section has ongoing outreach efforts targeted at stormwater managers to educate them about impacts to water quality. Messages regarding flood risk and protection of natural systems will be incorporated into their programs and materials.
Pinellas County Municipality Elected Officials, City Managers, and Staff	Neighboring communities can use materials and messages developed by Pinellas County to educate their residents. There are 24 municipalities with over 300,000 parcels in the county, of which over 90% are developed.
Park and Preserve Patrons	Park patrons should understand the natural functions of the County parks and preserves that they are visiting.
Spanish speaking population	Materials and messages will be reviewed to include revisions printed and communicated in Spanish.

### **3.2 ONGOING PUBLIC INFORMATION EFFORTS**

The PPI Committee analyzed and updated the inventory of existing flood information and flood response outreach efforts that are being implemented throughout the County. Various departments within the County and other governmental agencies have an array of ongoing flood-related public information

activities. For example, Pinellas County developed a website with flood map data and applications, which help the community to understand risk and make informed decisions regarding flood insurance. The County also has a comprehensive flood information brochure that they distribute to all residents annually. Additionally, the County offers numerous ways for residents to get updates during an emergency, such as a flooding event. Appendix 2 contains the inventory of ongoing flood related outreach projects.

The PPI committee noted deficiencies while reviewing the ongoing projects and noted several that should be incorporated into the PPI to improve their effectiveness. The flood map service website, for instance, is underused even though it is a great tool that would be very useful to several audiences. Similarly, the County’s e-lert service is a useful tool that could benefit more residents. Another example is the flood information brochure. Although it contains a wealth of information, it is very lengthy, which may deter recipients from reading it. Section 5 details the ongoing efforts that have been incorporated into the Pinellas County PPI.

## 4 MESSAGES AND OUTCOMES

Outreach campaign messages must be accurate and concise to result in action and positive outcomes. The PPI Committee used the information from the public information needs assessment to develop specific messages and expected outcomes based on the NFIP CRS floodplain management topics. (Table 3).

**Table 3 PPI Messages & Outcomes**

Topic		Message		Outcome	
1	Know your flood hazard	A	Find out what your flood risk is.	a1	Better prepared and informed residents and businesses
				a2	Increase in the number of map information inquiries.
				a3	Increase in number of webpage hits
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.
3	Protect people from the hazard	C	Register to receive flood alerts and information about what to do to prepare and avoid danger.	c1	Reduced number of rescue calls
				c2	Improved efficiency of evacuations.
4	Protect your property from the hazard	D	Keep debris and trash out of the streets, streams, and ditches.	d	Reduced localized flooding
		E	Retrofit your property.	e	Reduced property loss from flooding
5	Build responsibly	F	Find out what building permits you may need.	f	Increased compliance and reduced flood loss
6	Protect natural floodplain functions	G	Only Rain Down the Drain.	g	Improvement in water quality and natural storage capacity

Topic		Message		Outcome	
7	Hurricane preparedness	H	Know Your Zone.	h	Improved efficiency of hurricane evacuations.
8	General preparedness	I	Make an emergency plan.	i	Less damage and injury from a storm
9	Flood Economics	J	Support the County's participation in the NFIP CRS by getting involved with flood information outreach.	j	Reduced flood insurance and flood damage costs for residents.
		K	Find out how much flood damage could cost you.	k1	Increase in awareness of the expense of flooding.
				k2	Increase in number of flood insurance policies.
				k3	Increase in number of retrofitted properties.

## 5 PPI PROJECTS

Based on the public information needs assessment (Section 3), the PPI Committee identified 10 existing efforts to enhance or update:

- Flood Information Brochure
- Flood Information Website
- Flood Protection Assistance Advisory Program
- Flood Information Door Hangers
- Only Rain Down the Drain Campaign
- Parks & Recreation Educational Materials
- Spanish Outreach Materials
- Flood Response Media Kit
- Flood Response PCCTV Programming
- Flood Response Social Media

The Committee also identified some new projects to relay flood information to target audiences:

- Flood Map Service Center Plug-In
- Real Estate Agents Disclosure Program
- Training for Contractors & Builders
- Flood Information Messages for County On-hold Recordings
- PCC-TV in County Offices

A detailed project sheet for each of these PPI projects is in Appendix 4.

The Flood Information Brochure and Flood Information Website projects will provide information and publicity for several CRS activities, including Activity 320 (Map Information Service), Activity 350 (Flood Protection Information), Activity 360 (Flood Protection Assistance), Activity 540 (Drainage System Maintenance), and Activity 610 (Flood Warning and Response). Additionally, the Parks & Recreation Educational Materials project will enhance the outreach materials for Activity 420 (Open Space Preservation).

Appendix 3 contains a summary table of the projects with their respective Target Audiences, messages and outcomes, staff responsible to carry out the project, delivery method(s), the anticipated schedule, and the stakeholders involved.

These projects will be re-evaluated periodically to determine if updates or improvements can be made to enhance the program.

## **6 ANNUAL EVALUATION**

The PPI Committee will meet annually to evaluate the Plan for the effectiveness of its messages and outcomes. The committee will identify which projects need improvements and may refine the messages as needed to increase the effectiveness to existing audiences or to reach new audiences.

The Committee will also evaluate the need for additional projects. In addition to the projects included in this PPI, the committee discussed a few potential future projects:

1. Training for Municipalities
2. Flood Information Lessons for School Curricula
3. Flood Information Lessons for School ESOL Curricula
4. "Training for Contractors & Builders" Video

The committee will re-evaluate these projects during its annual review. A PPI update report will be prepared and approved by the Committee and submitted to the Pinellas County Commission for approval each year.

## **7 PLAN ADOPTION**

A draft of the PPI document was submitted to ISO for review and all ISO comments are addressed in this final document. The PPI Program will be effective when adopted by the Pinellas County Commission on April 9th, 2015.

**APPENDIX 1 PPI COMMITTEE MEETINGS**



## MEETING AGENDA

**PROJECT NAME:** CRS Support/Program for Public Information (PPI)

**MEETING DATE:** Thursday, September 24, 2014

**LOCATION:** Tampa Bay Regional Planning Council

11:30 AM – Call meeting to order – Introduction of participants (phone) and purpose for PPI (Cece)

11:45 PM - Break to collect lunch

12:00 PM – Highlight current outreach efforts (Cece and County Staff)

12:25 PM –Ongoing outreach efforts not listed (group)

12:35 PM – Presentation of suggested targeted outreach projects (Cece and group)

12:55 PM – Next steps and next meeting (Cece)

1:00 PM - Adjourn



## MEETING PARTICIPANTS

**PROJECT NAME:** CRS Support/Program for Public Information (PPI)

**MEETING DATE:** Thursday, September 25, 2014

**LOCATION:** Tampa Bay Regional Planning Council

NAME	AFFILIATION	EMAIL	PHONE
Tom Iovino	P. m. by CO	Tiovino@pinellascounty.org	
Carl Schrader	Clearwater Neighborhoods	brookhill.2005@gmail.com	462-8068
RAHIM HARJI	P.C. - PUBLIC WORKS	rharji@pinellascounty.org	464-8760
BRADY SMITH	TBRPC	brady@tbrpc.org	727-570-5151 x42
Sally Bishop	P.C. Emerg Mgmt	sbishop@pinellascounty.org	464-5550
Gordon Beardslee	P.C. Planning	gbeardsl@pinellascounty.org	464-8200
Benea Vincent	P.C. Planning	rvincent@pinellascounty.org	464-8200
Beth Johnson	TBRPC	betti@tbrpc.org	570 5151 x39
RAY NERI	REALTOR	RNERI1@TAMPABAYFL.COM	527 5352
Near Schwartz	City South Pasadena	NSchwartz@MySouthPasadena.com	343 4192
RICK ILER	BB&T INSURANCE	RPILER@BB&T.COM	727-803-8102

CALL IN



## MEETING MINUTES

**PROJECT NAME:** CRS Support/Program for Public Information (PPI)

**MEETING DATE:** Thursday, September 25, 2014

**LOCATION:** Tampa Bay Regional Planning Council

### 1.0 CALL MEETING TO ORDER; INTRODUCTION OF PARTICIPANTS (PHONE) AND PURPOSE FOR PPI (CECE)

There was a 50/50 balance between County Staff and Stakeholders for this initial meeting. Cece presented an overview of the CRS program and the requirements and benefits of the PPI. She also provided some examples of topics and discussed what was expected from the committee including an estimated meeting schedule.

### 2.0 HIGHLIGHT CURRENT OUTREACH EFFORTS

Cece highlighted Utility Bill Inserts, Surviving the Storm handouts strategically placed, TV and videos on YouTube, items printed in news papers and flyers, events (hurricane and information expos) and website.

### 3.0 ONGOING OUTREACH EFFORTS NOT LISTED (GROUP)

The committee discussed additional outreach ongoing efforts. Betti Johnson mentioned that the Pinellas Disaster Planning Guide is available on the Tampa Bay Regional Planning Council (TBRPC) website both in English and Spanish as well as evacuation and shelter information.

Tom Iovino mentioned Pinellas County Twitter feeds are provided to local governments for sharing.

There was a discussion about Hurricane Phoenix video availability and some issues regarding copyrights so it is currently not available on the TBRPC website. Homeowner and Neighborhood Associations as well as Fire Districts may have been presenting hazard information and Cece will investigate and follow up on this.

There was also discussion on the technologies being used to reach residents. Pinellas County has an app SeeClickFix that allows residents to report potholes, overgrown properties, stop light outages and sign damages. This app should also be used to report flooding, which will be added



as a PPI project. Sally discussed the Storm Surge Protector Application on the web with water level visualization. Tom and Sally described eLert Newsletter on the web.

All of the efforts discussed will be added to current outreach inventory by Cece.

#### 4.0 PRESENTATION OF SUGGESTED TARGETED OUTREACH PROJECTS (CECE AND GROUP)

The committee discussed potential targeted outreach projects:

1. Display lake flooding areas by color based on depth to simplify the information. Rahim noted that information is available in the Water Atlas. The committee discussed development of an automated notification from real-time gauge data, based on historical data and weather forecasts to improve warning and response time. Rahim will put a scope together for a pilot study.
2. Letters to repetitive loss properties and repetitive loss areas are currently being developed through Gordon and Renea's office. Jones Edmunds is developing the repetitive loss areas and mailing list.
3. Letters to Historical Flooding and Hot Spots, share the letter with Homeowner and Neighborhood Associations.
4. Sally suggested outreach activities be developed to focus on Hot Spots.
5. There was discussion about an effort Craig Haire was doing (ask Tom for more information).
6. Discussion regarding undertaking steps to participate in FEMA's High Water Mark Initiative. More information needed from the SWFWMD and the County to see what already exists.
7. Cece will create a draft flyer for committee review that encompasses the 6 CRS Priority Topics.

#### 5.0 NEXT STEPS AND NEXT MEETING (CECE)

Cece will reach out to invitees that did not attend and accept any additional suggestions for committee members. Cece will create a project list and conduct interviews with appropriate staff to begin the development of an actionable plan for the PPI. The next PPI committee meeting is scheduled for Thursday, November 13<sup>th</sup>, 12 – 2 pm (lunch provided) at the TBRPC Meeting Room.

#### 6.0 ADJOURN



## MEETING AGENDA

**PROJECT NAME:** CRS Support/Program for Public Information (PPI)

**MEETING DATE:** Thursday, November 13, 2014

**LOCATION:** Tampa Bay Regional Planning Council

12:00 PM – Collect lunch and be seated

12:15 PM – Call meeting to order – Introduction of participants and review purpose for PPI (Cece)

12:25 PM – Steps to development of a PPI plan (Cece)

12:50 PM – Related Activities under CRS (335) (Cece & Lisa)

1:25 PM – Developing the message (Cece)

1:40 PM – PPI project recommendations (Cece and group)

1:55 PM – Next steps and next meeting (Cece)

2:00 PM - Adjourn



### MEETING PARTICIPANTS

<b>PROJECT NAME:</b> CRS Support/Program for Public Information (PPI) <b>MEETING DATE:</b> Thursday, November 13, 2014 <b>LOCATION:</b> Tampa Bay Regional Planning Council			
NAME	AFFILIATION	EMAIL	PHONE
RAY NERI	LEALMAN	RNERI1937@GMAIL.COM	727 527 5352
Gordon Beardlee	Pin. Co. Planning	gbeardsl@pinellascounty.org	727 464-8200
Renea Vincent	" " "	Rvincent@pinellascounty.org	727 464-8200
Anamaria Rivera	Pinellas County Natural Resources	arivera@pinellascounty.org	727-464-4605
RAHIM HARJI	" "	rharji@ " "	727-464-8760
MARLENE MURRAY	Council of Neighborhood ASSOC.	MURRAY X2 @VERIZON.NET	727-527-0366
BRADY SMITH	TBRPC	brady@tbrpc.org	727-570-5151 x42
RON HOLEHOUSE	Holehouse INSURANCE	RON@holehouseins.com	727 823-5551
SALLY BISHOP	PC Emerg Mgmt	sbishop@pinellascounty.org	727-464-5550
BETTI JOHNSON	TBRPC	betti@tbrpc.org	727-570-5151
Carl Schrader	Clearwater Neighborhoods Coalition	brookhill.2005@gmail.com	727-462-8668



## MEETING MINUTES

**PROJECT NAME:** CRS Support/Program for Public Information (PPI)

**MEETING DATE:** Thursday, November 13, 2014

**LOCATION:** Tampa Bay Regional Planning Council

### 1.0 CALL TO ORDER AND INTRODUCTION OF PARTICIPANTS (CECE)

The required balance between County Staff and Stakeholders was met for this meeting.

### 2.0 ACCEPTANCE OF PPI MEETING ONE MINUTES (CECE)

There were no comments on the meeting minutes from the first PPI meeting.

### 3.0 PPI PURPOSE, TIMELINE, COMMITTEE EXPECTATIONS (CECE)

Cece provided an overview of the CRS program and the requirements and benefits of the PPI. She also informed the group that the PPI will be included in the current CRS Verification if it is completed by the time the County has to submit all outstanding documentation, which is anticipated to be early January. Per this schedule, Cece set a tentative date of December 17<sup>th</sup> for the committee to reconvene and review the draft PPI plan. Cece also discussed what was expected from the committee, such as, future meeting attendance.

### 4.0 PPI PLAN DEVELOPMENT STEPS (CECE, LISA, COMMITTEE)

Cece went through each step of developing a PPI plan, highlighting the need to include related activities under the CRS. Lisa gave an overview of the related activities, including:

- 320 Map Information Services
- 340 Hazard Disclosure
- 350 Flood Protection Information
- 360 Flood Protection Assistance
- 420 Open Space Preservation
- 510 Floodplain Management Planning
- 540 System Drainage Maintenance

Lisa discussed what was already in place for these related activities. The committee agreed that the existing projects were very good and that they should be included in the PPI so that minor modifications can be done to ensure proper messaging and target audiences for each.



## 5.0 DEVELOPING THE MESSAGE (CECE, LISA, COMMITTEE)

The committee discussed the need for a revised flood risk flyer which includes the 6 priority topics outlined in the CRS Manual and some other activity specific information. It was agreed that the flyer should have a catchy title, like “It’s Not All Sunshine” which is currently being used by the County’s Public Information Office. It was also agreed that the flyer should not be too wordy. A rough example was distributed and it was agreed that the flyer should be a tri-fold 8 ½ X 11 sheet if possible. Pinellas County Natural Resources is currently updating their flyers so topics will be added to their updates as well as potentially using their format for the new flood risk flyer. It was also strongly noted by the committee that the economics of this effort be emphasized discussing the cost savings to residents and showing the value to both the County and its’ residents in coordinating a flood risk communication effort.

## 6.0 PPI PROJECT RECOMMENDATIONS (CECE & COMMITTEE)

### Target Audiences:

1. SFHA Residents
2. 500 Year flood area Residents
3. Residents in areas prone to flooding (hot spots, repetitive loss areas)
4. Real Estate, Mortgage, and Insurance Customers
5. Real Estate, Mortgage, and Insurance Agents
6. Neighborhood associations (especially those that may be less technologically connected).
7. Local municipalities (CRS Coordinators, building departments, PIOs).
8. Faith based organizations and their leaders.

### Projects:

1. Revision of the Flood Risk flyer (priority).
  - a. Include related activities information
2. Flood flyer mail-outs to target audiences
3. Better publicizing of the Pinellas County Flood Map information web page as well as the Storm Surge Protector was the first project discussed.
4. Provide presentation and outreach materials at insurance companies, real estate office and lending institutions.
5. Coordination with the school board regarding inclusion of information in the curriculum.
6. Flood Insurance outreach to target audiences (eg SFHA property owners, insurance not required, but is a good idea)
7. Watershed Education Campaign - General
8. Watershed Education Campaign – Landscapers
9. Watershed Education Campaign – Surface Water Assessment

## 7.0 ACTION ITEMS

- Contact current neighborhood association PPI members to further clarify which entities should be targeted for projects.
- Flood risk flyer draft
- PPI Document draft



## 8.0 NEXT PPI MEETING

- December 17th, 12 – 2 pm (lunch provided)
- TBRPC Meeting Room
- Meeting Objectives:
  - Review Flood Risk Flyer draft
  - Review PPI Document draft
  - Set 2015 Meeting Schedule

## 9.0 ADJOURN



## **MEETING AGENDA**

**PROJECT NAME:** CRS Support/Program for Public Information (PPI)

**MEETING DATE:** Wednesday, December 17, 2014

**LOCATION:** Tampa Bay Regional Planning Council

12:00 PM – Collect lunch and be seated

12:15 PM – Call meeting to order – Introduction of participants and latest status of PPI (Cece)

12:20 PM – Review of flyer (Cece, Lisa and group)

12:35 PM – Review of PPI draft document (Cece and group)

12:50 PM – Review of PPI proposed projects (Cece and group)

1:25 PM – Decision on which projects to accept (group)

1:40 PM – Discussion regarding timeline and adoption of PPI (group)

1:55 PM – Group Photo, next steps and next meeting (Cece)

2:00 PM - Adjourn



### MEETING PARTICIPANTS

<b>PROJECT NAME:</b> CRS Support/Program for Public Information (PPI) <b>MEETING DATE:</b> Wednesday, December 17, 2014 <b>LOCATION:</b> Tampa Bay Regional Planning Council				
NAME	AFFILIATION	EMAIL	PHONE	INITIAL
Tom Iovino	Pinellas County PIO	<a href="mailto:tiovino@pinellascounty.org">tiovino@pinellascounty.org</a>	727-248-0672	TI
Sally Bishop	Pinellas County Emergency Management Director	<a href="mailto:sbishop@pinellascounty.org">sbishop@pinellascounty.org</a>	727-464-5550	
Rahim Harji	Pinellas County Public Works Manager	<a href="mailto:rharij@pinellascounty.org">rharij@pinellascounty.org</a>	727-464-8760	RH
Gordon Beardslee	Pinellas County Planning Director	<a href="mailto:gbeardsl@pinellascounty.org">gbeardsl@pinellascounty.org</a>	727-464-8200	GB
Renea Vincent	Pinellas County Planning Manager	<a href="mailto:rvincent@pinellascounty.org">rvincent@pinellascounty.org</a>	727-464-8200	CV
Anamarie Rivera	Pinellas County Natural Resources	<a href="mailto:arivera@pinellascounty.org">arivera@pinellascounty.org</a>	727-464-4605	AR
Rick Iler	BB&T Insurance	<a href="mailto:rpiler@bbandt.com">rpiler@bbandt.com</a>	727-803-8102	
Carl Schrader	Clearwater Neighborhoods President	<a href="mailto:brookhill.2005@gmail.com">brookhill.2005@gmail.com</a>	727-462-8068	CS
Brady Smith	TBRPC	<a href="mailto:brady@tbrpc.org">brady@tbrpc.org</a>	727-570-5151 x42	BS
Betti Johnson	TBRPC Principal Planner	<a href="mailto:betti@tbrpc.org">betti@tbrpc.org</a>	727-570-5151 x39	BJ
Ray Neri	Lealman Neighborhood President	<a href="mailto:rneri1@tampabay.rr.com">rneri1@tampabay.rr.com</a> RNERI1937@GMAIL.COM	727-527-5352	
Marshall Touchton	Pinellas County School Board Demographic Specialist	<a href="mailto:touchtonm@pcsb.org">touchtonm@pcsb.org</a>		



<b>PROJECT NAME:</b> CRS Support/Program for Public Information (PPI) <b>MEETING DATE:</b> Wednesday, December 17, 2014 <b>LOCATION:</b> Tampa Bay Regional Planning Council				
NAME	AFFILIATION	EMAIL	PHONE	INITIAL
Lauren Morgan	Tampa Bay Builders Association Communications	<a href="mailto:lauren@tbba.net">lauren@tbba.net</a>		
Joe Farrell	Pinellas Realtor Organization Director of Govt. Affairs	<a href="mailto:jfarrell@tampabayrealtor.com">jfarrell@tampabayrealtor.com</a>		
Debbie Cooley-Guy	Florida Association of Mortgage Professionals Director	<a href="mailto:debbie@fortunelendingcorp.com">debbie@fortunelendingcorp.com</a>		
Don Ewing	Council of North County Neighborhoods President	<a href="mailto:don@haruspex.com">don@haruspex.com</a>	727-560-5586	
Marlene Murray	Council of Neighborhoods Coalition President	<a href="mailto:murrayx2@verizon.net">murrayx2@verizon.net</a>	727-527-0366	
Ron Holehouse	Holehouse Insurance	<a href="mailto:ron@holehouseins.com">ron@holehouseins.com</a>	727-823-5551	
Jacob Holehouse	Holehouse Insurance	<a href="mailto:jake@holehouseins.com">jake@holehouseins.com</a>	727-470-5177	JHP
Amy Seeks	Smith & Associates Vice President of Real Estate Services	<a href="mailto:aseeks@smithandassociates.com">aseeks@smithandassociates.com</a>	727-342-3800	
Tammy Campbell Plummer	Coldwell Banker Residential Realtor, Previews Property Specialist	<a href="mailto:tammy@tammyplummer.com">tammy@tammyplummer.com</a>	727-455-2351	
Alexis Sergeant Staff	Pinellas County Communications	<a href="mailto:asegert@pinellascounty.org">asegert@pinellascounty.org</a>	727-464-4092	AS
Lisa Foster	Jones Edmunds, Project Manager	<a href="mailto:lfoster@jonesedmunds.com">lfoster@jonesedmunds.com</a>	813-258-0703	
Cece McKiernan	McKiernan Consulting Services, President	<a href="mailto:cece@mckiernanconsulting.us">cece@mckiernanconsulting.us</a>	813-966-1265	



## MEETING MINUTES

**PROJECT NAME:** CRS Support/Program for Public Information (PPI)

**MEETING DATE:** Wednesday, December 17, 2014

**LOCATION:** Tampa Bay Regional Planning Council

### 1.0 CALL TO ORDER AND INTRODUCTION OF PARTICIPANTS (CECE)

The required balance between County Staff and Stakeholders was met for this meeting.

### 2.0 PPI STATUS (CECE AND LISA)

Lisa and Cece informed the group that they had completed drafts of the PPI document and the Flood Information Brochure, and that the purpose of this meeting was to review these items.

### 3.0 REVIEW OF FLYER (CECE, LISA, AND PPI COMMITTEE)

Lisa provided a copy of the brochure mock-up to the committee for review. She explained that the purpose of the project was to redevelop the County's current flood information brochure into a less "texty", more visually appealing information brochure to increase the number of readers. She explained that this was also an opportunity to revise some of the content to ensure the services provided by the County are described and publicized. The Committee reviewed the brochure and Lisa noted revisions.

**Action Item:** Lisa will update the brochure mock-up and email it to the committee for final review. The Committee will review the revised mock-up and submit comments to Lisa by 12/24/2014. Once finalized, Pinellas County Graphic Designers will develop the new brochure.

### 4.0 REVIEW OF PPI DRAFT DOCUMENT (CECE, LISA, AND PPI COMMITTEE)

Cece gave an overview of the structure of the PPI document. Lisa described and the committee discussed the content and methodology for each section:

- Background
- PPI Committee
- Public Information Needs Assessment
  - Target Areas and Audiences
  - Ongoing Public Information Efforts
- Messages and Outcomes



- PPI Projects
- Annual Evaluation
- Plan Adoption

**Action Item:** Lisa and Cece will make revisions to the draft PPI document based on the discussion and distribute to the Committee. The Committee will review the revised draft and provide comments to Lisa and Cece by January 8, 2015.

#### 5.0 NEXT PPI MEETING

- January 15<sup>th</sup>, 11-12:30 pm (lunch provided)
- TBRPC Meeting Room
- Meeting Objectives:
  - Approve Flood Risk Flyer
  - Approve PPI Document
  - PPI Committee photo
  - Set 2015 Meeting Schedule

#### 6.0 ADJOURN



### MEETING PARTICIPANTS

<b>PROJECT NAME:</b> CRS Support/Program for Public Information (PPI)				
<b>MEETING DATE:</b> Thursday January 15, 2015				
<b>LOCATION:</b> Tampa Bay Regional Planning Council				
NAME	AFFILIATION	EMAIL	PHONE	INITIAL
Tom Iovino	Pinellas County PIO	<a href="mailto:tiovino@pinellascounty.org">tiovino@pinellascounty.org</a>	727-248-0672	TI
Sally Bishop	Pinellas County Emergency Management Director	<a href="mailto:sbishop@pinellascounty.org">sbishop@pinellascounty.org</a>	727-464-5550	
Rahim Harji	Pinellas County Public Works Manager	<a href="mailto:rharji@pinellascounty.org">rharji@pinellascounty.org</a>	727-464-8760	RH
Gordon Beardslee	Pinellas County Planning Director	<a href="mailto:gbeardsl@pinellascounty.org">gbeardsl@pinellascounty.org</a>	727-464-8200	
Renea Vincent	Pinellas County Planning Manager	<a href="mailto:rvincent@pinellascounty.org">rvincent@pinellascounty.org</a>	727-464-8200	CV
Anamarie Rivera	Pinellas County Natural Resources	<a href="mailto:arivera@pinellascounty.org">arivera@pinellascounty.org</a>	727-464-4605	
Rick Iler	BB&T Insurance	<a href="mailto:rpiler@bbandT.com">rpiler@bbandT.com</a>	727-803-8102	
Carl Schrader	Clearwater Neighborhoods President	<a href="mailto:brookhill.2005@gmail.com">brookhill.2005@gmail.com</a>	727-462-8068	
Brady Smith	TBRPC	<a href="mailto:brady@tbrpc.org">brady@tbrpc.org</a>	727-570-5151 x42	BS
Betti Johnson	TBRPC Principal Planner	<a href="mailto:betti@tbrpc.org">betti@tbrpc.org</a>	727-570-5151 x39	BJ
Ray Neri	Lealman Neighborhood President	<a href="mailto:rneri1@tampabay.rr.com">rneri1@tampabay.rr.com</a>	727-527-5352	RN
Marshall Touchton	Pinellas County School Board Demographic Specialist	<a href="mailto:touchtonm@pcsb.org">touchtonm@pcsb.org</a>		



**PROJECT NAME:** CRS Support/Program for Public Information (PPI)  
**MEETING DATE:** Thursday January 15, 2015  
**LOCATION:** Tampa Bay Regional Planning Council

NAME	AFFILIATION	EMAIL	PHONE	INITIAL
Lauren Morgan	Tampa Bay Builders Association Communications	<a href="mailto:lauren@tbba.net">lauren@tbba.net</a>		
Joe Farrell	Pinellas Realtor Organization Director of Govt. Affairs	<a href="mailto:jfarrell@tampabayrealtor.com">jfarrell@tampabayrealtor.com</a>		
Debbie Cooley-Guy	Florida Association of Mortgage Professionals Director	<a href="mailto:debbie@fortunelendingcorp.com">debbie@fortunelendingcorp.com</a>		
Don Ewing	Council of North County Neighborhoods President	<a href="mailto:don@haruspex.com">don@haruspex.com</a>	727-560-5586	
Marlene Murray	Council of Neighborhoods Coalition President	<a href="mailto:murrayx2@verizon.net">murrayx2@verizon.net</a>	727-527-0366	
Ron Holehouse	Holehouse Insurance	<a href="mailto:ron@holehouseins.com">ron@holehouseins.com</a>	727-823-5551	
Jacob Holehouse	Holehouse Insurance	<a href="mailto:jake@holehouseins.com">jake@holehouseins.com</a>	727-470-5177	
Amy Seeks	Smith & Associates Vice President of Real Estate Services	<a href="mailto:aseeks@smithandassociates.com">aseeks@smithandassociates.com</a>	727-342-3800	
Tammy Campbell Plummer	Coldwell Banker Residential Realtor, Previews Property Specialist	<a href="mailto:tammy@tammyplummer.com">tammy@tammyplummer.com</a>	727-455-2351	
Tom Shelly - Realtor & Staff	Belleair Commissionaires	Tom S@ Sunshine Group Properties.com	727.510.8350	
Lisa Foster	Jones Edmunds, Project Manager	<a href="mailto:lfoster@jonesedmunds.com">lfoster@jonesedmunds.com</a>	813-258-0703	
Cece McKiernan	McKiernan Consulting Services, President	<a href="mailto:cece@mckiernanconsulting.us">cece@mckiernanconsulting.us</a>	813-966-1265	





## **MEETING AGENDA**

**PROJECT NAME:** CRS Support/Program for Public Information (PPI)

**MEETING DATE:** Thursday, January 15, 2015

**LOCATION:** Tampa Bay Regional Planning Council

11:00 AM – Collect lunch

11:15 AM – Call meeting to order – Introduction of participants and latest status of PPI (Cece)

11:20 AM – Review of PPI document and final comments (Cece and group)

12:20 PM – Discussion regarding timeline and adoption of PPI (group)

12:25 PM – Group Photo, next steps and next meeting (Cece)

12:30 PM - Adjourn



## MEETING MINUTES

**PROJECT NAME:** CRS Support/Program for Public Information (PPI)

**MEETING DATE:** Thursday, January 15, 2015

**LOCATION:** Tampa Bay Regional Planning Council

### 1.0 CALL TO ORDER AND INTRODUCTION OF PARTICIPANTS (CECE)

There were four County Staff and four Stakeholders in attendance.

### 2.0 PPI STATUS (CECE AND LISA)

Lisa and Cece informed the group that they had completed the revisions to the PPI Document that were provided, added two projects, and that the purpose of this meeting was to review these items and make final plans for PPI Document delivery to Pinellas County.

### 3.0 STATUS OF FLYER (LISA, CECE, AND PPI COMMITTEE)

Lisa provided an update on the Flood Information Brochure, which involved revising the County's current flood information brochure to incorporate visually appealing graphics in order to draw the reader's attention to the topics. She explained that this was also an opportunity to revise some of the content to ensure the services provided by the County are described and publicized. The brochure has been provided to the Insurance Service Office (ISO) for review and approval. Once approved, the committee will send it to the Pinellas County Graphic Designers who will finalize the design.

### 4.0 REVIEW OF PPI DOCUMENT (CECE, LISA, AND PPI COMMITTEE)

Cece and Lisa reviewed the updated document and tables with the PPI Committee. The PPI Committee approved the revised tables and document. The only outstanding revision to be made is to revise two incorrect County department names.

Lisa also presented two additional projects and proposed adding them to the project list. The PPI Committee approved the addition of the Flood Protection Assistance Advisory Program and the Real Estate Agents Disclosure Program. The PPI Committee also decided to put the Pinellas County School Curricula project on-hold until the next cycle of PPI Project review.



**Action Item:** Lisa and Cece will make final revisions to the draft PPI document and tables based on the discussion and provide it to the PPI Committee by January 30<sup>th</sup>. Pinellas County will decide internally about the process for presentation to County Government.

5.0 NEXT PPI MEETING

- Scheduled for July, 2015
- Meeting Objective:
  - Review PPI Document Status
  - Discuss Project Status
  - Set Next Meeting

6.0 ADJOURN

**APPENDIX 2      ONGOING OUTREACH AND FLOOD RESPONSE  
PROJECTS**

**Contents**

Ongoing Outreach Projects ..... 1

Ongoing Flood Response Projects..... 3

## ONGOING OUTREACH PROJECTS

### Events

OP-E01	5/29/14 Hurricane Awareness Town Meeting - Redington Shores
OP-E02	5/31/14 Hurricane Expo - Palm Harbor Home Depot Hurricane Expo
OP-E03	6/7/14 Hurricane Expo – Seminole Hurricane Expo
OP-E04	6/14/14 Hurricane Expo – Science Center of Pinellas County
OP-E05	9/20/14 Cross Bayou Cleanup
OP-E06	3/22/14 Cross Bayou Cleanup
OP-E07	4/12/14 Lakes & Ponds Education Day
OP-E08	Public Safety Day - City of Indian Rocks 9/6/2014
OP-E09	8/19/14 Adopt-A-Pond
OP-E10	9/23/14 Adopt-A-Pond
OP-E11	9/30/14 Adopt-A-Pond
OP-E12	10/30/14 Adopt-A-Pond

### Flyers

OP-F01	UtiliTalk - Jun/Jul 2014 Volume 28, Issue 3
OP-F02	"Is Your Property in a Floodplain" Brochure
OP-F03	Surviving the Storm - Spanish
OP-F04	Surviving the Storm - English
OP-F05	Watershed Flyer
OP-F06	Only Rain Down the Drain Campaign
OP-F07	Only Rain Down the Drain Campaign
OP-F08	Scoop on Poop Campaign
OP-F09	Hurricane and Safety Newsletter

### Mailings

OP-M01	Floodplain Utility Bill Inserts
OP-M02	Letters to repetitive loss areas

### Press

OP-P01	The Island Reporter - "Emergency Management Introduces New Hurricane, Disaster Awareness tools" July 2014, Vol 11, Num 7 TBO Article: Pinellas beginning to assess risks of sea-level rise
OP-P02	<a href="http://tbo.com/pinellas-county/pinellas-beginning-to-assess-risks-of-sea-level-rise-b82479940z1">http://tbo.com/pinellas-county/pinellas-beginning-to-assess-risks-of-sea-level-rise-b82479940z1</a>

### Radio

OP-R01	Radio piece about not clogging up stormdrains
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### Social Media

OP-SM01	Pinellas County Twitter
OP-SM02	Pinellas County Facebook
OP-SM03	Pinellas County YouTube

### Speaking Events

OP-SE01	Speakers Bureau
OP-SE02	It's not all sunshine - PPT and YouTube

### Videos On Demand

OP-VOD01	Video: "Hurricane Season Preparedness"
OP-VOD02	Video: Storm Surge by NOAA

OP-VOD03	Video: Hurricane Katrina
OP-VOD04	Video: Hurricane Storm Surge Vulnerability
OP-VOD05	Video: What Tampa Bay Residents Might Experience
OP-VOD06	Video: Does it takes a Category 5 Hurricane
OP-VOD07	Prepare To Survive Video: Insurance
OP-VOD08	Prepare To Survive Video: Hurricane Season 2014
OP-VOD09	Pinellas Disaster Planning Guide

### Web Applications

OP-W01	FEMA Citizen Guide to Preparedness
OP-W02	SeeClickFix App
OP-W03	Storm Surge Protector Application on Web
OP-W04	eLert
OP-W05	Flood Map Service Center
OP-W06	Flood Information Home Page on County website

### Other

OP-O01	Protect Waterways Vehicle Wraps
OP-O02	Surge Signs at area schools

## ONGOING FLOOD RESPONSE PROJECTS

### Call Center

FRP-CC01 The Citizen Information Center

### Email/Notifications

FRP-EN01 Blast Email  
FRP-EN02 Media Alert  
FRP-EN03 Emergency News Subscription Service  
FRP-EN04 Hootsuite  
FRP-EN05 First Call

### Flyers/Pamphlets/Items

FRP-F01 Surviving the Storm  
FRP-F02 Surviving the Storm - Spanish

### Roadways

FRP-R01 Intelligent Transportation System signage  
FRP-R02 Digital Billboards

### Social Media

FRP-SM01 Pinellas County Twitter  
FRP-SM02 Pinellas County Facebook  
FRP-SM03 Pinellas County YouTube

### Television

FRP-T01 PCC-TV Programming  
FRP-T02 PCCTV Hurricane Bulletin Board  
FRP-T03 PCCTV Hurricane Bulletin Board  
FRP-T04 PCCTV Hurricane Bulletin Board  
FRP-T05 PCCTV Hurricane Bulletin Board  
FRP-T06 PCCTV Hurricane Bulletin Board  
FRP-T07 PCCTV Hurricane Bulletin Board

### Website

FRP-W01 County Website

### Other

FRP-O01 Media Kit  
FRP-O02 Door Hangers  
FRP-O03 Applicable Materials in Spanish

**APPENDIX 3 PPI PROJECT SHEETS**

## Contents

Flood Information Brochure.....	1
Flood Information Website .....	2
Flood Map Service Center Plug-In .....	3
Flood Protection Assistance Advisory Program.....	4
Real Estate Agents Disclosure Program.....	5
Training for Contractors & Builders.....	6
Flood Information Messages for County On-hold Recordings.....	7
PCC-TV in County Offices .....	8
Flood Information Door Hangers.....	9
Only Rain Down the Drain Campaign .....	10
Parks & Recreation Educational Materials.....	11
Spanish Outreach Materials.....	12
Flood Response Media Kit.....	13
Flood Response PCCTV Programming .....	14
Flood Response Social Media .....	15

**FLOOD INFORMATION BROCHURE**

**Description**

Pinellas County has a brochure containing flood information that is sent to residents annually in their utilities bill. Although the existing brochure contains important information, it is not visually appealing and the messages are within dense text, which may deter recipients from reading it. Additional audiences could benefit from the information as well. The brochure content will be revised to include succinct information on the CRS priority topics and additional messages developed by the PPI. The brochure will be redesigned such that the reader will be able to quickly grasp the main points and is directed to the appropriate webpage and/or staff for additional information.

**Audience(s)**

- 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
- Customers of Pinellas County Services
- Buyers and Renters (Residential and Commercial)
- Pinellas County Municipality Elected Officials, City Managers, and Staff

**Distribution**

- Mail-outs
- Events
- Libraries, Government offices
- Neighborhood Associations
- Door Hangers
- Website

**Stakeholder(s)**

- Pinellas County Municipality Elected Officials, City Managers, and Staff

**Topic(s)**

**Message(s)**

**Outcome(s)**

1 Know your flood hazard	A Find out what your flood risk is.	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.	a2 Increase in the number of map information inquiries.
3 Protect people from the hazard	C Register to receive flood alerts and information about what to do to prepare and avoid danger.	a3 Increase in number of webpage hits
4 Protect your property from the hazard	D Keep debris and trash out of the streets, streams, and ditches.	b Increase in number of flood insurance policies.
5 Build responsibly	E Retrofit your property.	c1 Reduced number of rescue calls
6 Protect natural floodplain functions	F Find out what building permits you may need.	c2 Improved efficiency of evacuations.
7 Hurricane preparedness	G Only Rain Down the Drain.	d Reduced localized flooding
8 General preparedness	H Know Your Zone.	e Reduced property loss from flooding
9 Flood Economics	I Make an emergency plan.	f Increased compliance and reduced flood loss
	J Support the County's participation in the NFIP CRS by getting involved with flood information outreach.	g Improvement in water quality and natural storage capacity
		h Improved efficiency of hurricane evacuations.
		i Less damage and injury from a storm
		j Reduced flood insurance and flood damage costs for residents.

**Related CRS Activities**

320, 330, 350, 360, 420, 540, 600

**Assignment/Administrator**

Watershed Management Section Floodplain Manager

**Schedule**

Spring 2015

**FLOOD INFORMATION WEBSITE**

**Description**

Pinellas County has a wealth of flood and hazard risk information on its website. This content and its location within the website's flood information pages will be reviewed to ensure the 6 CRS Priority Topics and additional messages developed by the PPI are included and the site is navigable and provides correct and useful information to users. Recommendations will be provided to County staff to make revisions and updates to the website.

**Audience(s)**

- 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
- Customers of Pinellas County Services
- Buyers and Renters (Residential and Commercial)
- Pinellas County Municipality Elected Officials, City Managers, and Staff

**Distribution**

- Website

**Stakeholder(s)**

**Topic(s)**

**Message(s)**

**Outcome(s)**

1 Know your flood hazard	A Find out what your flood risk is.	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.	a2 Increase in the number of map information inquiries.
3 Protect people from the hazard	C Register to receive flood alerts and information about what to do to prepare and avoid danger.	a3 Increase in number of webpage hits
4 Protect your property from the hazard	D Keep debris and trash out of the streets, streams, and ditches.	b Increase in number of flood insurance policies.
5 Build responsibly	E Retrofit your property.	c1 Reduced number of rescue calls
6 Protect natural floodplain functions	F Find out what building permits you may need.	c2 Improved efficiency of evacuations.
7 Hurricane preparedness	G Only Rain Down the Drain.	d Reduced localized flooding
8 General preparedness	H Know Your Zone.	e Reduced property loss from flooding
9 Flood Economics	I Make an emergency plan.	f Increased compliance and reduced flood loss
	J Support the County's participation in the NFIP CRS by getting involved with flood information outreach.	g Improvement in water quality and natural storage capacity
	K Find out how much flood damage could cost you.	h Improved efficiency of hurricane evacuations.
		i Less damage and injury from a storm
		j Reduced flood insurance and flood damage costs for residents.
		k1 Increase in awareness of the expense of flooding.
		k2 Increase in number of flood insurance policies.
		k3 Increase in number of retrofitted properties.

**Related CRS Activities**

320, 350, 360, 540, 600

**Assignment/Administrator**

Watershed Management Section Floodplain Manager

**Schedule**

Spring 2015

**FLOOD MAP SERVICE CENTER PLUG-IN**

**Description**

The Pinellas County The Flood Map Service Center is a valuable tool that can be made available to a broader audience, such as lenders, with a “plugin” to allow interested parties to embed the service into their own websites.

**Audience(s)**

- Buyers and Renters (Residential and Commercial)

**Distribution**

- Website

**Stakeholder(s)**

- Real Estate Agents and Brokers

**Topic(s)**

**Message(s)**

**Outcome(s)**

1 Know your flood hazard

A Find out what your flood risk is.

a1 Better prepared and informed residents and businesses

**Related CRS Activities**

**Assignment/Administrator**

Watershed Management Section Floodplain Manager

**Schedule**

Summer 2015

**FLOOD PROTECTION ASSISTANCE ADVISORY PROGRAM**

**Description**

Pinellas County Staff provide site visits, one-on-one consultations, and advice to inquirers about property protection measures, such as retrofitting techniques and drainage improvements. Most inquiries stem from drainage complaints, though. Development of a Flood Protection Assistance Advisory Program will increase awareness and use of the service, which will increase the likelihood that residents will undertake activities to reduce the flood hazard to their property. This in turn could decrease property loss due to flooding. This program should include an informative flyer about the service to be included in mail-outs, on the website, and at events. The program should also include standard operating procedures (SOP) for handling inquiries, site visits, and maintaining records of the service. The County currently has complaint process, which should be incorporated into and elaborated on in the Flood Protection Assistance Advisory Program SOP.

**Audience(s)**

- 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 (Residential and Commercial)

**Distribution**

- Mail-outs
- Events
- Libraries, Government offices
- Door Hangers
- Website

**Stakeholder(s)**

**Topic(s)**

**Message(s)**

**Outcome(s)**

<p>4 Protect your property from the hazard</p> <p>5 Build responsibly</p> <p>6 Protect natural floodplain functions</p> <p>9 Flood Economics</p>	<p>G Only Rain Down the Drain.</p> <p>K Find out how much flood damage could cost you.</p> <p>D Keep debris and trash out of the streets, streams, and ditches.</p> <p>F Find out what building permits you may need.</p> <p>E Retrofit your property.</p>	<p>d Reduced localized flooding</p> <p>k3 Increase in number of retrofitted properties.</p> <p>k2 Increase in number of flood insurance policies.</p> <p>k1 Increase in awareness of the expense of flooding.</p> <p>g Improvement in water quality and natural storage capacity</p> <p>f Increased compliance and reduced flood loss</p> <p>e Reduced property loss from flooding</p>
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**Related CRS Activities**

**Assignment/Administrator**

**Schedule**

<p>360</p>	<p>Watershed Management Section Floodplain Manager</p>	<p>Summer 2015</p>
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**REAL ESTATE AGENTS DISCLOSURE PROGRAM**

**Description**

Pinellas County Real Estate Agents currently advise buyers that they are responsible for finding out if the property is in a flood zone or if flood insurance is required. Real estate agents are in a position to educate buyers and renters and with proper training can do so. The County will develop this program with the real estate community to educate the buyers on flooding and flood insurance. The County will provide training to agents on obtaining flood information and using the County's Flood Map Service. Additionally, the County will develop and provide realtors with a real estate centered flood informational flyer or brochure to distribute to their clients.

**Audience(s)**

- Buyers and Renters (Residential and Commercial)

**Distribution**

- Mail-outs
- Events
- Website

**Stakeholder(s)**

- Real Estate Agents

**Topic(s)**

**Message(s)**

**Outcome(s)**

1	Know your flood hazard	K Find out how much flood damage could cost you.	a1 Better prepared and informed residents and businesses
2	Insure your property for your flood hazard	A Find out what your flood risk is.	a2 Increase in the number of map information inquiries.
		B Purchase flood insurance for your home, business, or rental.	a3 Increase in number of webpage hits
9	Flood Economics	J Support the County's participation in the NFIP CRS by getting involved with flood information outreach.	b Increase in number of flood insurance policies.
			j Reduced flood insurance and flood damage costs for residents.
			k1 Increase in awareness of the expense of flooding.

**Related CRS Activities**

340

**Assignment/Administrator**

Watershed Management Section Floodplain Manager

**Schedule**

Summer 2015

**TRAINING FOR CONTRACTORS & BUILDERS**

**Description**

Pinellas County works with individual contractors and builders as needed to maintain compliance with building regulations. A presentation to educate a large group of contractors and builders about the CRS, PPI, related County ordinances, Substantial Damage, Substantial Improvements, and the County's Flood Map Service Center will increase awareness among the group and likely increase building compliance. Builders and contractors will also be better prepared to answer their clients questions and know where to send them for additional information.

**Audience(s)**

- Contractors and Builders
- Pinellas County Municipality Elected Officials, City Managers, and Staff

**Distribution**

- Events

**Stakeholder(s)**

**Topic(s)**

**Message(s)**

**Outcome(s)**

1	Know your flood hazard	A Find out what your flood risk is.	a1 Better prepared and informed residents and businesses
4	Protect your property from the hazard	E Retrofit your property.	a2 Increase in the number of map information inquiries.
		F Find out what building permits you may need.	a3 Increase in number of webpage hits
5	Build responsibly	J Support the County's participation in the NFIP CRS by getting involved with flood information outreach.	e Reduced property loss from flooding
9	Flood Economics	K Find out how much flood damage could cost you.	f Increased compliance and reduced flood loss
			j Reduced flood insurance and flood damage costs for residents.
			k1 Increase in awareness of the expense of flooding.
			k3 Increase in number of retrofitted properties.

**Related CRS Activities**

**Assignment/Administrator**

Watershed Management Section Floodplain Manager

**Schedule**

Summer 2015

**FLOOD INFORMATION MESSAGES FOR COUNTY ON-HOLD RECORDINGS**

**Description**

Pinellas County's automated phone answering service offers helpful information to callers while they wait to be connected to the appropriate department. These messages will be edited to include flood information. The new series of messages will provide important flood risk information and direct callers to the flood information website for additional information.

**Audience(s)**

- Customers of Pinellas County Services

**Distribution**

- "On-Hold" Messages

**Stakeholder(s)**

<b><u>Topic(s)</u></b>	<b><u>Message(s)</u></b>	<b><u>Outcome(s)</u></b>
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	A Find out what your flood risk is. B Purchase flood insurance for your home, business, or rental. C Register to receive flood alerts and information about what to do to prepare and avoid danger. D Keep debris and trash out of the streets, streams, and ditches. E Retrofit your property. F Find out what building permits you may need. G Only Rain Down the Drain. H Know Your Zone. I Make an emergency plan. J Support the County's participation in the NFIP CRS by getting involved with flood information outreach. K Find out how much flood damage could cost you.	a1 Better prepared and informed residents and businesses a2 Increase in the number of map information inquiries. a3 Increase in number of webpage hits b Increase in number of flood insurance policies. c1 Reduced number of rescue calls c2 Improved efficiency of evacuations. d Reduced localized flooding e Reduced property loss from flooding f Increased compliance and reduced flood loss g Improvement in water quality and natural storage capacity h Improved efficiency of hurricane evacuations. i Less damage and injury from a storm j Reduced flood insurance and flood damage costs for residents. k1 Increase in awareness of the expense of flooding.
<b><u>Related CRS Activities</u></b>	<b><u>Assignment/Administrator</u></b> Watershed Management Section Floodplain Manager	<b><u>Schedule</u></b> Summer 2015

**PCC-TV IN COUNTY OFFICES**

**Description**

Pinellas County has televisions located in County office lobbies, which show a variety of programming including PCC-TV and Bay News 9. Flood Information programming will be developed to incorporate into what is shown on televisions in the County office lobbies.

**Audience(s)**

- Customers of Pinellas County Services

**Distribution**

- County Office Lobby televisions

**Stakeholder(s)**

<b><u>Topic(s)</u></b>	<b><u>Message(s)</u></b>	<b><u>Outcome(s)</u></b>
<p>1 Know your flood hazard</p> <p>2 Insure your property for your flood hazard</p> <p>3 Protect people from the hazard</p> <p>4 Protect your property from the hazard</p> <p>5 Build responsibly</p> <p>6 Protect natural floodplain functions</p> <p>7 Hurricane preparedness</p> <p>8 General preparedness</p> <p>9 Flood Economics</p>	<p>A Find out what your flood risk is.</p> <p>B Purchase flood insurance for your home, business, or rental.</p> <p>C Register to receive flood alerts and information about what to do to prepare and avoid danger.</p> <p>D Keep debris and trash out of the streets, streams, and ditches.</p> <p>E Retrofit your property.</p> <p>F Find out what building permits you may need.</p> <p>G Only Rain Down the Drain.</p> <p>H Know Your Zone.</p> <p>I Make an emergency plan.</p> <p>J Support the County’s participation in the NFIP CRS by getting involved with flood information outreach.</p> <p>K Find out how much flood damage could cost you.</p>	<p>a1 Better prepared and informed residents and businesses</p> <p>a2 Increase in the number of map information inquiries.</p> <p>a3 Increase in number of webpage hits</p> <p>b Increase in number of flood insurance policies.</p> <p>c1 Reduced number of rescue calls</p> <p>c2 Improved efficiency of evacuations.</p> <p>d Reduced localized flooding</p> <p>e Reduced property loss from flooding</p> <p>f Increased compliance and reduced flood loss</p> <p>g Improvement in water quality and natural storage capacity</p> <p>h Improved efficiency of hurricane evacuations.</p> <p>i Less damage and injury from a storm</p> <p>j Reduced flood insurance and flood damage costs for residents.</p> <p>k1 Increase in awareness of the expense of flooding.</p>
<b><u>Related CRS Activities</u></b>	<b><u>Assignment/Administrator</u></b> Watershed Management Section Floodplain Manager	<b><u>Schedule</u></b> Summer 2015

**FLOOD INFORMATION DOOR HANGERS**

**Description**

Although Pinellas County has a comprehensive network of communication strategies to inform residents about their flood risk, not every person targeted will look at the information. For instance, some folks may not have internet or might overlook the mail-out. Door hangers are an excellent way to influence target audiences because they must be picked up and handled, which improves the chance of conveying the message.

**Audience(s)**

- 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

**Distribution**

- Door Hangers

**Stakeholder(s)**

<b><u>Topic(s)</u></b>	<b><u>Message(s)</u></b>	<b><u>Outcome(s)</u></b>
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<p>1 Know your flood hazard</p> <p>2 Insure your property for your flood hazard</p> <p>3 Protect people from the hazard</p> <p>4 Protect your property from the hazard</p> <p>5 Build responsibly</p> <p>6 Protect natural floodplain functions</p> <p>7 Hurricane preparedness</p> <p>8 General preparedness</p> <p>9 Flood Economics</p>	<p>A Find out what your flood risk is.</p> <p>B Purchase flood insurance for your home, business, or rental.</p> <p>C Register to receive flood alerts and information about what to do to prepare and avoid danger.</p> <p>D Keep debris and trash out of the streets, streams, and ditches.</p> <p>E Retrofit your property.</p> <p>F Find out what building permits you may need.</p> <p>G Only Rain Down the Drain.</p> <p>H Know Your Zone.</p> <p>I Make an emergency plan.</p> <p>J Support the County's participation in the NFIP CRS by getting involved with flood information outreach.</p>	<p>a1 Better prepared and informed residents and businesses</p> <p>a2 Increase in the number of map information inquiries.</p> <p>a3 Increase in number of webpage hits</p> <p>b Increase in number of flood insurance policies.</p> <p>c1 Reduced number of rescue calls</p> <p>c2 Improved efficiency of evacuations.</p> <p>d Reduced localized flooding</p> <p>e Reduced property loss from flooding</p> <p>f Increased compliance and reduced flood loss</p> <p>g Improvement in water quality and natural storage capacity</p> <p>h Improved efficiency of hurricane evacuations.</p> <p>i Less damage and injury from a storm</p> <p>j Reduced flood insurance and flood damage costs for residents.</p>
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**Related CRS Activities**

**Assignment/Administrator**

Watershed Management Section Floodplain Manager

**Schedule**

Fall 2015

**ONLY RAIN DOWN THE DRAIN CAMPAIGN**

<b>Description</b>		
<p>Pinellas County has a highly successful program to educate citizens, landscapers, and stormwater managers about the need to keep conveyance systems free of debris and contaminants. The campaign materials will be reviewed and revised as needed to include additional messages developed by the PPI, including Protect your property from the hazard, Protect natural floodplain functions, and Flood Economics. This information will also be included in the new flood information brochure, which will increase the Only Rain Down the Drain Campaign audience.</p>		
<b>Audience(s)</b>	<b>Distribution</b>	<b>Stakeholder(s)</b>
<ul style="list-style-type: none"> <li>Residents and Businesses in the Special Flood Hazard Area and/or Storm Surge Area</li> <li>Residents that Live in Repetitive Loss and Flood-Prone Areas</li> <li>Residents that Live in Low to Medium Risk Flood Areas</li> <li>Landscapers</li> <li>Stormwater Managers</li> <li>Pinellas County Municipality Elected Officials, City Managers, and Staff</li> </ul>	<ul style="list-style-type: none"> <li>Events</li> <li>Libraries, Government offices</li> <li>Neighborhood Associations</li> <li>Door Hangers</li> <li>Website</li> </ul>	
<b>Topic(s)</b>	<b>Message(s)</b>	<b>Outcome(s)</b>
4      Protect your property from the hazard	D      Keep debris and trash out of the streets, streams, and ditches.	d      Reduced localized flooding
6      Protect natural floodplain functions	G      Only Rain Down the Drain.	g      Improvement in water quality and natural storage capacity
9      Flood Economics	J      Support the County's participation in the NFIP CRS by getting involved with flood information outreach.	j      Reduced flood insurance and flood damage costs for residents.
<b>Related CRS Activities</b>	<b>Assignment/Administrator</b>	<b>Schedule</b>
540	Watershed Protection Section Environmental Specialist	Fall 2015

**PARKS & RECREATION EDUCATIONAL MATERIALS**

**Description**

Pinellas County has a variety of park and preserve informational materials, such as brochures and signage. These materials will be reviewed and revised as needed to include information about the site's natural floodplain functions and the importance of protecting them.

**Audience(s)**

- Park and Preserve Patrons

**Distribution**

- Website
- Parks and Recreation Sites

**Stakeholder(s)**

**Topic(s)**

**Message(s)**

**Outcome(s)**

<p>6      Protect natural floodplain functions</p>	<p>G      Only Rain Down the Drain.</p>	<p>g      Improvement in water quality and natural storage capacity</p>
<p>9      Flood Economics</p>	<p>J      Support the County's participation in the NFIP CRS by getting involved with flood information outreach.</p>	<p>j      Reduced flood insurance and flood damage costs for residents.</p>

**Related CRS Activities**

420

**Assignment/Administrator**

Watershed Management Section Floodplain Manager

**Schedule**

Fall 2015

**SPANISH OUTREACH MATERIALS**

**Description**

Although some of the County's outreach materials are available in Spanish, such as the All-Hazard Guide, the Spanish speaking population would benefit if additional outreach materials were translated. The flood information outreach materials, including projects in this PPI, will be evaluated and Spanish versions of materials that will benefit this audience the most will be developed.

**Audience(s)**

- Spanish speaking population

**Distribution**

- Events
- Libraries, Government offices
- Website

**Stakeholder(s)**

**Topic(s)**

**Message(s)**

**Outcome(s)**

1 Know your flood hazard	A Find out what your flood risk is.	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. C Register to receive flood alerts and information about what to do to prepare and avoid danger.	a2 Increase in the number of map information inquiries. a3 Increase in number of webpage hits
3 Protect people from the hazard	D Keep debris and trash out of the streets, streams, and ditches.	b Increase in number of flood insurance policies.
4 Protect your property from the hazard	E Retrofit your property.	c1 Reduced number of rescue calls c2 Improved efficiency of evacuations.
5 Build responsibly	F Find out what building permits you may need.	d Reduced localized flooding
6 Protect natural floodplain functions	G Only Rain Down the Drain.	e Reduced property loss from flooding
7 Hurricane preparedness	H Know Your Zone.	f Increased compliance and reduced flood loss g Improvement in water quality and natural storage capacity
8 General preparedness	I Make an emergency plan.	h Improved efficiency of hurricane evacuations.
9 Flood Economics	J Support the County's participation in the NFIP CRS by getting involved with flood information outreach.	i Less damage and injury from a storm j Reduced flood insurance and flood damage costs for residents.

**Related CRS Activities**

**Assignment/Administrator**

Watershed Management Section Floodplain Manager

**Schedule**

Fall 2015

**FLOOD RESPONSE MEDIA KIT**

**Description**

Pinellas County currently has an extensive media kit with standard messaging and delivery outlets developed for use during an emergency event, such as press releases. The existing media kit will be evaluated and updated as appropriate to ensure that flood response messages are effectively conveyed.

**Audience(s)**

- 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
- Customers of Pinellas County Services

**Distribution**

- Television broadcast

**Stakeholder(s)**

- News Stations

**Topic(s)**

**Message(s)**

**Outcome(s)**

3 Protect people from the hazard

C Register to receive flood alerts and information about what to do to prepare and avoid danger.

c2 Improved efficiency of evacuations.

c1 Reduced number of rescue calls

**Related CRS Activities**

600

**Assignment/Administrator**

Pinellas County Communications PIO

**Schedule**

Spring 2015

**FLOOD RESPONSE PCCTV PROGRAMMING**

**Description**

Pinellas County currently has comprehensive television programming that is broadcast on PCC-TV during an emergency event. The existing content will be evaluated and updated as appropriate to ensure that flood response messages are most effectively conveyed.

**Audience(s)**

- 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
- Customers of Pinellas County Services

**Distribution**

- Television broadcast

**Stakeholder(s)**

**Topic(s)**

3 Protect people from the hazard

**Message(s)**

C Register to receive flood alerts and information about what to do to prepare and avoid danger.

**Outcome(s)**

- c2 Improved efficiency of evacuations.
- c1 Reduced number of rescue calls

**Related CRS Activities**

600

**Assignment/Administrator**

Pinellas County Communications PIO

**Schedule**

Spring 2015

**FLOOD RESPONSE SOCIAL MEDIA**

<b><u>Description</u></b>		
<p>Pinellas County currently uses a broad suite of Social Media resources, such as facebook, to communicate flood response information with users. The messages that are distributed via social media during emergency flooding events will be evaluated and updated as appropriate to ensure that flood response messages are most effectively conveyed.</p>		
<b><u>Audience(s)</u></b>	<b><u>Distribution</u></b>	<b><u>Stakeholder(s)</u></b>
<ul style="list-style-type: none"> <li>• Residents and Businesses in the Special Flood Hazard Area and/or Storm Surge Area</li> <li>• Residents that Live in Repetitive Loss and Flood-Prone Areas</li> <li>• Residents that Live in Low to Medium Risk Flood Areas</li> <li>• Customers of Pinellas County Services</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> </ul>	
<b><u>Topic(s)</u></b>	<b><u>Message(s)</u></b>	<b><u>Outcome(s)</u></b>
<p>3    Protect people from the hazard</p>	<p>C       Register to receive flood alerts and information about what to do to prepare and avoid danger.</p>	<p>c2       Improved efficiency of evacuations.</p> <p>c1       Reduced number of rescue calls</p>
<b><u>Related CRS Activities</u></b>	<b><u>Assignment/Administrator</u></b>	<b><u>Schedule</u></b>
600	Pinellas County Communications PIO	Spring 2015

**APPENDIX 4 PPI PROJECT TABLE**



Pinellas County Program For Public Information Summary

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Residents and Businesses in the Special Flood Hazard Area and/or Storm Surge Area	A	Find out what your flood risk is.	a1	Better prepared and informed residents and businesses	Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			a1		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			a1		Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
Residents and Businesses in the Special Flood Hazard Area and/or Storm Surge Area	A	Find out what your flood risk is.	a2	Increase in the number of map information inquiries.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			a2		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			a2		Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
Residents and Businesses in the Special Flood Hazard Area and/or Storm Surge Area	A	Find out what your flood risk is.	a3	Increase in number of webpage hits	Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
			a3		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Residents and Businesses in the Special Flood Hazard Area and/or Storm Surge Area	A	Find out what your flood risk is.	a3	Increase in number of webpage hits	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Residents and Businesses in the Special Flood Hazard Area and/or Storm Surge Area	B	Purchase flood insurance for your home, business, or rental.	b	Increase in number of flood insurance policies.	Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
					Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
					Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Residents and Businesses in the Special Flood Hazard Area and/or Storm Surge Area	C	Register to receive flood alerts and information about what to do to prepare and avoid danger.	c1	Reduced number of rescue calls	Flood Response Media Kit	Pinellas County Communications PIO	Spring 2015	News Stations
					Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
					Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
					Flood Response PCCTV Programming	Pinellas County Communications PIO	Spring 2015	
					Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
					Flood Response Social Media	Pinellas County Communications PIO	Spring 2015	
Residents and Businesses in the Special Flood Hazard Area and/or Storm Surge Area	C	Register to receive flood alerts and information about what to do to prepare and avoid danger.	c2	Improved efficiency of evacuations.	Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Residents and Businesses in the Special Flood Hazard Area and/or Storm Surge Area	C	Register to receive flood alerts and information about what to do to prepare and avoid danger.	c2	Improved efficiency of evacuations.	Flood Response Media Kit	Pinellas County Communications PIO	Spring 2015	News Stations
			c2		Flood Response PCCTV Programming	Pinellas County Communications PIO	Spring 2015	
			c2		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			c2		Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
			c2		Flood Response Social Media	Pinellas County Communications PIO	Spring 2015	
Residents and Businesses in the Special Flood Hazard Area and/or Storm Surge Area	D	Keep debris and trash out of the streets, streams, and ditches.	d	Reduced localized flooding	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			d		Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
			d		Flood Protection Assistance Advisory Program	Watershed Management Section Floodplain Manager	Summer 2015	
			d		Only Rain Down the Drain Campaign	Watershed Protection Section Environmental Specialist	Fall 2015	
			d		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
Residents and Businesses in the Special Flood Hazard Area and/or Storm Surge Area	E	Retrofit your property.	e	Reduced property loss from flooding	Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Residents and Businesses in the Special Flood Hazard Area and/or Storm Surge Area	E	Retrofit your property.	e	Reduced property loss from flooding	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			e		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			e		Flood Protection Assistance Advisory Program	Watershed Management Section Floodplain Manager	Summer 2015	
Residents and Businesses in the Special Flood Hazard Area and/or Storm Surge Area	F	Find out what building permits you may need.	f	Increased compliance and reduced flood loss	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			f		Flood Protection Assistance Advisory Program	Watershed Management Section Floodplain Manager	Summer 2015	
			f		Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
			f		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
Residents and Businesses in the Special Flood Hazard Area and/or Storm Surge Area	G	Only Rain Down the Drain.	g	Improvement in water quality and natural storage capacity	Only Rain Down the Drain Campaign	Watershed Protection Section Environmental Specialist	Fall 2015	
			g		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			g		Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
			g		Flood Protection Assistance Advisory Program	Watershed Management Section Floodplain Manager	Summer 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Residents and Businesses in the Special Flood Hazard Area and/or Storm Surge Area	G	Only Rain Down the Drain.	g	Improvement in water quality and natural storage capacity	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Residents and Businesses in the Special Flood Hazard Area and/or Storm Surge Area	H	Know Your Zone.	h	Improved efficiency of hurricane evacuations.	Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
			h		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			h		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Residents and Businesses in the Special Flood Hazard Area and/or Storm Surge Area	I	Make an emergency plan.	i	Less damage and injury from a storm	Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			i		Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
			i		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Residents and Businesses in the Special Flood Hazard Area and/or Storm Surge Area	J	Support the County's participation in the NFIP CRS by getting involved with flood information outreach.	j	Reduced flood insurance and flood damage costs for residents.	Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
			j		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			j		Only Rain Down the Drain Campaign	Watershed Protection Section Environmental Specialist	Fall 2015	
			j		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Residents and Businesses in the Special Flood Hazard Area and/or Storm Surge Area	K	Find out how much flood damage could cost you.	k1	Increase in awareness of the expense of flooding.	Flood Protection Assistance Advisory Program	Watershed Management Section Floodplain Manager	Summer 2015	
			k1		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Residents and Businesses in the Special Flood Hazard Area and/or Storm Surge Area	K	Find out how much flood damage could cost you.	k2	Increase in number of flood insurance policies.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			k2		Flood Protection Assistance Advisory Program	Watershed Management Section Floodplain Manager	Summer 2015	
Residents and Businesses in the Special Flood Hazard Area and/or Storm Surge Area	K	Find out how much flood damage could cost you.	k3	Increase in number of retrofitted properties.	Flood Protection Assistance Advisory Program	Watershed Management Section Floodplain Manager	Summer 2015	
			k3		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Residents that Live in Repetitive Loss and Flood-Prone Areas	A	Find out what your flood risk is.	a1	Better prepared and informed residents and businesses	Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			a1		Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
			a1		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Residents that Live in Repetitive Loss and Flood-Prone Areas	A	Find out what your flood risk is.	a2	Increase in the number of map information inquiries.	Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Residents that Live in Repetitive Loss and Flood-Prone Areas	A	Find out what your flood risk is.	a2	Increase in the number of map information inquiries.	Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			a2		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Residents that Live in Repetitive Loss and Flood-Prone Areas	A	Find out what your flood risk is.	a3	Increase in number of webpage hits	Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
			a3		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			a3		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Residents that Live in Repetitive Loss and Flood-Prone Areas	B	Purchase flood insurance for your home, business, or rental.	b	Increase in number of flood insurance policies.	Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			b		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			b		Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
Residents that Live in Repetitive Loss and Flood-Prone Areas	C	Register to receive flood alerts and information about what to do to prepare and avoid danger.	c1	Reduced number of rescue calls	Flood Response PCCTV Programming	Pinellas County Communications PIO	Spring 2015	
			c1		Flood Response Social Media	Pinellas County Communications PIO	Spring 2015	
			c1		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Residents that Live in Repetitive Loss and Flood-Prone Areas	C	Register to receive flood alerts and information about what to do to prepare and avoid danger.	c1	Reduced number of rescue calls	Flood Response Media Kit	Pinellas County Communications PIO	Spring 2015	News Stations
			c1		Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
			c1		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Residents that Live in Repetitive Loss and Flood-Prone Areas	C	Register to receive flood alerts and information about what to do to prepare and avoid danger.	c2	Improved efficiency of evacuations.	Flood Response Media Kit	Pinellas County Communications PIO	Spring 2015	News Stations
			c2		Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
			c2		Flood Response Social Media	Pinellas County Communications PIO	Spring 2015	
			c2		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			c2		Flood Response PCCTV Programming	Pinellas County Communications PIO	Spring 2015	
			c2		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Residents that Live in Repetitive Loss and Flood-Prone Areas	D	Keep debris and trash out of the streets, streams, and ditches.	d	Reduced localized flooding	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			d		Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Residents that Live in Repetitive Loss and Flood-Prone Areas	D	Keep debris and trash out of the streets, streams, and ditches.	d	Reduced localized flooding	Only Rain Down the Drain Campaign	Watershed Protection Section Environmental Specialist	Fall 2015	
			d		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			d		Flood Protection Assistance Advisory Program	Watershed Management Section Floodplain Manager	Summer 2015	
Residents that Live in Repetitive Loss and Flood-Prone Areas	E	Retrofit your property.	e	Reduced property loss from flooding	Flood Protection Assistance Advisory Program	Watershed Management Section Floodplain Manager	Summer 2015	
			e		Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
			e		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			e		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
Residents that Live in Repetitive Loss and Flood-Prone Areas	F	Find out what building permits you may need.	f	Increased compliance and reduced flood loss	Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
			f		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			f		Flood Protection Assistance Advisory Program	Watershed Management Section Floodplain Manager	Summer 2015	
			f		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Residents that Live in Repetitive Loss and Flood-Prone Areas	G	Only Rain Down the Drain.	g	Improvement in water quality and natural storage capacity	Flood Protection Assistance Advisory Program	Watershed Management Section Floodplain Manager	Summer 2015	
			g		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			g		Only Rain Down the Drain Campaign	Watershed Protection Section Environmental Specialist	Fall 2015	
			g		Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
			g		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
Residents that Live in Repetitive Loss and Flood-Prone Areas	H	Know Your Zone.	h	Improved efficiency of hurricane evacuations.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			h		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			h		Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
Residents that Live in Repetitive Loss and Flood-Prone Areas	I	Make an emergency plan.	i	Less damage and injury from a storm	Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			i		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			i		Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Residents that Live in Repetitive Loss and Flood-Prone Areas	J	Support the County's participation in the NFIP CRS by getting involved with flood information outreach.	j	Reduced flood insurance and flood damage costs for residents.	Only Rain Down the Drain Campaign	Watershed Protection Section Environmental Specialist	Fall 2015	
			j		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			j		Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
			j		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
Residents that Live in Repetitive Loss and Flood-Prone Areas	K	Find out how much flood damage could cost you.	k1	Increase in awareness of the expense of flooding.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			k1		Flood Protection Assistance Advisory Program	Watershed Management Section Floodplain Manager	Summer 2015	
Residents that Live in Repetitive Loss and Flood-Prone Areas	K	Find out how much flood damage could cost you.	k2	Increase in number of flood insurance policies.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			k2		Flood Protection Assistance Advisory Program	Watershed Management Section Floodplain Manager	Summer 2015	
Residents that Live in Repetitive Loss and Flood-Prone Areas	K	Find out how much flood damage could cost you.	k3	Increase in number of retrofitted properties.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			k3		Flood Protection Assistance Advisory Program	Watershed Management Section Floodplain Manager	Summer 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Residents that Live in Low to Medium Risk Flood Areas	A	Find out what your flood risk is.	a1	Better prepared and informed residents and businesses	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			a1		Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
			a1		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
Residents that Live in Low to Medium Risk Flood Areas	A	Find out what your flood risk is.	a2	Increase in the number of map information inquiries.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			a2		Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
			a2		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
Residents that Live in Low to Medium Risk Flood Areas	A	Find out what your flood risk is.	a3	Increase in number of webpage hits	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			a3		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			a3		Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
Residents that Live in Low to Medium Risk Flood Areas	B	Purchase flood insurance for your home, business, or rental.	b	Increase in number of flood insurance policies.	Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			b		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Residents that Live in Low to Medium Risk Flood Areas	B	Purchase flood insurance for your home, business, or rental.	b	Increase in number of flood insurance policies.	Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
Residents that Live in Low to Medium Risk Flood Areas	C	Register to receive flood alerts and information about what to do to prepare and avoid danger.	c1	Reduced number of rescue calls	Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
			c1		Flood Response PCCTV Programming	Pinellas County Communications PIO	Spring 2015	
			c1		Flood Response Media Kit	Pinellas County Communications PIO	Spring 2015	News Stations
			c1		Flood Response Social Media	Pinellas County Communications PIO	Spring 2015	
			c1		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			c1		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Residents that Live in Low to Medium Risk Flood Areas	C	Register to receive flood alerts and information about what to do to prepare and avoid danger.	c2	Improved efficiency of evacuations.	Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
			c2		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			c2		Flood Response Media Kit	Pinellas County Communications PIO	Spring 2015	News Stations
			c2		Flood Response PCCTV Programming	Pinellas County Communications PIO	Spring 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Residents that Live in Low to Medium Risk Flood Areas	C	Register to receive flood alerts and information about what to do to prepare and avoid danger.	c2	Improved efficiency of evacuations.	Flood Response Social Media	Pinellas County Communications PIO	Spring 2015	
			c2		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
Residents that Live in Low to Medium Risk Flood Areas	D	Keep debris and trash out of the streets, streams, and ditches.	d	Reduced localized flooding	Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			d		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			d		Only Rain Down the Drain Campaign	Watershed Protection Section Environmental Specialist	Fall 2015	
			d		Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
			d		Flood Protection Assistance Advisory Program	Watershed Management Section Floodplain Manager	Summer 2015	
Residents that Live in Low to Medium Risk Flood Areas	E	Retrofit your property.	e	Reduced property loss from flooding	Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			e		Flood Protection Assistance Advisory Program	Watershed Management Section Floodplain Manager	Summer 2015	
			e		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			e		Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Residents that Live in Low to Medium Risk Flood Areas	F	Find out what building permits you may need.	f	Increased compliance and reduced flood loss	Flood Protection Assistance Advisory Program	Watershed Management Section Floodplain Manager	Summer 2015	
			f		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			f		Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
			f		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Residents that Live in Low to Medium Risk Flood Areas	G	Only Rain Down the Drain.	g	Improvement in water quality and natural storage capacity	Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
			g		Flood Protection Assistance Advisory Program	Watershed Management Section Floodplain Manager	Summer 2015	
			g		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			g		Only Rain Down the Drain Campaign	Watershed Protection Section Environmental Specialist	Fall 2015	
			g		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
Residents that Live in Low to Medium Risk Flood Areas	H	Know Your Zone.	h	Improved efficiency of hurricane evacuations.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			h		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Residents that Live in Low to Medium Risk Flood Areas	H	Know Your Zone.	h	Improved efficiency of hurricane evacuations.	Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
Residents that Live in Low to Medium Risk Flood Areas	I	Make an emergency plan.	i	Less damage and injury from a storm	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			i		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			i		Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
Residents that Live in Low to Medium Risk Flood Areas	J	Support the County's participation in the NFIP CRS by getting involved with flood information outreach.	j	Reduced flood insurance and flood damage costs for residents.	Flood Information Door Hangers	Watershed Management Section Floodplain Manager	Fall 2015	
			j		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			j		Only Rain Down the Drain Campaign	Watershed Protection Section Environmental Specialist	Fall 2015	
			j		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
Residents that Live in Low to Medium Risk Flood Areas	K	Find out how much flood damage could cost you.	k1	Increase in awareness of the expense of flooding.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			k1		Flood Protection Assistance Advisory Program	Watershed Management Section Floodplain Manager	Summer 2015	
Residents that Live in Low to Medium Risk Flood Areas	K	Find out how much flood damage could cost you.	k2	Increase in number of flood insurance policies.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Residents that Live in Low to Medium Risk Flood Areas	K	Find out how much flood damage could cost you.	k2	Increase in number of flood insurance policies.	Flood Protection Assistance Advisory Program	Watershed Management Section Floodplain Manager	Summer 2015	
Residents that Live in Low to Medium Risk Flood Areas	K	Find out how much flood damage could cost you.	k3	Increase in number of retrofitted properties.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			k3		Flood Protection Assistance Advisory Program	Watershed Management Section Floodplain Manager	Summer 2015	
Customers of Pinellas County Services	A	Find out what your flood risk is.	a1	Better prepared and informed residents and businesses	Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			a1		PCC-TV in County Offices	Watershed Management Section Floodplain Manager	Summer 2015	
			a1		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			a1		Flood Information Messages for County On-hold Recordings	Watershed Management Section Floodplain Manager	Summer 2015	
Customers of Pinellas County Services	A	Find out what your flood risk is.	a2	Increase in the number of map information inquiries.	PCC-TV in County Offices	Watershed Management Section Floodplain Manager	Summer 2015	
			a2		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			a2		Flood Information Messages for County On-hold Recordings	Watershed Management Section Floodplain Manager	Summer 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Customers of Pinellas County Services	A	Find out what your flood risk is.	a2	Increase in the number of map information inquiries.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Customers of Pinellas County Services	A	Find out what your flood risk is.	a3	Increase in number of webpage hits	Flood Information Messages for County On-hold Recordings	Watershed Management Section Floodplain Manager	Summer 2015	
			a3		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			a3		PCC-TV in County Offices	Watershed Management Section Floodplain Manager	Summer 2015	
			a3		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Customers of Pinellas County Services	B	Purchase flood insurance for your home, business, or rental.	b	Increase in number of flood insurance policies.	PCC-TV in County Offices	Watershed Management Section Floodplain Manager	Summer 2015	
			b		Flood Information Messages for County On-hold Recordings	Watershed Management Section Floodplain Manager	Summer 2015	
			b		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			b		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
Customers of Pinellas County Services	C	Register to receive flood alerts and information about what to do to prepare and avoid danger.	c1	Reduced number of rescue calls	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			c1		Flood Response Social Media	Pinellas County Communications PIO	Spring 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Customers of Pinellas County Services	C	Register to receive flood alerts and information about what to do to prepare and avoid danger.	c1	Reduced number of rescue calls	Flood Response Media Kit	Pinellas County Communications PIO	Spring 2015	News Stations
			c1		Flood Response PCCTV Programming	Pinellas County Communications PIO	Spring 2015	
			c1		Flood Information Messages for County On-hold Recordings	Watershed Management Section Floodplain Manager	Summer 2015	
			c1		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			c1		PCC-TV in County Offices	Watershed Management Section Floodplain Manager	Summer 2015	
Customers of Pinellas County Services	C	Register to receive flood alerts and information about what to do to prepare and avoid danger.	c2	Improved efficiency of evacuations.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			c2		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			c2		PCC-TV in County Offices	Watershed Management Section Floodplain Manager	Summer 2015	
			c2		Flood Response Media Kit	Pinellas County Communications PIO	Spring 2015	News Stations
			c2		Flood Response PCCTV Programming	Pinellas County Communications PIO	Spring 2015	
			c2		Flood Response Social Media	Pinellas County Communications PIO	Spring 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Customers of Pinellas County Services	C	Register to receive flood alerts and information about what to do to prepare and avoid danger.	c2	Improved efficiency of evacuations.	Flood Information Messages for County On-hold Recordings	Watershed Management Section Floodplain Manager	Summer 2015	
Customers of Pinellas County Services	D	Keep debris and trash out of the streets, streams, and ditches.	d	Reduced localized flooding	Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			d		Flood Information Messages for County On-hold Recordings	Watershed Management Section Floodplain Manager	Summer 2015	
			d		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			d		PCC-TV in County Offices	Watershed Management Section Floodplain Manager	Summer 2015	
Customers of Pinellas County Services	E	Retrofit your property.	e	Reduced property loss from flooding	PCC-TV in County Offices	Watershed Management Section Floodplain Manager	Summer 2015	
			e		Flood Information Messages for County On-hold Recordings	Watershed Management Section Floodplain Manager	Summer 2015	
			e		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			e		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Customers of Pinellas County Services	F	Find out what building permits you may need.	f	Increased compliance and reduced flood loss	PCC-TV in County Offices	Watershed Management Section Floodplain Manager	Summer 2015	
			f		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Customers of Pinellas County Services	F	Find out what building permits you may need.	f	Increased compliance and reduced flood loss	Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			f		Flood Information Messages for County On-hold Recordings	Watershed Management Section Floodplain Manager	Summer 2015	
Customers of Pinellas County Services	G	Only Rain Down the Drain.	g	Improvement in water quality and natural storage capacity	PCC-TV in County Offices	Watershed Management Section Floodplain Manager	Summer 2015	
			g		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			g		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			g		Flood Information Messages for County On-hold Recordings	Watershed Management Section Floodplain Manager	Summer 2015	
Customers of Pinellas County Services	H	Know Your Zone.	h	Improved efficiency of hurricane evacuations.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			h		PCC-TV in County Offices	Watershed Management Section Floodplain Manager	Summer 2015	
			h		Flood Information Messages for County On-hold Recordings	Watershed Management Section Floodplain Manager	Summer 2015	
			h		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
Customers of Pinellas County Services	I	Make an emergency plan.	i	Less damage and injury from a storm	PCC-TV in County Offices	Watershed Management Section Floodplain Manager	Summer 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Customers of Pinellas County Services	I	Make an emergency plan.	i	Less damage and injury from a storm	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			i		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			i		Flood Information Messages for County On-hold Recordings	Watershed Management Section Floodplain Manager	Summer 2015	
Customers of Pinellas County Services	J	Support the County's participation in the NFIP CRS by getting involved with flood information outreach.	j	Reduced flood insurance and flood damage costs for residents.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			j		Flood Information Messages for County On-hold Recordings	Watershed Management Section Floodplain Manager	Summer 2015	
			j		PCC-TV in County Offices	Watershed Management Section Floodplain Manager	Summer 2015	
			j		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
Customers of Pinellas County Services	K	Find out how much flood damage could cost you.	k1	Increase in awareness of the expense of flooding.	Flood Information Messages for County On-hold Recordings	Watershed Management Section Floodplain Manager	Summer 2015	
			k1		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			k1		PCC-TV in County Offices	Watershed Management Section Floodplain Manager	Summer 2015	
Customers of Pinellas County Services	K	Find out how much flood damage could cost you.	k2	Increase in number of flood insurance policies.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Customers of Pinellas County Services	K	Find out how much flood damage could cost you.	k3	Increase in number of retrofitted properties.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Buyers and Renters (Residential and Commercial)	A	Find out what your flood risk is.	a1	Better prepared and informed residents and businesses	Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			a1		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			a1		Flood Map Service Center Plug-In	Watershed Management Section Floodplain Manager	Summer 2015	Real Estate Agents and Brokers
			a1		Real Estate Agents Disclosure Program	Watershed Management Section Floodplain Manager	Summer 2015	Real Estate Agents
Buyers and Renters (Residential and Commercial)	A	Find out what your flood risk is.	a2	Increase in the number of map information inquiries.	Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			a2		Real Estate Agents Disclosure Program	Watershed Management Section Floodplain Manager	Summer 2015	Real Estate Agents
			a2		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Buyers and Renters (Residential and Commercial)	A	Find out what your flood risk is.	a3	Increase in number of webpage hits	Real Estate Agents Disclosure Program	Watershed Management Section Floodplain Manager	Summer 2015	Real Estate Agents
			a3		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Buyers and Renters (Residential and Commercial)	A	Find out what your flood risk is.	a3	Increase in number of webpage hits	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Buyers and Renters (Residential and Commercial)	B	Purchase flood insurance for your home, business, or rental.	b	Increase in number of flood insurance policies.	Real Estate Agents Disclosure Program	Watershed Management Section Floodplain Manager	Summer 2015	Real Estate Agents
			b		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			b		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Buyers and Renters (Residential and Commercial)	C	Register to receive flood alerts and information about what to do to prepare and avoid danger.	c1	Reduced number of rescue calls	Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			c1		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Buyers and Renters (Residential and Commercial)	C	Register to receive flood alerts and information about what to do to prepare and avoid danger.	c2	Improved efficiency of evacuations.	Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			c2		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Buyers and Renters (Residential and Commercial)	D	Keep debris and trash out of the streets, streams, and ditches.	d	Reduced localized flooding	Flood Protection Assistance Advisory Program	Watershed Management Section Floodplain Manager	Summer 2015	
			d		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			d		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Buyers and Renters (Residential and Commercial)	E	Retrofit your property.	e	Reduced property loss from flooding	Flood Protection Assistance Advisory Program	Watershed Management Section Floodplain Manager	Summer 2015	
			e		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			e		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
Buyers and Renters (Residential and Commercial)	F	Find out what building permits you may need.	f	Increased compliance and reduced flood loss	Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			f		Flood Protection Assistance Advisory Program	Watershed Management Section Floodplain Manager	Summer 2015	
			f		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Buyers and Renters (Residential and Commercial)	G	Only Rain Down the Drain.	g	Improvement in water quality and natural storage capacity	Flood Protection Assistance Advisory Program	Watershed Management Section Floodplain Manager	Summer 2015	
			g		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			g		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Buyers and Renters (Residential and Commercial)	H	Know Your Zone.	h	Improved efficiency of hurricane evacuations.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			h		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Buyers and Renters (Residential and Commercial)	I	Make an emergency plan.	i	Less damage and injury from a storm	Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			i		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Buyers and Renters (Residential and Commercial)	J	Support the County's participation in the NFIP CRS by getting involved with flood information outreach.	j	Reduced flood insurance and flood damage costs for residents.	Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			j		Real Estate Agents Disclosure Program	Watershed Management Section Floodplain Manager	Summer 2015	Real Estate Agents
			j		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Buyers and Renters (Residential and Commercial)	K	Find out how much flood damage could cost you.	k1	Increase in awareness of the expense of flooding.	Flood Protection Assistance Advisory Program	Watershed Management Section Floodplain Manager	Summer 2015	
			k1		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			k1		Real Estate Agents Disclosure Program	Watershed Management Section Floodplain Manager	Summer 2015	Real Estate Agents
Buyers and Renters (Residential and Commercial)	K	Find out how much flood damage could cost you.	k2	Increase in number of flood insurance policies.	Flood Protection Assistance Advisory Program	Watershed Management Section Floodplain Manager	Summer 2015	
			k2		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Buyers and Renters (Residential and Commercial)	K	Find out how much flood damage could cost you.	k3	Increase in number of retrofitted properties.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			k3		Flood Protection Assistance Advisory Program		Summer 2015	
Contractors and Builders	A	Find out what your flood risk is.	a1	Better prepared and informed residents and businesses	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			a1		Training for Contractors & Builders		Summer 2015	
Contractors and Builders	A	Find out what your flood risk is.	a2	Increase in the number of map information inquiries.	Training for Contractors & Builders	Watershed Management Section Floodplain Manager	Summer 2015	
			a2		Flood Information Website		Spring 2015	
Contractors and Builders	A	Find out what your flood risk is.	a3	Increase in number of webpage hits	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			a3		Training for Contractors & Builders		Summer 2015	
Contractors and Builders	B	Purchase flood insurance for your home, business, or rental.	b	Increase in number of flood insurance policies.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Contractors and Builders	C	Register to receive flood alerts and information about what to do to prepare and avoid danger.	c1	Reduced number of rescue calls	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Contractors and Builders	C	Register to receive flood alerts and information about what to do to prepare and avoid danger.	c2	Improved efficiency of evacuations.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Contractors and Builders	D	Keep debris and trash out of the streets, streams, and ditches.	d	Reduced localized flooding	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Contractors and Builders	E	Retrofit your property.	e	Reduced property loss from flooding	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			e		Training for Contractors & Builders	Watershed Management Section Floodplain Manager	Summer 2015	
Contractors and Builders	F	Find out what building permits you may need.	f	Increased compliance and reduced flood loss	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			f		Training for Contractors & Builders	Watershed Management Section Floodplain Manager	Summer 2015	
Contractors and Builders	G	Only Rain Down the Drain.	g	Improvement in water quality and natural storage capacity	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Contractors and Builders	H	Know Your Zone.	h	Improved efficiency of hurricane evacuations.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Contractors and Builders	I	Make an emergency plan.	i	Less damage and injury from a storm	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Contractors and Builders	J	Support the County's participation in the NFIP CRS by getting involved with flood information outreach.	j	Reduced flood insurance and flood damage costs for residents.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Contractors and Builders	J	Support the County's participation in the NFIP CRS by getting involved with flood information outreach.	j	Reduced flood insurance and flood damage costs for residents.	Training for Contractors & Builders	Watershed Management Section Floodplain Manager	Summer 2015	
Contractors and Builders	K	Find out how much flood damage could cost you.	k1	Increase in awareness of the expense of flooding.	Training for Contractors & Builders	Watershed Management Section Floodplain Manager	Summer 2015	
			k1		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Contractors and Builders	K	Find out how much flood damage could cost you.	k2	Increase in number of flood insurance policies.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Contractors and Builders	K	Find out how much flood damage could cost you.	k3	Increase in number of retrofitted properties.	Training for Contractors & Builders	Watershed Management Section Floodplain Manager	Summer 2015	
			k3		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Landscapers	A	Find out what your flood risk is.	a1	Better prepared and informed residents and businesses	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Landscapers	A	Find out what your flood risk is.	a2	Increase in the number of map information inquiries.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Landscapers	A	Find out what your flood risk is.	a3	Increase in number of webpage hits	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Landscapers	B	Purchase flood insurance for your home, business, or rental.	b	Increase in number of flood insurance policies.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Landscapers	C	Register to receive flood alerts and information about what to do to prepare and avoid danger.	c1	Reduced number of rescue calls	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Landscapers	C	Register to receive flood alerts and information about what to do to prepare and avoid danger.	c2	Improved efficiency of evacuations.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Landscapers	D	Keep debris and trash out of the streets, streams, and ditches.	d	Reduced localized flooding	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			d		Only Rain Down the Drain Campaign	Watershed Protection Section Environmental Specialist	Fall 2015	
Landscapers	E	Retrofit your property.	e	Reduced property loss from flooding	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Landscapers	F	Find out what building permits you may need.	f	Increased compliance and reduced flood loss	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Landscapers	G	Only Rain Down the Drain.	g	Improvement in water quality and natural storage capacity	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			g		Only Rain Down the Drain Campaign	Watershed Protection Section Environmental Specialist	Fall 2015	
Landscapers	H	Know Your Zone.	h	Improved efficiency of hurricane evacuations.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Landscapers	I	Make an emergency plan.	i	Less damage and injury from a storm	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Landscapers	J	Support the County's participation in the NFIP CRS by getting involved with flood information outreach.	j	Reduced flood insurance and flood damage costs for residents.	Only Rain Down the Drain Campaign	Watershed Protection Section Environmental Specialist	Fall 2015	
			j		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Landscapers	K	Find out how much flood damage could cost you.	k1	Increase in awareness of the expense of flooding.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Landscapers	K	Find out how much flood damage could cost you.	k2	Increase in number of flood insurance policies.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Landscapers	K	Find out how much flood damage could cost you.	k3	Increase in number of retrofitted properties.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Stormwater Managers	A	Find out what your flood risk is.	a1	Better prepared and informed residents and businesses	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Stormwater Managers	A	Find out what your flood risk is.	a2	Increase in the number of map information inquiries.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Stormwater Managers	A	Find out what your flood risk is.	a3	Increase in number of webpage hits	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Stormwater Managers	B	Purchase flood insurance for your home, business, or rental.	b	Increase in number of flood insurance policies.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Stormwater Managers	C	Register to receive flood alerts and information about what to do to prepare and avoid danger.	c1	Reduced number of rescue calls	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Stormwater Managers	C	Register to receive flood alerts and information about what to do to prepare and avoid danger.	c2	Improved efficiency of evacuations.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Stormwater Managers	D	Keep debris and trash out of the streets, streams, and ditches.	d	Reduced localized flooding	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			d		Only Rain Down the Drain Campaign	Watershed Protection Section Environmental Specialist	Fall 2015	
Stormwater Managers	E	Retrofit your property.	e	Reduced property loss from flooding	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Stormwater Managers	F	Find out what building permits you may need.	f	Increased compliance and reduced flood loss	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Stormwater Managers	G	Only Rain Down the Drain.	g	Improvement in water quality and natural storage capacity	Only Rain Down the Drain Campaign	Watershed Protection Section Environmental Specialist	Fall 2015	
			g		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Stormwater Managers	H	Know Your Zone.	h	Improved efficiency of hurricane evacuations.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Stormwater Managers	I	Make an emergency plan.	i	Less damage and injury from a storm	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Stormwater Managers	J	Support the County's participation in the NFIP CRS by getting involved with flood information outreach.	j	Reduced flood insurance and flood damage costs for residents.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Stormwater Managers	J	Support the County's participation in the NFIP CRS by getting involved with flood information outreach.	j	Reduced flood insurance and flood damage costs for residents.	Only Rain Down the Drain Campaign	Watershed Protection Section Environmental Specialist	Fall 2015	
Stormwater Managers	K	Find out how much flood damage could cost you.	k1	Increase in awareness of the expense of flooding.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Stormwater Managers	K	Find out how much flood damage could cost you.	k2	Increase in number of flood insurance policies.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Stormwater Managers	K	Find out how much flood damage could cost you.	k3	Increase in number of retrofitted properties.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Pinellas County Municipality Elected Officials, City Managers, and Staff	A	Find out what your flood risk is.	a1	Better prepared and informed residents and businesses	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			a1		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			a1		Training for Contractors & Builders	Watershed Management Section Floodplain Manager	Summer 2015	
Pinellas County Municipality Elected Officials, City Managers, and Staff	A	Find out what your flood risk is.	a2	Increase in the number of map information inquiries.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			a2		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			a2		Training for Contractors & Builders	Watershed Management Section Floodplain Manager	Summer 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Pinellas County Municipality Elected Officials, City Managers, and Staff	A	Find out what your flood risk is.	a3	Increase in number of webpage hits	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			a3		Training for Contractors & Builders	Watershed Management Section Floodplain Manager	Summer 2015	
			a3		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
Pinellas County Municipality Elected Officials, City Managers, and Staff	B	Purchase flood insurance for your home, business, or rental.	b	Increase in number of flood insurance policies.	Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			b		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Pinellas County Municipality Elected Officials, City Managers, and Staff	C	Register to receive flood alerts and information about what to do to prepare and avoid danger.	c1	Reduced number of rescue calls	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			c1		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
Pinellas County Municipality Elected Officials, City Managers, and Staff	C	Register to receive flood alerts and information about what to do to prepare and avoid danger.	c2	Improved efficiency of evacuations.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			c2		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
Pinellas County Municipality Elected Officials, City Managers, and Staff	D	Keep debris and trash out of the streets, streams, and ditches.	d	Reduced localized flooding	Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			d		Only Rain Down the Drain Campaign	Watershed Protection Section Environmental Specialist	Fall 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Pinellas County Municipality Elected Officials, City Managers, and Staff	D	Keep debris and trash out of the streets, streams, and ditches.	d	Reduced localized flooding	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Pinellas County Municipality Elected Officials, City Managers, and Staff	E	Retrofit your property.	e	Reduced property loss from flooding	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			e		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			e		Training for Contractors & Builders	Watershed Management Section Floodplain Manager	Summer 2015	
Pinellas County Municipality Elected Officials, City Managers, and Staff	F	Find out what building permits you may need.	f	Increased compliance and reduced flood loss	Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			f		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			f		Training for Contractors & Builders	Watershed Management Section Floodplain Manager	Summer 2015	
Pinellas County Municipality Elected Officials, City Managers, and Staff	G	Only Rain Down the Drain.	g	Improvement in water quality and natural storage capacity	Only Rain Down the Drain Campaign	Watershed Protection Section Environmental Specialist	Fall 2015	
			g		Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			g		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Pinellas County Municipality Elected Officials, City Managers, and Staff	H	Know Your Zone.	h	Improved efficiency of hurricane evacuations.	Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Pinellas County Municipality Elected Officials, City Managers, and Staff	H	Know Your Zone.	h	Improved efficiency of hurricane evacuations.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Pinellas County Municipality Elected Officials, City Managers, and Staff	I	Make an emergency plan.	i	Less damage and injury from a storm	Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			i		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Pinellas County Municipality Elected Officials, City Managers, and Staff	J	Support the County's participation in the NFIP CRS by getting involved with flood information outreach.	j	Reduced flood insurance and flood damage costs for residents.	Flood Information Brochure	Watershed Management Section Floodplain Manager	Spring 2015	Pinellas County Municipality Elected Officials, City Managers, and Staff
			j		Only Rain Down the Drain Campaign	Watershed Protection Section Environmental Specialist	Fall 2015	
			j		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			j		Training for Contractors & Builders	Watershed Management Section Floodplain Manager	Summer 2015	
Pinellas County Municipality Elected Officials, City Managers, and Staff	K	Find out how much flood damage could cost you.	k1	Increase in awareness of the expense of flooding.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			k1		Training for Contractors & Builders	Watershed Management Section Floodplain Manager	Summer 2015	
Pinellas County Municipality Elected Officials, City Managers, and Staff	K	Find out how much flood damage could cost you.	k2	Increase in number of flood insurance policies.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Pinellas County Municipality Elected Officials, City Managers, and Staff	K	Find out how much flood damage could cost you.	k3	Increase in number of retrofitted properties.	Training for Contractors & Builders	Watershed Management Section Floodplain Manager	Summer 2015	
			k3		Flood Information Website		Spring 2015	
Park and Preserve Patrons	A	Find out what your flood risk is.	a1	Better prepared and informed residents and businesses	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Park and Preserve Patrons	A	Find out what your flood risk is.	a2	Increase in the number of map information inquiries.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Park and Preserve Patrons	A	Find out what your flood risk is.	a3	Increase in number of webpage hits	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Park and Preserve Patrons	B	Purchase flood insurance for your home, business, or rental.	b	Increase in number of flood insurance policies.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Park and Preserve Patrons	C	Register to receive flood alerts and information about what to do to prepare and avoid danger.	c1	Reduced number of rescue calls	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Park and Preserve Patrons	C	Register to receive flood alerts and information about what to do to prepare and avoid danger.	c2	Improved efficiency of evacuations.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Park and Preserve Patrons	D	Keep debris and trash out of the streets, streams, and ditches.	d	Reduced localized flooding	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Park and Preserve Patrons	E	Retrofit your property.	e	Reduced property loss from flooding	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Park and Preserve Patrons	F	Find out what building permits you may need.	f	Increased compliance and reduced flood loss	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Park and Preserve Patrons	G	Only Rain Down the Drain.	g	Improvement in water quality and natural storage capacity	Parks & Recreation Educational Materials	Watershed Management Section Floodplain Manager	Fall 2015	
			g		Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Park and Preserve Patrons	H	Know Your Zone.	h	Improved efficiency of hurricane evacuations.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Park and Preserve Patrons	I	Make an emergency plan.	i	Less damage and injury from a storm	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Park and Preserve Patrons	J	Support the County's participation in the NFIP CRS by getting involved with flood information outreach.	j	Reduced flood insurance and flood damage costs for residents.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
			j		Parks & Recreation Educational Materials	Watershed Management Section Floodplain Manager	Fall 2015	
Park and Preserve Patrons	K	Find out how much flood damage could cost you.	k1	Increase in awareness of the expense of flooding.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Park and Preserve Patrons	K	Find out how much flood damage could cost you.	k2	Increase in number of flood insurance policies.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	
Park and Preserve Patrons	K	Find out how much flood damage could cost you.	k3	Increase in number of retrofitted properties.	Flood Information Website	Watershed Management Section Floodplain Manager	Spring 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Spanish speaking population	A	Find out what your flood risk is.	a1	Better prepared and informed residents and businesses	Spanish Outreach Materials	Watershed Management Section Floodplain Manager	Fall 2015	
Spanish speaking population	A	Find out what your flood risk is.	a2	Increase in the number of map information inquiries.	Spanish Outreach Materials	Watershed Management Section Floodplain Manager	Fall 2015	
Spanish speaking population	A	Find out what your flood risk is.	a3	Increase in number of webpage hits	Spanish Outreach Materials	Watershed Management Section Floodplain Manager	Fall 2015	
Spanish speaking population	B	Purchase flood insurance for your home, business, or rental.	b	Increase in number of flood insurance policies.	Spanish Outreach Materials	Watershed Management Section Floodplain Manager	Fall 2015	
Spanish speaking population	C	Register to receive flood alerts and information about what to do to prepare and avoid danger.	c1	Reduced number of rescue calls	Spanish Outreach Materials	Watershed Management Section Floodplain Manager	Fall 2015	
Spanish speaking population	C	Register to receive flood alerts and information about what to do to prepare and avoid danger.	c2	Improved efficiency of evacuations.	Spanish Outreach Materials	Watershed Management Section Floodplain Manager	Fall 2015	
Spanish speaking population	D	Keep debris and trash out of the streets, streams, and ditches.	d	Reduced localized flooding	Spanish Outreach Materials	Watershed Management Section Floodplain Manager	Fall 2015	
Spanish speaking population	E	Retrofit your property.	e	Reduced property loss from flooding	Spanish Outreach Materials	Watershed Management Section Floodplain Manager	Fall 2015	
Spanish speaking population	F	Find out what building permits you may need.	f	Increased compliance and reduced flood loss	Spanish Outreach Materials	Watershed Management Section Floodplain Manager	Fall 2015	
Spanish speaking population	G	Only Rain Down the Drain.	g	Improvement in water quality and natural storage capacity	Spanish Outreach Materials	Watershed Management Section Floodplain Manager	Fall 2015	

Audience	MessageID	Message	OutcomeID	Outcome	Project	Assignment Administrator	Schedule	Stakeholder
Spanish speaking population	H	Know Your Zone.	h	Improved efficiency of hurricane evacuations.	Spanish Outreach Materials	Watershed Management Section Floodplain Manager	Fall 2015	
Spanish speaking population	I	Make an emergency plan.	i	Less damage and injury from a storm	Spanish Outreach Materials	Watershed Management Section Floodplain Manager	Fall 2015	
Spanish speaking population	J	Support the County's participation in the NFIP CRS by getting involved with flood information outreach.	j	Reduced flood insurance and flood damage costs for residents.	Spanish Outreach Materials	Watershed Management Section Floodplain Manager	Fall 2015	