



PROGRAM FOR PUBLIC INFORMATION (PPI)

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

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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
- 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 initiated this Program for Public Information (PPI) in 2014 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

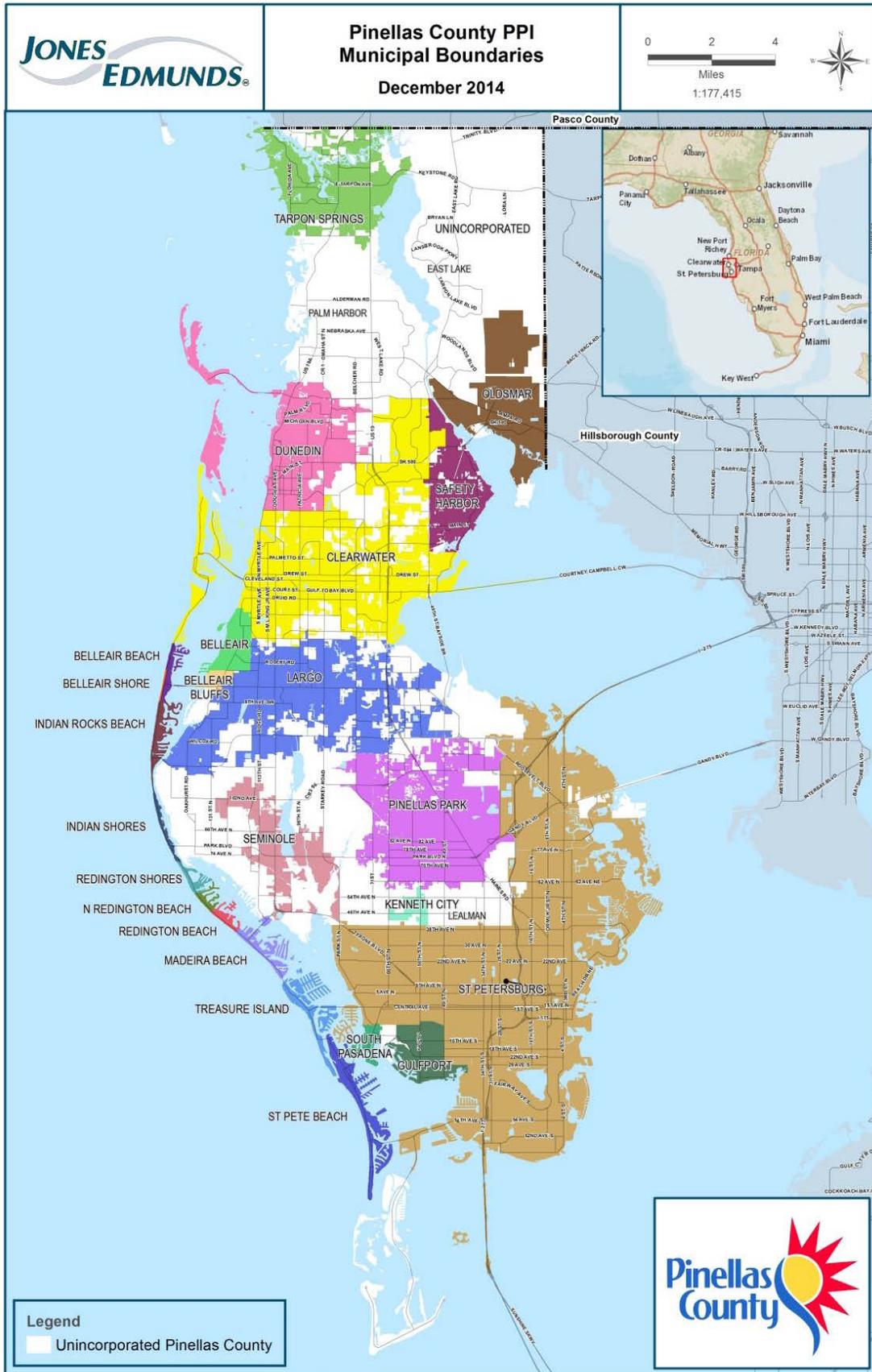
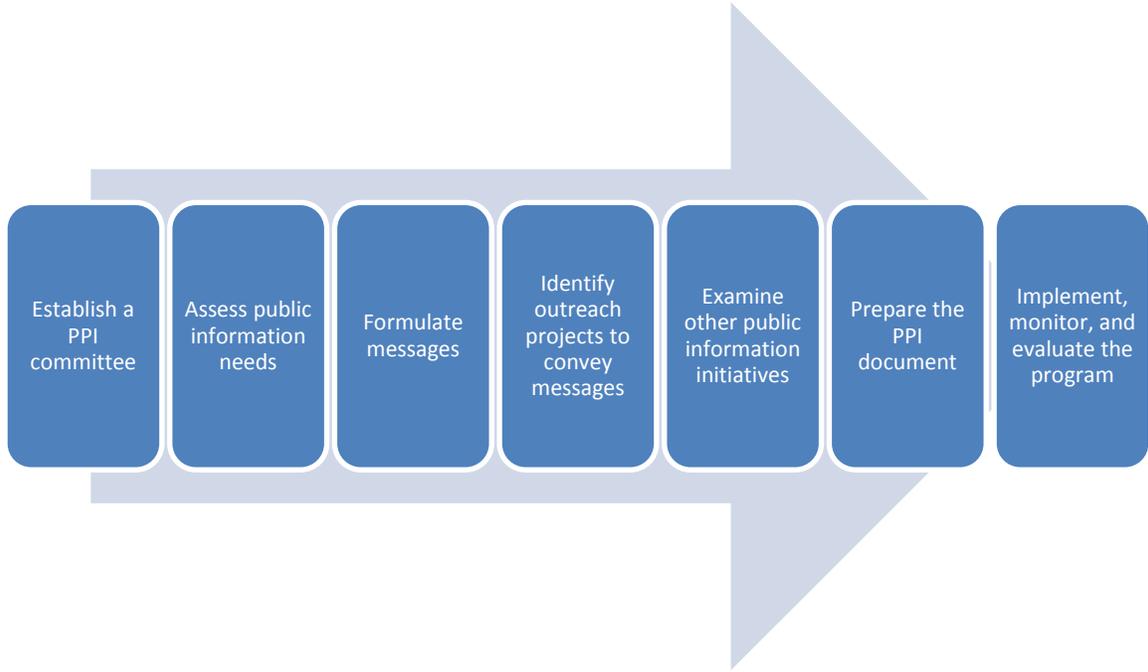


Figure 2 PPI Planning Process



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 Pinellas County Communications, Watershed Management Section, Watershed Protection Section, Planning and Development Services, and Department of Emergency Management worked together with active members of the community, including representatives of the insurance, real-estate, mortgage-lending industries, neighborhood associations, and Tampa Bay Regional Planning Council (TBRPC), to develop and implement this plan. (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
Rahim Harji, P.E., CFM	Pinellas County Watershed Management, Section Manager
Irena Milasinovic	Pinellas County Communications, Public Information Specialist
Sally Bishop	Pinellas County Emergency Management, Director
Renea Vincent, AICP	Pinellas County Planning, Manager
Anamarie Rivera	Pinellas County Watershed Protection Section, Senior Environmental Specialist
Ray Neri	Lealman Neighborhoods, President
Brady Smith	Tampa Bay Regional Planning Council Principal Planner
Tom Shelly	Town of Bellair, Commissioner; Sunshine Home Sales & Commercial Brokerage, Real Estate Broker, Sales Manager

Name	Affiliation
Joe Farrell	Pinellas Realtor Organization, Director of Governmental Affairs
Noah Taylor	City of St. Petersburg, Community Rating System Coordinator
Carl Schrader	Clearwater Neighborhoods, President
Marlene Murray	Council of Neighborhoods Coalition, President
Ron Holehouse	Holehouse Insurance, CEO
Jake Holehouse	Holehouse Insurance, Underwriter
Rick Iler	BB&T, Manager

Figure 3 PPI Committee, January 2015



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

2.1 PARTNERSHIP DEVELOPMENT STRATEGY

The PPI Partnership Development Strategy is the PPI Committee's plan for identifying and recruiting new committee members to improve upon and facilitate the long-term success of the PPI. The Committee recognizes the importance of having extensive input and partners to ensure appropriate target audiences are receiving the best messages at the right time.

One objective is to increase dissemination of time sensitive information. For example, Neighborhood Association board members can help relay pertinent information, such as the procedure for residents returning to their homes after a flood has occurred. Although the County's Flood Response Preparations Package also includes numerous notifications for residents, adding another avenue to relay information will ensure more people are notified and will reinforce the messages.

The Members of the PPI Committee will reach out to active members of the community, such as:

- Contacts in Flood-prone areas
- Neighborhood association boards
- City managers

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 the 1970s. 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 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 over 30,000 structures in the SFHA. 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 historically flood prone 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. Additionally, many of the properties that do not fall into these flood prone areas 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 areas as 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 additional groups of stakeholders from across the County that would also benefit from information on flood related topics. For example, people looking to purchase 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

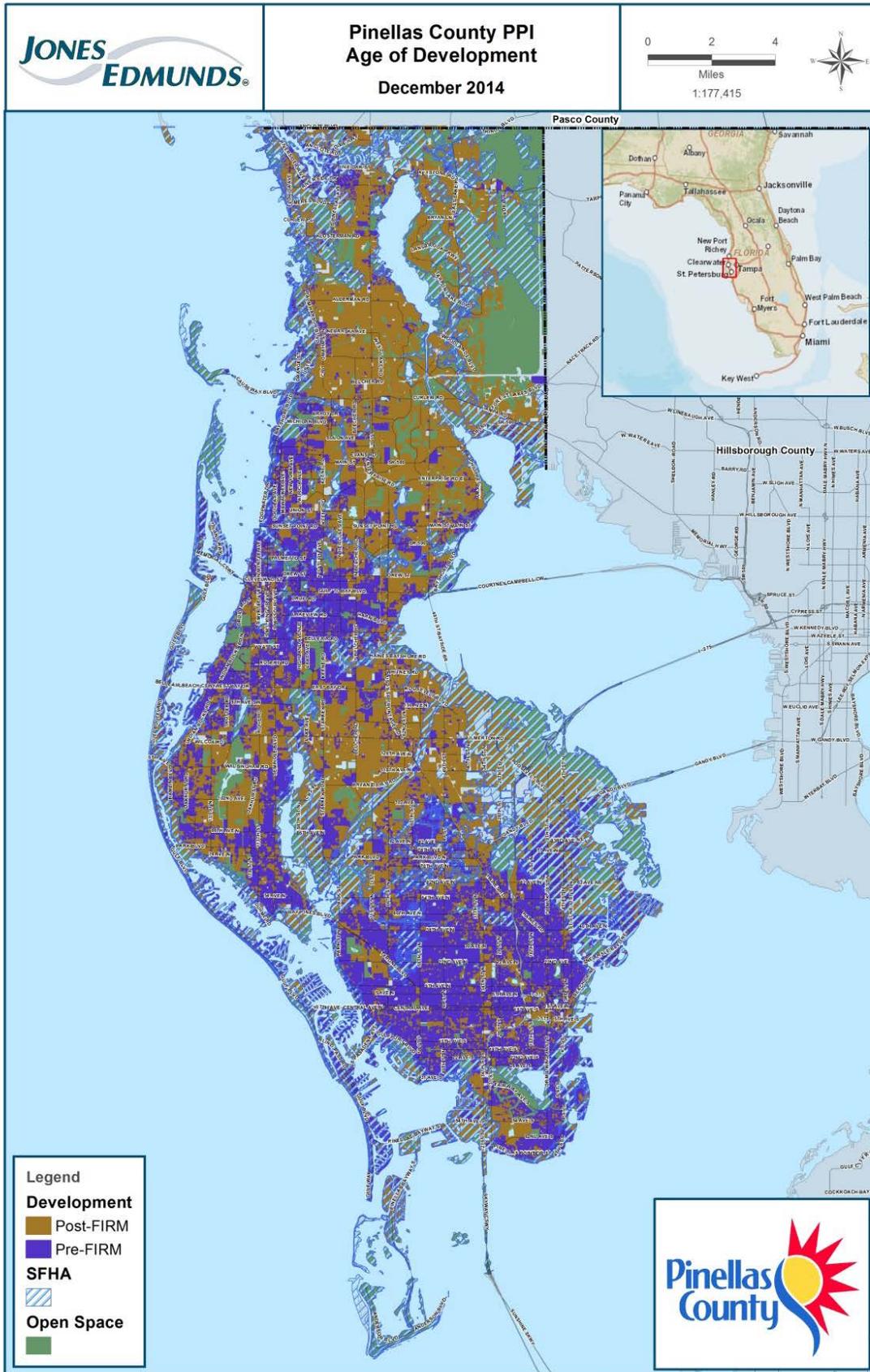
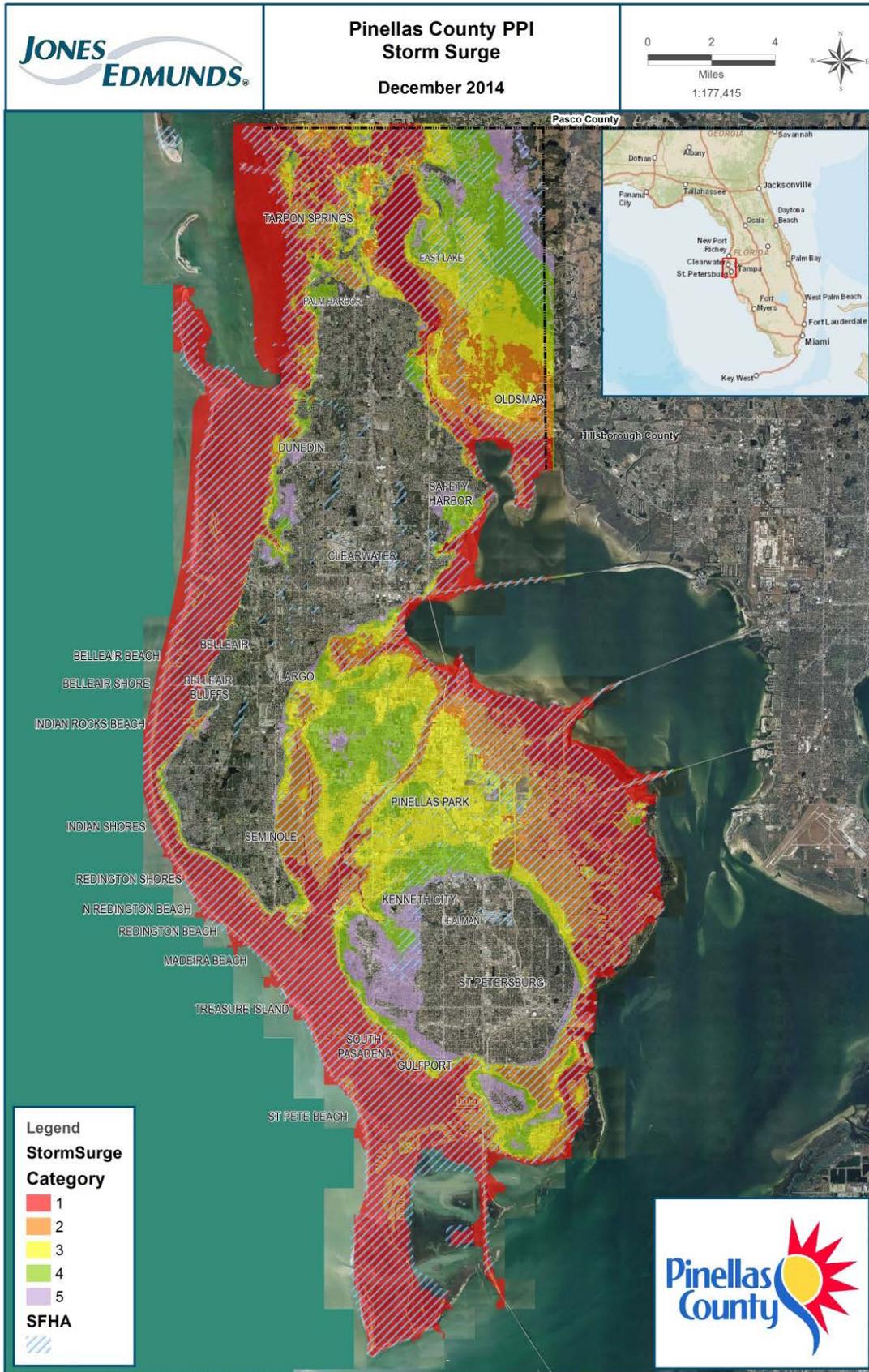


Figure 5 Storm Surge



For Informational Purposes Only J:\project_Data\16450_Pinellas County\038_01_CRS\MXD\PPI_Age_of_Development.mxd 12/11/2014

Figure 6 Flood Prone Areas

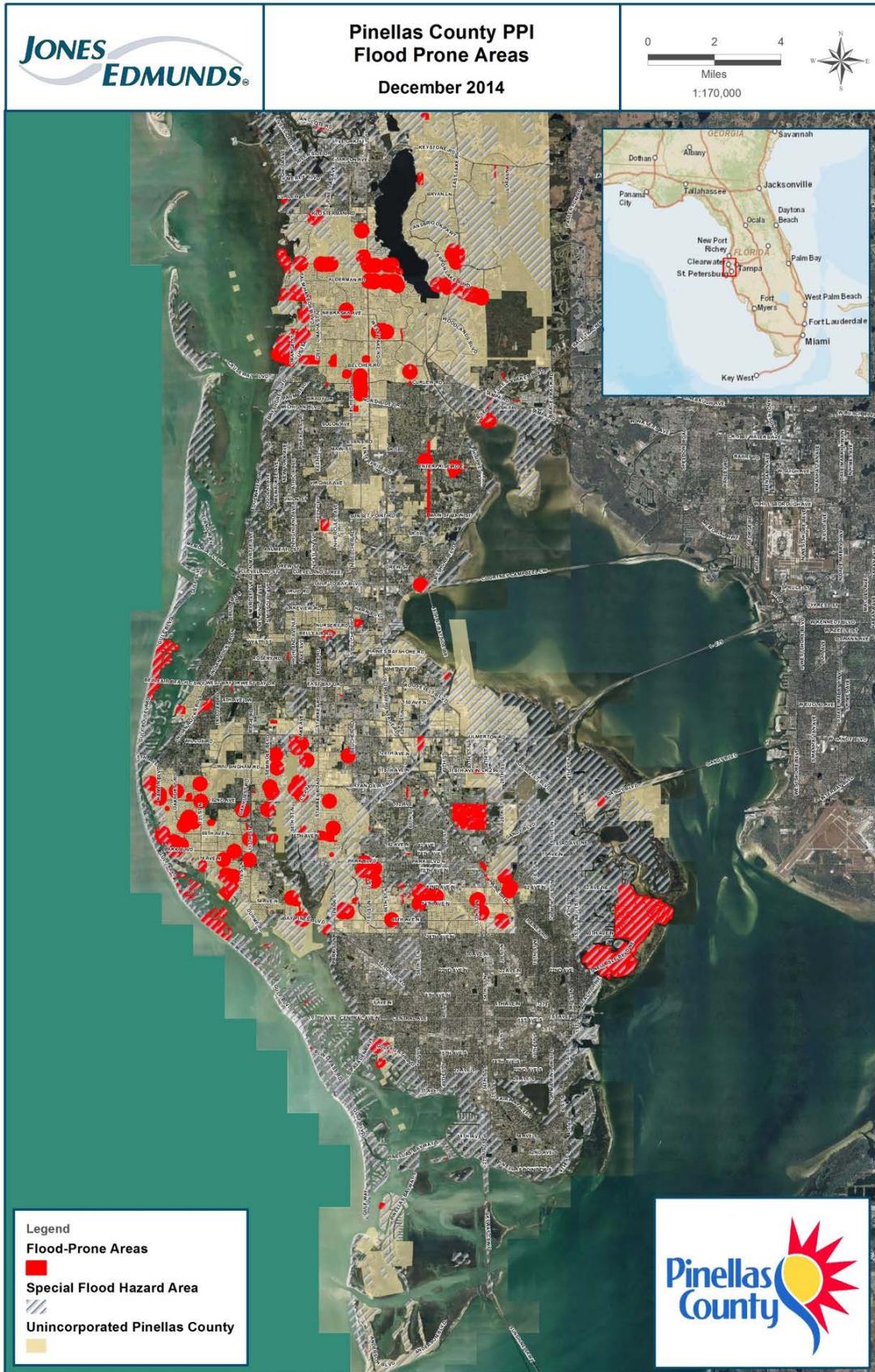


Table 2 Target Audiences

Audience	Description
Residents and businesses in the Special Flood Hazard Area and/or storm surge area and/or and flood-prone areas	This audience should become aware of their high risk and insurance is strongly recommended and often required.
Residents and businesses in Repetitive Loss Areas	This audience should understand their surroundings and the likelihood of flood and insurance is strongly recommended.
Residents and businesses in moderate to low risk flood areas (Shaded X zones)	This audience should understand that although they are not in high risk areas, there is still a potential to flood and insurance is recommended. These areas submit over 20% of NFIP claims and receive one-third of disaster assistance for flooding. They are
Customers of Pinellas County services	There is an opportunity inform people that are calling or visiting the Pinellas County Offices, using the Pinellas County website, following Pinellas County social media, and/or or watching PCC-TV, which airs on Brighthouse 622, WOW 18 and Verizon 44 and
Buyers and renters	Individuals purchasing or renting property should be made aware of their flood risk and insurance options.
Contractors and builders	This audience should be kept apprised of floodplain regulations and available Pinellas County Services. They are also in the position to communicate information about building with flood risk in mind to their clients.
Landscapers	The Pinellas County Watershed Management office 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.
Stormwater managers	The Pinellas County Watershed Management office 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.
Pinellas County Municipality Elected Officials, City Managers Stormwater 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.
Park and preserve patrons	This audience should understand the natural functions of the County parks and preserves that they are visiting.
English Speakers of Other Languages (ESOL)	Informational material should be made available in languages other than English to ensure the ESOL is informed about flooding.

Audience	Description
Real Estate Professionals, Insurance Agents, and/or Lenders	These professionals are in contact with clients that are purchasing or renting properties. They will benefit from flood related outreach, and may relay information to their clients.
Special Interest	Special interest groups, such as a group of volunteers or a neighborhood interest group, that an outreach project may target.

3.2 ONGOING PUBLIC INFORMATION EFFORTS

The PPI Committee compiles an inventory of existing flood information and flood response outreach efforts that are being implemented throughout the County each year. 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 in flood prone areas 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.

Each year the PPI committee reviews the inventory of ongoing projects to ensure the community is receiving pertinent information. The Committee identifies existing projects that should be part of the PPI to improve their effectiveness and/or new projects to ensure the outreach messages are adequately reaching the identified target audiences. For example, in 2014, the PPI Committee identified the County's flood information brochure as a PPI project because it was very lengthy, which may have deterred recipients from reading it, even though it contained a wealth of information. The brochure was revised and redesigned in 2015 and will remain an active PPI project to ensure the content is up to date and the target audiences are receiving key messages and information about County services. 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). The County encourages its municipalities to incorporate these messages into their outreach efforts to promote message recognition throughout the County.

Table 3 PPI Messages & Outcomes

Topic		Message		Outcome	
1	Know your flood hazard	A	Find out what your flood risk is.	a2	Increase in the number of map information inquiries.
				a3	Increase in number of webpage hits
				a1	Better prepared and informed residents and businesses

Topic		Message		Outcome		
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 emergency 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	M	Help prevent flooding by keeping storm drains clear.	d	Reduced localized flooding	
		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	
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	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 the following general PPI projects:

- Flood Information Brochure

- Flood Information Website
- Real Estate Agents Disclosure Program
- Map Information Services Publicity
- Flood Outreach and Map Information Services for Municipalities
- Flood Map Service Center Plug-In
- Flood Map Service Center Training
- Flood Protection Assistance Advisory Program
- Training for Contractors & Builders
- Only Rain Down the Drain Campaign
- Parks & Recreation Educational Materials
- Spanish Outreach Materials
- Flood Information Messages for County On-hold Recordings
- PCC-TV in County Offices
- Flood Response Media Kit
- Flood Response PCCTV Programming
- Flood Response Social Media

These projects will be disseminated in multiple ways to multiple audiences. Additionally, some of these projects are directly related to other CRS activities and/or serve to publicize many flood related services offered by the County. The Flood Information Brochure and Flood Information Website projects, for example, 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). The County also designated one phone number for flood information. The County's flood related services and departments can be reached through the phone menu developed for this number.

One of the County's objectives is to provide recognizable flood information and messages to residents and businesses across the County, including its municipalities. As such the County developed the "It's Not All Sunshine" logo. The County is incorporating the logo and the PPI messages into the PPI projects. The County is also developing their projects such that municipalities may implement them in their own communities. For example, the County will update the Flood Information Brochure with the municipal logo, website, and contact information for any Pinellas County municipality that is interested in implementing a brochure project in their community. The Real Estate Disclosure Program is being developed as a County-wide effort, therefore municipal communities will also benefit from the project. The same logo and messages will also be incorporated into the Real Estate Brochure. This combination of projects with like messages and branding will promote message recognition throughout the County.

Section 5.1 contains descriptions of the projects listed above. A comprehensive project sheet including a detailed project description, audience(s), topic(s), message(s), outcome(s), related CRS activities and services, schedule, project administrator, and stakeholder(s) for each of these PPI projects is in Appendix 3.

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

5.1 PROJECT DESCRIPTIONS

5.1.1 FLOOD INFORMATION BROCHURE

The Pinellas County Flood Information brochure was identified as a project in the 2014 PPI. The brochure content was revised to include succinct information on the CRS priority topics and additional messages developed by the PPI, and provide publicity for flood related County services and regulations. The brochure was also redesigned so readers will be able to quickly grasp the main points and are directed to the flood information website and/or staff for additional information.

The PPI Committee also identified several target audiences that may benefit from the brochure and will receive the brochure in the mail. The brochure will be mailed annually prior to hurricane season and in conjunction with Hazardous Weather Week in Feb. Pinellas County municipalities will also receive the brochure via email, with an option to update it with their logo and contact information to use in their own communities. The brochure is available to customers of County services by request and at County offices and will be provided to attendees of events that the County participates in, such as the Hurricane Expo and municipal preparedness meetings.

5.1.2 FLOOD INFORMATION WEBSITE

The Pinellas County Flood Information website was identified as a project in the 2014 PPI. As such, the content was revised to elaborate on the succinct brochure information, including all of the CRS priority topics and the additional messages developed by the PPI. The content also includes publicity for or flood related County services and regulations. Real-time gage information is also included for users to see current water levels. The structure and hierarchy of the site and of each page were revised to ensure the pathways to specific information are concise and easily navigable. To enhance recognition of the County Floodplain Management Program, the site follows the design and content in the Flood information brochure, "It's Not All Sunshine", which is the main avenue for publicity of the website.

5.1.3 REAL ESTATE AGENTS DISCLOSURE PROGRAM

The intent of the Real Estate Agents Disclosure Program project is to develop a program with the real estate community to educate the buyers on flooding and flood insurance.

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 an ideal position to inform buyers and renters whether a property is in a flood zone and if flood insurance is required and with proper training can do so.

The County will provide training to agents on obtaining flood information and using the County's Flood Map Information Service. Additionally, the County is developing a real estate centered flood informational brochure with a fillable section for agents to enter the property's flood hazard and insurance requirement information. Real estate agents will complete and provide the brochure to clients interested in purchasing properties located in the SFHA so that they are made aware of the flood hazard and the flood insurance purchase requirement.

5.1.4 MAP INFORMATION SERVICES PUBLICITY

The Pinellas County Map Information Service is publicized on the Pinellas County Flood Information Website and Brochure. In addition, the County will publish an article in the newsletters of professional associations of the common users of the service, such as real estate agents, lenders, and insurance agents, highlighting the features of the Online Map Information Service.

5.1.5 UTILITALK NEWSLETTER

The County's Utilitalk newsletter is mailed with the utility bills quarterly. This provides the County an opportunity to relay flood information messages throughout the County. Each quarter the County will highlight one or more messages in the newsletter. For example, prior to hurricane season, the newsletter will feature information on preparedness and flood insurance. The summer newsletter may include "Know Your Zone" and information about the County's Map Information Service to find out what your flood risk is.

5.1.6 FLOOD OUTREACH AND MAP INFORMATION SERVICES FOR MUNICIPALITIES

One of the goals of the Pinellas County PPI is to develop outreach projects with consistent messages and services that may serve all of Pinellas County, including its municipalities. This will save municipal resources and support consistent flood information across the County. Pinellas County included data for the entire county, including its municipalities when they developed their online map information service. The County is offering this free online service to the municipalities to use to benefit their communities. The County is also providing the text and other information contained in the brochure for the communities to implement in their own brochure. This project will provide the municipalities in Pinellas County with the information and materials they need to use the County's Map Information Service and Flood Information Brochure.

5.1.7 FLOOD MAP SERVICE CENTER PLUG-IN

The Pinellas County 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.

5.1.8 FLOOD MAP SERVICE CENTER TRAINING

The County will develop an instructional video and users guide for the online map information service and will provide training to the main users of the service (lenders, insurance agents, and real estate agents).

5.1.9 FLOOD PROTECTION ASSISTANCE ADVISORY PROGRAM

Pinellas County Building Department 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 primary target audience for this project is residents and businesses in Repetitive Loss Areas, however once established should be expanded to additional audiences.

5.1.10 TRAINING FOR CONTRACTORS & BUILDERS

Pinellas County works with area contractors and builders to maintain compliance with building regulations. By providing comprehensive training, contractors and builders will be more informed about building regulations and guidelines related to development in the Special Flood Hazard Area and rebuilding after a flood. Topics to be covered in the training include: Pinellas County Floodplain Ordinance updates, PPI topics, Substantial Damage, Substantial Improvement, and the 50% rule, and the Online Map Information Service.

5.1.11 ONLY RAIN DOWN THE DRAIN CAMPAIGN

Pinellas County has a highly successful program that targets educating citizens about the need to keep storm drains free of debris and contaminants. The campaign outreach materials, including the door hangers, vehicle wraps, and watershed brochure, were reviewed and revised as appropriate to include additional messages developed by the PPI and publicize the stream dumping regulation. In addition to the outreach materials for this campaign, the stream dumping regulations and the Only Rain Down the Drain message and campaign will be publicized in the flood information brochure and on the flood information website.

5.1.12 LANDSCAPE BMP CERTIFICATION CLASSES (ENGLISH & SPANISH)

The County provides Landscape BMP Certification classes in English & Spanish to landscape professionals. The class is centered on “Only Rain Down the Drain” and provides an opportunity for the County’s Environmental professionals to educate this audience about water quality, natural floodplain functions, and flood prevention from a drainage standpoint.

5.1.13 FLOOD INFORMATION DOOR HANGERS

The County revised the content of their existing “Only Rain Down the Drain” and “Watershed” door hangers to include PPI Flood Information messages under topics 4 and 6, “Keep debris and trash out of the streets, streams, and ditches” and “Only Rain Down the Drain”. The new hangers will also publicize the no dumping regulation, which is a component of activity 540.

These door hangers are distributed by volunteers and County staff. Additionally, the County is working with Keep Pinellas Beautiful to expand this initiative and will look into additional distribution through volunteer groups, such as Ray Neri’s Lealman volunteer group. The County also recently developed erosion information door hangers, which are distributed by field crews in areas identified as potential drainage problem sites. The door hanger states that erosion “blocks pipes and causes street flooding” and states that there are regulations against dumping or allowing soils and other landscape debris into the conveyance system.

5.1.14 PARKS & RECREATION EDUCATIONAL MATERIALS

Pinellas County has a variety of informational materials available at area parks and preserves and online. The PPI Committee will review these materials, including web page content and brochures to identify opportunities to include additional Priority Topics and additional messages developed by the PPI and communicate the importance of natural functions open space.

5.1.15 SPANISH OUTREACH MATERIALS

Pinellas County currently provides the All-Hazard Guide in Spanish. The County will translate the Flood Information Brochure to Spanish. Pinellas County Communications will coordinate with Spanish Organizations to distribute the brochure to the Spanish Speaking population. The County will also evaluate other outreach projects to determine what other materials that may be translated into Spanish.

5.1.16 FLOOD INFORMATION MESSAGES FOR COUNTY ON-HOLD RECORDINGS

Pinellas County offers helpful information to callers needing services while they wait on the phone. Using the 6 CRS Priority Topics and additional messages developed by the PPI, create a series of messages to better target important flood risk information and direct residents where to locate resources on the web as well as phone numbers of contacts.

5.1.17 PCC-TV IN COUNTY OFFICES

Using the 6 CRS Priority Topics and additional messages developed by the PPI, create a series of messages to better target important flood risk information and direct residents as to where to locate resources on the web as well as phone numbers, titles of contacts and physical addresses where the offices are located. PCC-TV is played on county's TV station, which airs on Brighthouse 622, WOW 18 and Verizon 44 and streams live on the web at pinellascounty.org/tv. This information will be shown on PCC-TV in County offices.

5.1.18 FLOOD RESPONSE MEDIA KIT

Pinellas County currently has an extensive media kit with standard messaging and delivery outlets developed for use during an emergency event. This project will review the existing media kit and add any additional information related to 3 of the 6 CRS Priority Topics and additional 3 topics identified by the PPI.

5.1.19 FLOOD RESPONSE PCCTV PROGRAMMING

Pinellas County currently has a comprehensive television distribution protocol developed for use during an emergency event. This project will review the existing content and add any additional information related to 3 of the 6 CRS Priority Topics and additional 3 topics identified by the PPI.

5.1.20 FLOOD RESPONSE SOCIAL MEDIA

Pinellas County currently uses a broad suite of Social Media resources to communicate with their residents. Review current messages that are distributed continuously during emergency flooding events. Include 3 of the 6 CRS Priority Topics and additional 3 topics identified by the PPI.

5.2 FLOOD RESPONSE PREPARATIONS PACKAGE

There are key messages that need to be disseminated before, during, and after a flood. Because these differ from the general flood information projects, the PPI Committee has consolidated them into a Flood Response Preparations Package. The projects to be included in this package are centered on flood response. They will be prepared in advance, but not delivered until a flood occurs. The procedures for implementing the materials should be followed in accordance with the ESF #14 – Public Information Office Standard Operating Procedures. Both the procedures and the project materials will be reviewed and updated as needed on an annual basis.

The Committee identified the following projects for inclusion in the Flood Response Preparations Package:

- Flood Response Media Kit
- Flood Response PCCTV Programming
- Flood Response Social Media
- Elert

The FRP Package is in Appendix 5.

5.3 OUTREACH PROJECTS AND SERVICES PUBLICITY

Today, most people, including seniors, are looking to the internet for information in lieu of traditional sources of information like newspapers or magazines. They are using search engines for specific information and social media threads for answers to posted questions and news. People have come to expect instant answers when they search for information. (Smith, 2014) The internet is more popular than newspapers and radio as a news source, ranking just behind TV. (Kristen Purcell, 2010)

Because the majority of people use the internet to find information, news, and services, the PPI Committee identified the Pinellas County Flood Information Website and the Pinellas County social media sites, including Facebook and Twitter, as the most effective tools for relaying flood information and publicizing flood related services, including map and elevation certificate information, property protection assistance, and flood warning notifications.

6 ANNUAL EVALUATION

The PPI Committee meets annually to evaluate the PPI for the effectiveness of its projects, audiences, messages, and outcomes and to monitor the implementation of the outreach projects. The committee reviews each project identified the previous year and evaluates which projects need to be modified and may refine the messages as needed to increase the effectiveness to existing audiences or to reach new audiences. The annual evaluation reports for the projects identified in 2014 are in Appendix 4.

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

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

The committee will re-evaluate these projects and prepare PPI project update reports during its annual review. This PPI document will be updated, approved by the Committee, and submitted to the Pinellas County Commission for approval each year.

7 PLAN ADOPTION

The Pinellas County PPI was initiated in August 2014. The first PPI Committee meeting took place in September 2014, with several subsequent meetings to develop this comprehensive PPI. The Pinellas County PPI was adopted by the Pinellas County Commission on April 7, 2015. Each year the Commission reviews and approves the Annual Update (Appendix 6).

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APPENDIX 1 PPI COMMITTEE MEETINGS



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 PARTICIPANTS

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
Tom Iovino	Pinellas County PIO	tiovino@pinellascounty.org	727-248-0672	TI
Sally Bishop	Pinellas County Emergency Management Director	sbishop@pinellascounty.org	727-464-5550	
Rahim Harji	Pinellas County Public Works Manager	rharji@pinellascounty.org	727-464-8760	RH
Gordon Beardslee	Pinellas County Planning Director	gbeardsl@pinellascounty.org	727-464-8200	
Renea Vincent	Pinellas County Planning Manager	rvincent@pinellascounty.org	727-464-8200	CV
Anamarie Rivera	Pinellas County Natural Resources	arivera@pinellascounty.org	727-464-4605	
Rick Iler	BB&T Insurance	rpiller@bbandT.com	727-803-8102	
Carl Schrader	Clearwater Neighborhoods President	brookhill.2005@gmail.com	727-462-8068	
Brady Smith	TBRPC	brady@tbrpc.org	727-570-5151 x42	BS
Betti Johnson	TBRPC Principal Planner	betti@tbrpc.org	727-570-5151 x39	BJ
Ray Neri	Lealman Neighborhood President	rneri1@tampabay.rr.com	727-527-5352	RN
Marshall Touchton	Pinellas County School Board Demographic Specialist	touchtonm@pcsb.org		



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



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)

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 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 brochure that redevelops 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 brochure has been provided to the Insurance Service Office (ISO) for review and approval prior to sending it to the Pinellas County Graphic Designers who will develop the new brochure.

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

Cece and Lisa went through the document and provided updated tables for review and approval by the PPI Committee. The PPI Committee approved of the tables and revised content.

Lisa reviewed two additional projects that were proposed to be added 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 review 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 30th. Pinellas County will decide internally about the process for presentation to County Government.



5.0 NEXT PPI MEETING

- To be scheduled sometime in July, 2015
- Meeting Objective:
 - Review PPI Document Status
 - Discuss Project Status
 - Set Next Meeting

6.0 ADJOURN



MEETING AGENDA

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

MEETING DATE: Thursday, June 18, 2015

LOCATION: Tampa Bay Regional Planning Council

11:30 AM – Collect lunch

11:40 AM – Call meeting to order – Introduction of participants and latest status of PPI (Rahim, Lisa, Cece & Committee)

11:50 AM – Review of Flyer (Lisa and Committee)

12:00 PM – Review of Real Estate Project (Rahim, Lisa & Cece)

12:10 PM – Review of identified projects, status, timeframes & assignments (Cece, Lisa & Committee)

1:30 PM - Adjourn



MEETING PARTICIPANTS

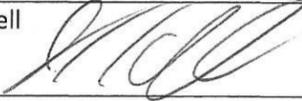
PROJECT NAME: CRS Support/Program for Public Information (PPI) MEETING DATE: Thursday June 18, 2015 LOCATION: Tampa Bay Regional Planning Council				
NAME	AFFILIATION	EMAIL	PHONE	INITIAL
Mary Burrell Irena Milasinovic	Pinellas County Communications	mburrell@pinellascounty.org imilasinovic@pinellascounty.org	727-366-3602 464-3849	IM
Tim Closterman Nick Zoller	Pinellas County Communications	tclosterman@pinellascounty.org nzoller@pinellascounty.org	(727) 642-2919 464-4682	NZ
Sally Bishop	Pinellas County Emergency Management Director	sbishop@pinellascounty.org	727-464-5550	
Rahim Harji	Pinellas County Public Works Manager	rharji@pinellascounty.org	727-464-8760	RH
Gordon Beardslee	Pinellas County Planning Director	gbeardsl@pinellascounty.org	727-464-8200	
Renea Vincent	Pinellas County Planning Manager	rvincent@pinellascounty.org	727-464-8200	CV
Ryan Brinson	Pinellas County	rbrinson@pinellascounty.org		
Anamarie Rivera	Pinellas County Natural Resources	arivera@pinellascounty.org	727-464-4605	
Rick Iler	BB&T Insurance	rpiler@bbandT.com	727-803-8102	
Carl Schrader	Clearwater Neighborhoods President	brookhill.2005@gmail.com	727-462-8068	
Brady Smith	TBRPC	brady@tbrpc.org	727-570-5151 x42	BS
Ray Neri	Lealman Neighborhood President	rneri1@tampabay.rr.com	727-527-5352	



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

MEETING DATE: Thursday June 18, 2015

LOCATION: Tampa Bay Regional Planning Council

NAME	AFFILIATION	EMAIL	PHONE	INITIAL
Marshall Touchton	Pinellas County School Board Demographic Specialist	touchtonm@pcsb.org	727-547-7286	
Lauren Morgan	Tampa Bay Builders Association Communications	lauren@tbba.net	813-571-8222 Ext. 301	
Joe Farrell 	Pinellas Realtor Organization Director of Govt. Affairs	jfarrell@tampabayrealtor.com	727-216-3029	
Debbie Cooley-Guy	Florida Association of Mortgage Professionals Director	debbie@fortunelendingcorp.com	727-264-7877	
Don Ewing	Council of North County Neighborhoods President	don@haruspex.com	727-560-5586	
Marlene Murray	Council of Neighborhoods Coalition President	murrayx2@verizon.net	727-527-0366	
Ron Holehouse	Holehouse Insurance	ron@holehouseins.com	727-823-5551	
Jacob Holehouse	Holehouse Insurance	jake@holehouseins.com	727-470-5177	
Amy Seeks	Smith & Associates Vice President of Real Estate Services	aseeks@smithandassociates.com	727-342-3800	
Tammy Campbell Plummer	Coldwell Banker Residential Realtor, Previews Property Specialist	tammy@tammyplummer.com	727-455-2351	
Staff				
Lisa Foster	Jones Edmunds, Project Manager	lfoster@jonesedmunds.com	813-258-0703	
Cece McKiernan	McKiernan Consulting Services, President	cece@mckiernanconsulting.us	813-966-1265	



MEETING MINUTES

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

MEETING DATE: Thursday, June 18, 2015

LOCATION: Tampa Bay Regional Planning Council

1.0 CALL TO ORDER AND INTRODUCTION OF PARTICIPANTS (CECE)

Please see sign-in sheet for a list of attendees.

2.0 PPI STATUS (CECE AND LISA)

Lisa and Rahim informed the group that the Pinellas County Commissioners approved the PPI document on April 7th.

3.0 STATUS OF "YOUR GUIDE TO FLOOD INFORMATION" FLYER (LISA, CECE, AND PPI COMMITTEE)

We reviewed the brochure that Communications created from the sample document provided to them by the PPI Committee. Various comments were made and some revisions were recommended.

Action Items: The Committee was asked to review the flyer and provide comments to Lisa by July 29th. Lisa will review the new brochure for consistency with the CRS Topic requirements. After comments are received, Lisa will send revisions to Rahim who will forward to Communications. A final draft will be created for review by the Committee.

**Finalization of Flyer preferred prior to annual September mailing to Repetitive Loss properties by Renea Vincent.*

4.0 REVIEW OF PPI PROJECTS (CECE, LISA, AND PPI COMMITTEE)

COMPLETED PROJECTS:

Only Rain Down the Drain Campaign

Action Item: Cece to contact Anamarie Rivera to create tracking system for documentation.

ACTIVE PROJECTS:

Flood Information Website

Action Item: Lisa will review the web site for consistency with both Guide and Real Estate flyers, and recommend changes. The changes will be sent to Rahim for review, who will subsequently forward the changes to the Communications Department.

Real Estate Agenda Disclosure Program

A meeting was held to discuss the project. A draft flyer and letter confirming participation in the program were provided to the Pinellas Realtors Organization for review by their attorney. Once the letter and flyer are approved, training will be developed and scheduled. Several groups were also identified for speaking/training opportunities (LMS, PIO's of local municipalities, BIGC).

Action Items: Lisa to add reference to condominiums in the flyer and also on the website. Joe Farrell to notify Rahim and Lisa once approval is received from the Organization's attorney.

Door Hangers

Action Item: Cece to contact Anamarie Rivera to create tracking system for documentation.

PROJECTS ON HOLD:

Per direction from the County, the Training for Contractors & Builders project will be on-hold.

OTHER PROJECTS:

A meeting was scheduled with County staff on June 25th for the following projects:

- Flood Information Messages for County On-Hold
- PCC-TV in County Offices
- Flood Response Media Kit
- Flood Response PCC-TV Programming
- Flood Response Social Media

5.0 NEXT PPI MEETING

- To be scheduled sometime in September 2015
- Meeting Objective:
 - Discuss Project Status
 - Set Next Meeting



MEETING PARTICIPANTS

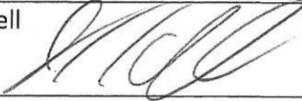
PROJECT NAME: CRS Support/Program for Public Information (PPI) MEETING DATE: Thursday June 18, 2015 LOCATION: Tampa Bay Regional Planning Council				
NAME	AFFILIATION	EMAIL	PHONE	INITIAL
Mary Burrell Irena Milasinovic	Pinellas County Communications	mburrell@pinellascounty.org imilasinovic@pinellascounty.org	727-366-3602 464-3849	IM
Tim Closterman Nick Zoller	Pinellas County Communications	tclosterman@pinellascounty.org nzoller@pinellascounty.org	(727) 642-2919 464-4682	NZ
Sally Bishop	Pinellas County Emergency Management Director	sbishop@pinellascounty.org	727-464-5550	
Rahim Harji	Pinellas County Public Works Manager	rharji@pinellascounty.org	727-464-8760	RH
Gordon Beardslee	Pinellas County Planning Director	gbeardsl@pinellascounty.org	727-464-8200	
Renea Vincent	Pinellas County Planning Manager	rvincent@pinellascounty.org	727-464-8200	CV
Ryan Brinson	Pinellas County	rbrinson@pinellascounty.org		
Anamarie Rivera	Pinellas County Natural Resources	arivera@pinellascounty.org	727-464-4605	
Rick Iler	BB&T Insurance	rpilr@bbandT.com	727-803-8102	
Carl Schrader	Clearwater Neighborhoods President	brookhill.2005@gmail.com	727-462-8068	
Brady Smith	TBRPC	brady@tbrpc.org	727-570-5151 x42	BS
Ray Neri	Lealman Neighborhood President	rneri1@tampabay.rr.com	727-527-5352	



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

MEETING DATE: Thursday June 18, 2015

LOCATION: Tampa Bay Regional Planning Council

NAME	AFFILIATION	EMAIL	PHONE	INITIAL
Marshall Touchton	Pinellas County School Board Demographic Specialist	touchtonm@pcsb.org	727-547-7286	
Lauren Morgan	Tampa Bay Builders Association Communications	lauren@tbba.net	813-571-8222 Ext. 301	
Joe Farrell 	Pinellas Realtor Organization Director of Govt. Affairs	jfarrell@tampabayrealtor.com	727-216-3029	
Debbie Cooley-Guy	Florida Association of Mortgage Professionals Director	debbie@fortunelendingcorp.com	727-264-7877	
Don Ewing	Council of North County Neighborhoods President	don@haruspex.com	727-560-5586	
Marlene Murray	Council of Neighborhoods Coalition President	murrayx2@verizon.net	727-527-0366	
Ron Holehouse	Holehouse Insurance	ron@holehouseins.com	727-823-5551	
Jacob Holehouse	Holehouse Insurance	jake@holehouseins.com	727-470-5177	
Amy Seeks	Smith & Associates Vice President of Real Estate Services	aseeks@smithandassociates.com	727-342-3800	
Tammy Campbell Plummer	Coldwell Banker Residential Realtor, Previews Property Specialist	tammy@tammyplummer.com	727-455-2351	
Staff				
Lisa Foster	Jones Edmunds, Project Manager	lfoster@jonesedmunds.com	813-258-0703	
Cece McKiernan	McKiernan Consulting Services, President	cece@mckiernanconsulting.us	813-966-1265	



MEETING AGENDA

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

MEETING DATE: Monday, September 28, 2015

LOCATION: Tampa Bay Regional Planning Council

11:00 AM – Call meeting to order – Introduction of participants and latest status of CRS Program Score & PPI Review (Rahim, Lisa & Cece)

11:15 AM – Review status of projects and tracking mechanisms (group)

12:00 PM – Discussion of current Floodplain Management Public Education and Awareness – (Cece & group)

12:15 PM – New project ideas, next steps and next meeting (group)

12:30 PM - Lunch and group discussion

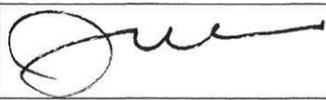
1:00 PM - Adjourn



MEETING PARTICIPANTS

PROJECT NAME: CRS Support/Program for Public Information (PPI) MEETING DATE: Monday September 28, 2015 LOCATION: Tampa Bay Regional Planning Council				
NAME	AFFILIATION	EMAIL	PHONE	INITIAL
Mary Burrell	Pinellas County Communications	mburrell@pinellascounty.org	727-366-3602	
Tim Closterman	Pinellas County Communications	tclosterman@pinellascounty.org	(727) 642-2919	
Sally Bishop	Pinellas County Emergency Management Director	sbishop@pinellascounty.org	727-464-5550	SB
Rahim Harji	Pinellas County Public Works Manager	rharji@pinellascounty.org	727-464-8760	RH
Gordon Beardslee	Pinellas County Planning Director	gbeardsl@pinellascounty.org	727-464-8200	
Renea Vincent	Pinellas County Planning Manager	rvincent@pinellascounty.org	727-464-8200	CV
Ryan Brinson	Pinellas County	rbrinson@pinellascounty.org		
Anamarie Rivera	Pinellas County Natural Resources	arivera@pinellascounty.org	727-464-4605	AR
Rick Iler	BB&T Insurance	rpiler@bbandT.com	727-803-8102	
Carl Schrader	Clearwater Neighborhoods President	brookhill.2005@gmail.com	727-462-8068	
Brady Smith	TBRPC	brady@tbrpc.org	727-570-5151 x42	BS
Ray Neri 	Lealman Neighborhood President	rneri1937@gmail.com	727-527-5352	



PROJECT NAME: CRS Support/Program for Public Information (PPI) MEETING DATE: Monday September 28, 2015 LOCATION: Tampa Bay Regional Planning Council				
NAME	AFFILIATION	EMAIL	PHONE	INITIAL
Marshall Touchton	Pinellas County School Board Demographic Specialist	touchtonm@pcsb.org	727-547-7286	
Lauren Morgan	Tampa Bay Builders Association Communications	lauren@tbba.net	813-571-8222 Ext. 301	
Joe Farrell	Pinellas Realtor Organization Director of Govt. Affairs	jfarrell@tampabayrealtor.com	727-216-3029	
Debbie Cooley-Guy	Florida Association of Mortgage Professionals Director	debbie@fortunelendingcorp.com	727-264-7877	
Don Ewing	Council of North County Neighborhoods President	don@haruspex.com	727-560-5586	
Marlene Murray	Council of Neighborhoods Coalition President	murrayx2@verizon.net	727-527-0366	
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Jacob Holehouse	Holehouse Insurance	jake@holehouseins.com	727-470-5177	
Amy Seeks	Smith & Associates Vice President of Real Estate Services	aseeks@smithandassociates.com	727-342-3800	
Tammy Campbell Plummer	Coldwell Banker Residential Realtor, Previews Property Specialist	tammy@tammyplummer.com	727-455-2351	
Irena Milasinovic	Pinellas County Communications	imilasinovic@pinellascounty.org	727-464-3849	
Nick Zoller	Pinellas County Communications	nzoller@pinellascounty.org	727-464-4682	
Gregg Lauda	Town of Belleair	glauda@townofbelleair.net	727-588-3769	



PROJECT NAME: CRS Support/Program for Public Information (PPI)
MEETING DATE: Monday September 28, 2015
LOCATION: Tampa Bay Regional Planning Council

NAME	AFFILIATION	EMAIL	PHONE	INITIAL
Staff				
Lisa Foster	Jones Edmunds, Project Manager	lfoster@jonesedmunds.com	813-258-0703	
Cece McKiernan	McKiernan Consulting Services, President	cece@mckiernanconsulting.us	813-966-1265	
Sarah Kessler	Pinellas County Resident	skessler57@gmail.com	727)562-4897	
Noah Taylor	St Petersburg Resident	NOAH.TAYLOR@STPETE.ORG	727-893-7283	
IKey Leishear	Pin. Cty Emergency Mgmt.	ileishear@pinellasCounty.org	727-464-3235	
Tom Shelly	Sunshine Realtors	TomS@SunshineGroupProperties.com	727.510.8350	
Lisa Foster	Surfside Beach Club, Redington Shores	LDDFOSTER@AOL.COM	8134935857	LF



MEETING MINUTES

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

MEETING DATE: Monday, September 28, 2015

LOCATION: Tampa Bay Regional Planning Council

1.0 CALL TO ORDER AND INTRODUCTION OF PARTICIPANTS (CECE)

Please see sign-in sheet for a list of attendees.

The Committee discussed the need to update the list of PPI Committee Members. Input was given as to who should be added, removed and entities to be contacted for possible new membership. (After the meeting, Noah Taylor and Joe Farrell were officially added to the Committee.)

2.0 PPI REPORT REVIEW (LISA)

Lisa will update the report and circulate for review and comment.

Action Item: The Committee will be asked to review the report and provide comments to Lisa by October 16th. Document will be updated and final document submitted to Rahim to provide to County Commission by Nov 1, 2015.

Lisa displayed the PPI Report and made changes as the group reviewed the document.

The following items were discussed:

- PPI Committee Membership
 - Contact Homeowner or Neighborhood Associations in flood prone areas
 - Potential sources for PPI Committee participants include Associations listed above and the clerk's office for local government Boards.
- PPI Current Projects linked to *target audiences*
 - Renea will be sending *repetitive loss* letters as well as letters to *flood prone* areas and designated *hot spots* with assistance on obtaining correct addresses from Rahim as the hot spot list has been refined. It was suggested that Lee Ann Smedley in Utilities can assist with any additional addresses using GIS to intersect hot spots with locations.

Projects will include:

- Target mail to *repetitive loss* (6 pts)
- Target mail to *hot spot/flood prone areas* (6 pts)
- Letter in utility bill to *SFHA* stating "you are receiving this because..." (6 pts)
- Target mail to *storm surge* residents (will have to use additional resources to tease out SFHA from storm surge) (6 pts)
 - Recommended to send to direct target audiences in February



- Send Map Information Services link to local government *Stormwater Managers* in the County. Anamarie Rivera will send this as an email with an attachment. It was suggested to add *Stormwater Managers* to the *Elected Official* target audience.
- *Hispanic Community Outreach Center* is an important contact in the County and they sign a list with Communications for all materials they pick up and distribute.
- *Realtors & Lenders* will be provided with information on the web Map Information Services link. Ikey also mentioned PCI, a national association that represents *Insurance Agents* that would be a good contact. Cece to follow up.
- Communications will be tracking website hits to record Map Information page usage.
- *Realtors Project* is continuing and the fillable pdf brochure is in final production with communications. Training that may include continuing education credit is being vetted and planned.
- Irena Milasinovic, Communications Specialist, provide an update of the project they have been working on:
 - Flood Information Website
 - Flood Information Brochure
 - Flood Response Social Media
 - Flood Response PCCTV Programming
 - Crawls
 - Bulletin Boards
 - PCC-TV Informational Video
 - Flood Information Messages of County On-Hold Recordings
 - Flood Response Media Kit
 - Real Estate Agents Brochure

3.0 REVIEW OF PPI PROJECTS (CECE, LISA, AND PPI COMMITTEE)

CURRENT PROJECT TRACKING:

All projects will be listed and tracked on the project spreadsheet (attached). Staff will be contacted to provide location of information or verification of delivery of projects.

PROJECTS ON HOLD:

Per direction from the County, the Training for Contractors & Builders project will be on-hold pending finalization of brochure.

OTHER PROJECTS:

- PPI Webpage
- Future Insurance impacts, 5 years from now, what if?
- Sandbag need and accessibility



4.0 NEXT PPI MEETING

- To be scheduled sometime in March 2016
- Meeting Objective:
 - Discuss Project Status
 - Set Next Meeting

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

2015 FLOOD INFORMATION OUTREACH

Project	Description
Flood Information Brochure	Brochures available to public online and at County Buildings
Letters and Info to repetitive loss areas	Direct Mail to RL Areas including informative letter, flood info brochure, and mandatory insurance requirement information
Flood Information Website	The content was revised to elaborate on the succinct brochure information, including all of the CRS priority topics and the additional messages developed by the PPI. The content also includes publicity for or flood related County services and regulations. Real-time gage information is also included for users to see current water levels. The structure and hierarchy of the site and of each page were revised to ensure the pathways to specific information are concise and easily navigable. To enhance recognition of the County Floodplain Management Program, the site follows the design and content in the Flood information brochure, "It's Not All Sunshine", which is the main avenue for publicity of the website.
Real Estate Agents Brochure	A real estate centered flood informational brochure with a fillable section for agents to enter the property's flood hazard and insurance requirement information was developed. Real estate agents will complete and provide the brochure to clients interested in purchasing properties located in the SFHA so that they are made aware of the flood hazard and the flood insurance purchase requirement.
Map Information Services Publicity	The County provided information to be published in the newsletters of professional associations of the common users of the service, such as real estate agents, lenders, and insurance agents, highlighting the features of the Online Map Information Service.
Flood Outreach and Map Information Services for Municipalities	The County provided the flood information brochure and documentation for the online map information service to municipalities.
Only Rain Down the Drain Campaign	Brochures and door hangers were updated and the County is seeking addition partnerships for distribution.
Landscape BMP Certification classes (English & Spanish)	Landscape BMP Certification classes in English & Spanish to landscape professionals are offered throughout the year.
Door Hangers	Erosion information door hangers are distributed by field crews in areas identified as potential drainage problem sites. The door hanger states that erosion "blocks pipes and causes street flooding" and states that there are regulations against dumping or allowing soils and other landscape debris into the conveyance system.
Flood Information Messages for County On-hold Recordings	Pinellas County flood information messages for Pinellas County's main number on hold recordings. Messages are updated monthly and pertain to flooding information.
Flood Response Social Media	Messages posted facebook and twitter.

2015 FLOOD INFORMATION OUTREACH

Project	Description
Flood Response PCCTV Programming	A special edition focusing on flooding in Pinellas County - why it occurs and what residents can do to prepare was produced. Available on PCC-TV, Pinellas County YouTube channel and Pinellas County Flooding website.
Press release on Flood Information webpage	Pinellas County issued a press release announcing the launch of the new flood information website.
Community education @ Country in the Park - Support Pinellas Park FD event, hurricane/evacuation community edcation, Know Your Zone lookups	Hurricane/Evacuation community education, Know Your Zone lookups, Hurricane Guides
Seminole Hurricane Expo	Community education @ Seminole
Clearwater Amateur Radio Club	Public Outreach on Preparedness
Crystal Lake Mobile Home Park HOA	Community Emergency Preparedness
North East Park Baptist Church	Public Outreach on Preparedness
Carter Healthcare	Provided materials for their patient packets- Hurricane Guides; Senior Preparedness Guides; Flooding Pamphlets
Largo Fire Rescue Open House	Community Ed. & Outreach
USAA Ins. Employee Fair	Community Ed. & Outreach
July 2015 Rain Event Outreach	Public Assistance Guide--Sent email to all municipal EM contacts with information about PA activity and damage reporting. Included link and attachment to Pocket Guide for Public Assistance
July 2015 Rain Event Outreach	"Transportation Shuttle Information- Tarpon Woods Community notification sent to residents via Code Red and placed on the Tarpon Woods Community Blog to notify community about the service & that more information was on their blog site. Residents were informed could access the service by calling the Pinellas County Sheriff's Office ."
July 2015 Rain Event Outreach	Notification to Tarpon Woods community that Duke Energy interrupted service to the Caladesi MHP due to flooding.
July 2015 Rain Event Outreach	Notice was hand delivered to approximately 50 residences within Tarpon Woods that were impacted by isolated flooding stating they expect existing flooding conditions to persist for the next 3 days and weather was being closely monitored from the National Weather Service and partnering with SWFWMD to address any changes in conditions.

APPENDIX 3 PPI PROJECT SHEETS

Flood Information Brochure

Description			
<p>The Pinellas County Flood Information brochure was identified as a project in the 2014 PPI. The brochure content was revised to include succinct information on the CRS priority topics and additional messages developed by the PPI, and provide publicity for flood related County services and regulations. The brochure was also redesigned so readers will be able to quickly grasp the main points and are directed to the flood information website and/or staff for additional information. The PPI Committee also identified several target audiences that may benefit from the brochure and will receive the brochure in the mail. The brochure will be mailed annually prior to hurricane season and in conjunction with Hazardous Weather Week in Feb. Pinellas County municipalities will also receive the brochure via email, with an option to update it with their logo and contact information to use in their own communities. The brochure is available to customers of County services by request and at County offices and will be provided to attendees of events that the County participates in, such as the Hurricane Expo and municipal preparedness meetings.</p>			
Assignment Administrator		Schedule	
Watershed Unit Floodplain Manager		Complete - Annual Evaluation	
Audience(s)	Distribution	Stakeholder	Activity Publicity
Customers of Pinellas County services	Mail-outs	TBD	350
Pinellas County Municipality Elected Officials, City Managers Stormwater Managers, and Staff	Events		360
Residents and businesses in Repetitive Loss Areas	Libraries, Government offices		540
Residents and businesses in the Special Flood Hazard Area and/or storm surge area and/or and flood-prone areas	Neighborhood Associations		610
	Door Hangers		330-OP
	Website		
Topic	Message	Outcome	
Know your flood hazard	Find out what your flood risk is.	Better prepared and informed residents and businesses	
Insure your property for your flood hazard	Purchase flood insurance for your home, business, or rental.	Increase in the number of map information inquiries.	
Protect people from the hazard	Register to receive emergency alerts and information about what to do to prepare and avoid danger.	Increase in number of webpage hits	
Protect your property from the hazard	Keep debris and trash out of the streets, streams, and ditches.	Increased compliance and reduced flood loss	
Build responsibly	Retrofit your property.	Improved efficiency of evacuations.	
Protect natural floodplain functions	Find out what building permits you may need.	Reduced localized flooding	
Hurricane preparedness	Only Rain Down the Drain.	Reduced property loss from flooding	
General preparedness	Know Your Zone.	Increased compliance and reduced flood loss	
Flood Economics	Make an emergency plan.	Improvement in water quality and natural storage capacity	
	Support the County's participation in the NFIP CRS by getting involved with flood information outreach.	Improved efficiency of hurricane evacuations.	
		Less damage and injury from a storm	
		Reduced flood insurance and flood damage costs for residents.	

Flood Information Website

Description			
<p>The Pinellas County Flood Information website was identified as a project in the 2014 PPI. As such, the content was revised to elaborate on the succinct brochure information, including all of the CRS priority topics and the additional messages developed by the PPI. The content also includes publicity for or flood related County services and regulations. Real-time gage information is also included for users to see current water levels. The structure and hierarchy of the site and of each page were revised to ensure the pathways to specific information are concise and easily navigable. To enhance recognition of the County Floodplain Management Program, the site follows the design and content in the Flood information brochure, "It's Not All Sunshine", which is the main avenue for publicity of the website.</p>			
Assignment Administrator		Schedule	
Watershed Unit Floodplain Manager		Complete - Annual Evaluation	
Audience(s)	Distribution	Stakeholder	Activity Publicity
Buyers and renters	Website	TBD	320
Customers of Pinellas County services			350
Landscapers			360
Pinellas County Municipality Elected Officials, City Managers Stormwater Managers, and Staff			540
Residents and businesses in moderate to low risk flood areas (Shaded X zones)			610
Residents and businesses in Repetitive Loss Areas			
Topic	Message	Outcome	
Know your flood hazard	Find out what your flood risk is.	Better prepared and informed residents and businesses	
Insure your property for your flood hazard	Purchase flood insurance for your home, business, or rental.	Increase in the number of map information inquiries.	
Protect people from the hazard	Register to receive emergency alerts and information about what to do to prepare and avoid danger.	Increase in number of webpage hits	
Protect your property from the hazard	Keep debris and trash out of the streets, streams, and ditches.	Increase in number of flood insurance policies.	
Build responsibly	Retrofit your property.	Reduced number of rescue calls	
Protect natural floodplain functions	Find out what building permits you may need.	Improved efficiency of evacuations.	
Hurricane preparedness	Only Rain Down the Drain.	Reduced localized flooding	
General preparedness	Know Your Zone.	Reduced property loss from flooding	
Flood Economics	Make an emergency plan.	Increased compliance and reduced flood loss	
	Support the County's participation in the NFIP CRS by getting involved with flood information outreach.	Improvement in water quality and natural storage capacity	
	Find out how much flood damage could cost you.	Improved efficiency of hurricane evacuations.	
		Less damage and injury from a storm	
		Reduced flood insurance and flood damage costs for residents.	
		Increase in awareness of the expense of flooding.	

Real Estate Agents Disclosure Program

Description			
<p>The intent of the Real Estate Agents Disclosure Program project is to develop a program with the real estate community to educate the buyers on flooding and flood insurance.</p> <p>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 an ideal position to inform buyers and renters whether a property is in a flood zone and if flood insurance is required and with proper training can do so. The County will provide training to agents on obtaining flood information and using the County's Flood Map Information Service. Additionally, the County is developing a real estate centered flood informational brochure with a fillable section for agents to enter the property's flood hazard and insurance requirement information. Real estate agents will complete and provide the brochure to clients interested in purchasing properties located in the SFHA so that they are made aware of the flood hazard and the flood insurance purchase requirement.</p>			
Assignment Administrator		Schedule	
Watershed Unit Floodplain Manager		Summer 2016	
Audience(s)		Distribution	Stakeholder
Buyers and renters Real Estate Professionals, Insurance Agents, and/or Lenders		Events Website Mail-outs Hand-Outs	Real Estate Agents 340-DFH 340-REB 330-OP
Topic	Message	Outcome	
Know your flood hazard Insure your property for your flood hazard Flood Economics	Find out what your flood risk is. Purchase flood insurance for your home, business, or rental. Support the County's participation in the NFIP CRS by getting involved with flood information outreach. Find out how much flood damage could cost you.	Better prepared and informed residents and businesses Increase in the number of map information inquiries. Increase in number of webpage hits Increase in number of flood insurance policies. Reduced flood insurance and flood damage costs for residents. Increase in awareness of the expense of flooding.	

Map Information Services Publicity

Description			
The Pinellas County Map Information Service is publicized on the Pinellas County Flood Information Website and Brochure. In addition, the County will publish an article in the newsletters of professional associations of the common users of the service, such as real estate agents, lenders, and insurance agents, highlighting the features of the Online Map Information Service.			
Assignment Administrator		Schedule	
Division Manager, Community Development & Planning		Feb 2016	
Audience(s)	Distribution	Stakeholder	Activity Publicity
Real Estate Professionals, Insurance Agents, and/or Lenders	Article		320
Topic	Message	Outcome	
Know your flood hazard	Find out what your flood risk is.	Better prepared and informed residents and businesses Increase in the number of map information inquiries. Increase in number of webpage hits	

UtiliTalk Newsletter

Description			
<p>The County's UtiliTalk newsletter is mailed with the utility bills quarterly. This provides the County an opportunity to relay flood information messages throughout the County. Each quarter the County will highlight one or more messages in the newsletter. For example, prior to hurricane season, the newsletter will feature information on preparedness and flood insurance. The summer newsletter may include "Know Your Zone" and information about the County's Map Information Service to find out what your flood risk is.</p>			
Assignment Administrator		Schedule	
Public Information Office		In progress	
Audience(s)	Distribution	Stakeholder	Activity Publicity
Customers of Pinellas County services	Mail-outs		320 360 540
Topic	Message	Outcome	
Know your flood hazard	Find out what your flood risk is.	Better prepared and informed residents and businesses	
Insure your property for your flood hazard	Purchase flood insurance for your home, business, or rental.	Increase in the number of map information inquiries.	
Protect people from the hazard	Register to receive emergency alerts and information about what to do to prepare and avoid danger.	Increase in number of webpage hits	
Protect your property from the hazard	Keep debris and trash out of the streets, streams, and ditches.	Increase in number of flood insurance policies.	
Build responsibly	Retrofit your property.	Reduced number of rescue calls	
Protect natural floodplain functions	Find out what building permits you may need.	Improved efficiency of evacuations.	
Hurricane preparedness	Only Rain Down the Drain.	Reduced localized flooding	
General preparedness	Know Your Zone.	Reduced property loss from flooding	
Flood Economics	Make an emergency plan.	Increased compliance and reduced flood loss	
	Support the County's participation in the NFIP CRS by getting involved with flood information outreach.	Improvement in water quality and natural storage capacity	
		Improved efficiency of hurricane evacuations.	
		Less damage and injury from a storm	
		Reduced flood insurance and flood damage costs for residents.	

Flood Outreach and Map Information Services for Municipalities

Description			
<p>One of the goals of the Pinellas County PPI is to develop outreach projects with consistent messages and services that may serve all of Pinellas County, including its municipalities. This will save municipal resources and support consistent flood information across the County. Pinellas County included data for the entire county, including its municipalities when they developed their online map information service. The County is offering this free online service to the municipalities to use to benefit their communities. The County is also providing the text and other information contained in the brochure for the communities to implement in their own brochure. This project will provide the municipalities in Pinellas County with the information and materials they need to use the County's Map Information Service and Flood Information Brochure.</p>			
Assignment Administrator		Schedule	
Division Manager, Community Development & Planning		Oct 2015	
Audience(s)	Distribution	Stakeholder	Activity Publicity
Pinellas County Municipality Elected Officials, City Managers Stormwater Managers, and Staff	Email		
Topic	Message	Outcome	
Know your flood hazard	Find out what your flood risk is.	Better prepared and informed residents and businesses	
Insure your property for your flood hazard	Purchase flood insurance for your home, business, or rental.	Increase in the number of map information inquiries.	
Protect people from the hazard	Register to receive emergency alerts and information about what to do to prepare and avoid danger.	Increase in number of webpage hits	
Protect your property from the hazard	Keep debris and trash out of the streets, streams, and ditches.	Increase in number of flood insurance policies.	
Build responsibly	Retrofit your property.	Reduced number of rescue calls	
Protect natural floodplain functions	Find out what building permits you may need.	Improved efficiency of evacuations.	
Hurricane preparedness	Only Rain Down the Drain.	Reduced localized flooding	
General preparedness	Know Your Zone.	Reduced property loss from flooding	
	Make an emergency plan.	Increased compliance and reduced flood loss	
	Support the County's participation in the NFIP CRS by getting involved with flood information outreach.	Improvement in water quality and natural storage capacity	
		Improved efficiency of hurricane evacuations.	
		Less damage and injury from a storm	
		Reduced flood insurance and flood damage costs for residents.	

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.			
Assignment Administrator		Schedule	
Watershed Unit Floodplain Manager		Summer 2017	
Audience(s)	Distribution	Stakeholder	Activity Publicity
Buyers and renters	Website	Real Estate Agents and Brokers	330-OP
Topic	Message	Outcome	
Know your flood hazard	Find out what your flood risk is.	Better prepared and informed residents and businesses	

Flood Map Service Center Training

Description			
The County will develop an instructional video and users guide for the online map information service and will provide training to the main users of the service (lenders, insurance agents, and real estate agents).			
Assignment Administrator		Schedule	
Watershed Unit Floodplain Manager			
Audience(s)	Distribution	Stakeholder	Activity Publicity
Pinellas County Municipality Elected Officials, City Managers Stormwater Managers, and Staff Real Estate Professionals, Insurance Agents, and/or Lenders Special Interest	Events		330-OP 320
Topic	Message	Outcome	
Know your flood hazard	Find out what your flood risk is.	Better prepared and informed residents and businesses Increase in the number of map information inquiries. Increase in number of webpage hits	

Flood Protection Assistance Advisory Program

Description			
<p>Pinellas County Building Department 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 primary target audience for this project is residents and businesses in Repetitive Loss Areas, however once established should be expanded to additional audiences.</p>			
Assignment Administrator		Schedule	
Watershed Unit Floodplain Manager		Summer 2017	
Audience(s)	Distribution	Stakeholder	Activity Publicity
<p>Buyers and renters</p> <p>Residents and businesses in moderate to low risk flood areas (Shaded X zones)</p> <p>Residents and businesses in Repetitive Loss Areas</p> <p>Residents and businesses in the Special Flood Hazard Area and/or storm surge area and/or and flood-prone areas</p>	<p>Mail-outs</p> <p>Events</p> <p>Libraries, Government offices</p> <p>Door Hangers</p> <p>Website</p>	TBD	360
Topic	Message	Outcome	
<p>Protect your property from the hazard</p> <p>Build responsibly</p> <p>Protect natural floodplain functions</p> <p>Flood Economics</p>	<p>Keep debris and trash out of the streets, streams, and ditches.</p> <p>Retrofit your property.</p> <p>Find out what building permits you may need.</p> <p>Only Rain Down the Drain.</p> <p>Find out how much flood damage could cost you.</p>	<p>Reduced localized flooding</p> <p>Reduced property loss from flooding</p> <p>Increased compliance and reduced flood loss</p> <p>Improvement in water quality and natural storage capacity</p> <p>Increase in awareness of the expense of flooding.</p> <p>Increase in number of flood insurance policies.</p> <p>Increase in number of retrofitted properties.</p>	

Training for Contractors & Builders

Description			
<p>Pinellas County works with area contractors and builders to maintain compliance with building regulations. By providing comprehensive training, contractors and builders will be more informed about building regulations and guidelines related to development in the Special Flood Hazard Area and rebuilding after a flood. Topics to be covered in the training include: Pinellas County Floodplain Ordinance updates, PPI topics, Substantial Damage, Substantial Improvement, and the 50% rule, and the Online Map Information Service.</p>			
Assignment Administrator		Schedule	
Watershed Unit Floodplain Manager		Summer 2017	
Audience(s)	Distribution	Stakeholder	Activity Publicity
<p>Contractors and builders</p> <p>Pinellas County Municipality Elected Officials, City Managers Stormwater Managers, and Staff</p>	Events	TBD	330-OP
Topic	Message	Outcome	
<p>Know your flood hazard</p> <p>Protect your property from the hazard</p> <p>Build responsibly</p> <p>Flood Economics</p>	<p>Find out what your flood risk is.</p> <p>Retrofit your property.</p> <p>Find out what building permits you may need.</p> <p>Support the County's participation in the NFIP CRS by getting involved with flood information outreach.</p> <p>Find out how much flood damage could cost you.</p>	<p>Better prepared and informed residents and businesses</p> <p>Increase in the number of map information inquiries.</p> <p>Increase in number of webpage hits</p> <p>Reduced property loss from flooding</p> <p>Increased compliance and reduced flood loss</p> <p>Reduced flood insurance and flood damage costs for residents.</p> <p>Increase in awareness of the expense of flooding.</p> <p>Increase in number of retrofitted properties.</p>	

Only Rain Down the Drain Campaign

Description			
<p>Pinellas County has a highly successful program that targets educating citizens about the need to keep storm drains free of debris and contaminants. The campaign outreach materials, including the door hangers, vehicle wraps, and watershed brochure, were reviewed and revised as appropriate to include additional messages developed by the PPI and publicize the stream dumping regulation. In addition to the outreach materials for this campaign, the stream dumping regulations and the Only Rain Down the Drain message and campaign will be publicized in the flood information brochure and on the flood information website.</p>			
Assignment Administrator		Schedule	
Watershed Unit Floodplain Manager		Complete - Annual Evaluation	
Audience(s)	Distribution	Stakeholder	Activity Publicity
<p>Landscapers</p> <p>Pinellas County Municipality Elected Officials, City Managers Stormwater Managers, and Staff</p> <p>Pinellas County Schools students and parents</p> <p>Residents and businesses in moderate to low risk flood areas (Shaded X zones)</p> <p>Residents and businesses in Repetitive Loss Areas</p> <p>Residents and businesses in the Special Flood Hazard Area and/or storm surge area and/or and flood-prone areas</p>	<p>Events</p> <p>Libraries, Government offices</p> <p>Neighborhood Associations</p> <p>Website</p> <p>Door Hangers</p>	TBD	<p>540</p> <p>330-OP</p>
Topic	Message	Outcome	
<p>Protect your property from the hazard</p> <p>Protect natural floodplain functions</p> <p>Flood Economics</p>	<p>Keep debris and trash out of the streets, streams, and ditches.</p> <p>Only Rain Down the Drain.</p> <p>Support the County's participation in the NFIP CRS by getting involved with flood information outreach.</p>	<p>Reduced localized flooding</p> <p>Improvement in water quality and natural storage capacity</p> <p>Reduced flood insurance and flood damage costs for residents.</p>	

Landscape BMP Certification classes (English & Spanish)

Description			
The County provides Landscape BMP Certification classes in English & Spanish to landscape professionals. The class is centered on “Only Rain Down the Drain” and provides an opportunity for the County’s Environmental professionals to educate this audience about water quality, natural floodplain functions, and flood prevention from a drainage standpoint.			
Assignment Administrator		Schedule	
Watershed Unit Floodplain Manager		Complete - Annual Evaluation	
Audience(s)	Distribution	Stakeholder	Activity Publicity
Landscapers	Hand-Outs Presentation Website		540
Topic	Message	Outcome	
Protect your property from the hazard Protect natural floodplain functions	Keep debris and trash out of the streets, streams, and ditches. Only Rain Down the Drain.	Reduced localized flooding Improvement in water quality and natural storage capacity	

Flood Information Door Hangers

Description			
<p>The County revised the content of their existing “Only Rain Down the Drain” and “Watershed” door hangers to include PPI Flood Information messages under topics 4 and 6, “Keep debris and trash out of the streets, streams, and ditches” and “Only Rain Down the Drain”. The new hangers will also publicize the no dumping regulation, which is a component of activity 540.</p> <p>These door hanger are distributed by volunteers and County staff. Additionally, the County is working with Keep Pinellas Beautiful to expand this initiative and will look into additional distribution through volunteer groups, such as Ray Neri’s Lealman volunteer group. The County also recently developed erosion information door hangers, which are distributed by field crews in areas identified as potential drainage problem sites. The door hanger states that erosion “blocks pipes and causes street flooding” and states that there are regulations against dumping or allowing soils and other landscape debris into the conveyance system.</p>			
Assignment Administrator		Schedule	
Watershed Unit Floodplain Manager		Project removed - Combined in part with Only Rain Down The Drain Campaign	
Audience(s)	Distribution	Stakeholder	Activity Publicity
<p>Residents and businesses in moderate to low risk flood areas (Shaded X zones)</p> <p>Residents and businesses in Repetitive Loss Areas</p> <p>Residents and businesses in the Special Flood Hazard Area and/or storm surge area and/or and flood-prone areas</p>	Door Hangers	TBD	330-OP
Topic	Message	Outcome	
Know your flood hazard	Find out what your flood risk is.	Better prepared and informed residents and businesses	
Insure your property for your flood hazard	Purchase flood insurance for your home, business, or rental.	Increase in the number of map information inquiries.	
Protect people from the hazard	Register to receive emergency alerts and information about what to do to prepare and avoid danger.	Increase in number of webpage hits	
Protect your property from the hazard	Keep debris and trash out of the streets, streams, and ditches.	Increase in number of flood insurance policies.	
Build responsibly	Retrofit your property.	Reduced number of rescue calls	
Protect natural floodplain functions	Find out what building permits you may need.	Improved efficiency of evacuations.	
Hurricane preparedness	Only Rain Down the Drain.	Reduced localized flooding	
General preparedness	Know Your Zone.	Reduced property loss from flooding	
Flood Economics	Make an emergency plan.	Increased compliance and reduced flood loss	
	Support the County’s participation in the NFIP CRS by getting involved with flood information outreach.	Improvement in water quality and natural storage capacity	
		Improved efficiency of hurricane evacuations.	
		Less damage and injury from a storm	
		Reduced flood insurance and flood damage costs for residents.	

Parks & Recreation Educational Materials

Description			
Pinellas County has a variety of informational materials available at area parks and preserves and online. The PPI Committee will review these materials, including web page content and brochures to identify opportunities to include additional Priority Topics and additional messages developed by the PPI and communicate the importance of natural functions open space.			
Assignment Administrator		Schedule	
Watershed Unit Floodplain Manager		Fall 2017	
Audience(s)	Distribution	Stakeholder	Activity Publicity
Park and preserve patrons	Website Parks and Recreation Sites	TBD	420-NFOS5
Topic	Message	Outcome	
Protect natural floodplain functions Flood Economics	Only Rain Down the Drain. Support the County's participation in the NFIP CRS by getting involved with flood information outreach.	Improvement in water quality and natural storage capacity Reduced flood insurance and flood damage costs for residents.	

Spanish Outreach Materials

Description			
<p>Pinellas County currently provides the All-Hazard Guide in Spanish. The County will translate the Flood Information Brochure to Spanish. Pinellas County Communications will coordinate with Spanish Organizations to distribute the brochure to the Spanish Speaking population. The County will also evaluate other outreach projects to determine what other materials that may be translated into Spanish.</p>			
Assignment Administrator		Schedule	
Watershed Unit Floodplain Manager		Fall 2016	
Audience(s)	Distribution	Stakeholder	Activity Publicity
English Speakers of Other Languages (ESOL)	Events Libraries, Government offices Website	TBD	330-OP
Topic	Message	Outcome	
Know your flood hazard	Find out what your flood risk is.	Better prepared and informed residents and businesses	
Insure your property for your flood hazard	Purchase flood insurance for your home, business, or rental.	Increase in the number of map information inquiries.	
Protect people from the hazard	Register to receive emergency alerts and information about what to do to prepare and avoid danger.	Increase in number of webpage hits	
Protect your property from the hazard	Keep debris and trash out of the streets, streams, and ditches.	Increase in number of flood insurance policies.	
Build responsibly	Retrofit your property.	Reduced number of rescue calls	
Protect natural floodplain functions	Find out what building permits you may need.	Improved efficiency of evacuations.	
Hurricane preparedness	Only Rain Down the Drain.	Reduced localized flooding	
General preparedness	Know Your Zone.	Reduced property loss from flooding	
Flood Economics	Make an emergency plan.	Increased compliance and reduced flood loss	
	Support the County's participation in the NFIP CRS by getting involved with flood information outreach.	Improvement in water quality and natural storage capacity	
		Improved efficiency of hurricane evacuations.	
		Less damage and injury from a storm	
		Reduced flood insurance and flood damage costs for residents.	

Flood Information Messages for County On-hold Recordings

Description			
Pinellas County offers helpful information to callers needing services while they wait on the phone. Using the 6 CRS Priority Topics and additional messages developed by the PPI, create a series of messages to better target important flood risk information and direct residents where to locate resources on the web as well as phone numbers of contacts.			
Assignment Administrator		Schedule	
Watershed Unit Floodplain Manager		Spring 2015	
Audience(s)	Distribution	Stakeholder	Activity Publicity
Customers of Pinellas County services	"On-Hold" Messages	TBD	330-OP
Topic	Message	Outcome	
Know your flood hazard	Find out what your flood risk is.	Better prepared and informed residents and businesses	
Insure your property for your flood hazard	Purchase flood insurance for your home, business, or rental.	Increase in the number of map information inquiries.	
Protect people from the hazard	Register to receive emergency alerts and information about what to do to prepare and avoid danger.	Increase in number of webpage hits	
Protect your property from the hazard	Keep debris and trash out of the streets, streams, and ditches.	Increase in number of flood insurance policies.	
Build responsibly	Retrofit your property.	Reduced number of rescue calls	
Protect natural floodplain functions	Find out what building permits you may need.	Improved efficiency of evacuations.	
Hurricane preparedness	Only Rain Down the Drain.	Reduced localized flooding	
General preparedness	Know Your Zone.	Reduced property loss from flooding	
Flood Economics	Make an emergency plan.	Increased compliance and reduced flood loss	
	Support the County's participation in the NFIP CRS by getting involved with flood information outreach.	Improvement in water quality and natural storage capacity	
	Find out how much flood damage could cost you.	Improved efficiency of hurricane evacuations.	
		Less damage and injury from a storm	
		Reduced flood insurance and flood damage costs for residents.	
		Increase in awareness of the expense of flooding.	

PCC-TV in County Offices

Description			
Using the 6 CRS Priority Topics and additional messages developed by the PPI, create a series of messages to better target important flood risk information and direct residents as to where to locate resources on the web as well as phone numbers, titles of contacts and physical addresses where the offices are located. PCC-TV is played on county's TV station, which airs on Brighthouse 622, WOW 18 and Verizon 44 and streams live on the web at pinellascounty.org/tv. This information will be shown on PCC-TV in County offices.			
Assignment Administrator		Schedule	
Watershed Unit Floodplain Manager		Spring 2016	
Audience(s)	Distribution	Stakeholder	Activity Publicity
Customers of Pinellas County services	Lobby televisions	TBD	330-OP
Topic	Message	Outcome	
Know your flood hazard	Find out what your flood risk is.	Better prepared and informed residents and businesses	
Insure your property for your flood hazard	Purchase flood insurance for your home, business, or rental.	Increase in the number of map information inquiries.	
Protect people from the hazard	Register to receive emergency alerts and information about what to do to prepare and avoid danger.	Increase in number of webpage hits	
Protect your property from the hazard	Keep debris and trash out of the streets, streams, and ditches.	Increase in number of flood insurance policies.	
Build responsibly	Retrofit your property.	Reduced number of rescue calls	
Protect natural floodplain functions	Find out what building permits you may need.	Improved efficiency of evacuations.	
Hurricane preparedness	Only Rain Down the Drain.	Reduced localized flooding	
General preparedness	Know Your Zone.	Reduced property loss from flooding	
Flood Economics	Make an emergency plan.	Increased compliance and reduced flood loss	
	Support the County's participation in the NFIP CRS by getting involved with flood information outreach.	Improvement in water quality and natural storage capacity	
	Find out how much flood damage could cost you.	Improved efficiency of hurricane evacuations.	
		Less damage and injury from a storm	
		Reduced flood insurance and flood damage costs for residents.	
		Increase in awareness of the expense of flooding.	

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. This project will review the existing media kit and add any additional information related to 3 of the 6 CRS Priority Topics and additional 3 topics identified by the PPI .			
Assignment Administrator		Schedule	
Public Information Office		Summer 2015	
Audience(s)	Distribution	Stakeholder	Activity Publicity
Customers of Pinellas County services Residents and businesses in moderate to low risk flood areas (Shaded X zones) Residents and businesses in Repetitive Loss Areas Residents and businesses in the Special Flood Hazard Area and/or storm surge area and/or and flood-prone areas	Radio, TV, and news print outlets	TBD	610 330-FRP
Topic	Message	Outcome	
Protect people from the hazard	Register to receive emergency alerts and information about what to do to prepare and avoid danger.	Reduced number of rescue calls Improved efficiency of evacuations.	

Flood Response PCCTV Programming

Description			
Pinellas County currently has a comprehensive television distribution protocol developed for use during an emergency event. This project will review the existing content and add any additional information related to 3 of the 6 CRS Priority Topics and additional 3 topics identified by the PPI.			
Assignment Administrator		Schedule	
Public Information Office		Summer 2015	
Audience(s)	Distribution	Stakeholder	Activity Publicity
Customers of Pinellas County services Residents and businesses in moderate to low risk flood areas (Shaded X zones) Residents and businesses in Repetitive Loss Areas Residents and businesses in the Special Flood Hazard Area and/or storm surge area and/or and flood-prone areas	Television broadcast	TBD	610 330-FRP
Topic	Message	Outcome	
Protect people from the hazard	Register to receive emergency alerts and information about what to do to prepare and avoid danger.	Reduced number of rescue calls Improved efficiency of evacuations.	

Flood Response Social Media

Description			
Pinellas County currently uses a broad suite of Social Media resources to communicate with their residents. Review current messages that are distributed continuously during emergency flooding events. Include 3 of the 6 CRS Priority Topics and additional 3 topics identified by the PPI.			
Assignment Administrator		Schedule	
Public Information Office		Summer 2015	
Audience(s)	Distribution	Stakeholder	Activity Publicity
Customers of Pinellas County services Residents and businesses in moderate to low risk flood areas (Shaded X zones) Residents and businesses in Repetitive Loss Areas Residents and businesses in the Special Flood Hazard Area and/or storm surge area and/or and flood-prone areas	Website	TBD	610 330-FRP
Topic	Message	Outcome	
Protect people from the hazard	Register to receive emergency alerts and information about what to do to prepare and avoid danger.	Reduced number of rescue calls Improved efficiency of evacuations.	

APPENDIX 4 ANNUAL PROJECT EVALUATIONS

PPI Project Report: Flood Information Door Hangers



PROJECT No.: 16450-044-02

PROJECT NAME: Pinellas County Program for Public Information (PPI) Implementation

DATE: October 1, 2015

Introduction

Pinellas County has a comprehensive network of communication strategies to inform residents about their flood risk, such as a flood information website and brochures. Not every person targeted will look at the flood information, though. For instance, some folks may not have internet or might overlook the mail-out. The PPI Committee identified door hangers as an additional way to reach and influence target audiences. Door hangers must be picked up and handled, which improves the chance of conveying the message. As such this PPI project was initiated.

The Committee originally envisioned stand-alone flood information door hangers containing a portion of the content in the flood information brochure that would be distributed in tandem with the existing "Only Rain Down the Drain" door hangers and additionally by enlisting volunteers in target audience areas, such as repetitive loss areas. The County evaluated the resources needed for this project and decided to revise the "Only Rain Down the Drain" and "Watershed" door hangers to include some flood information (Topic 4) in lieu of developing an additional door hanger. Anamarie Rivera of the County's Natural Resources Division is overseeing this project.

Implementation

The County revised the content and design of their existing "Only Rain Down the Drain" door hanger (Figure 1). The new door hangers include PPI Flood Information messages under topics 4 and 6, "Keep debris and trash out of the streets, streams, and ditches" and "Only Rain Down the Drain". The new hangers will also publicize the no dumping regulation, which is a component of activity 540. The "Only Rain Down the Drain" door hanger is distributed by volunteers to properties in the vicinity of storm drain marking projects. Additionally, the County is working with Keep Pinellas Beautiful to expand this initiative and will look into additional distribution through volunteer groups, such as Ray Neri's Lealman volunteer group.

Additionally, the County recently developed erosion information door hangers, which are distributed by field crews in areas identified as potential drainage problem sites (Figure 2). The door hanger states

that erosion “blocks pipes and causes street flooding” (Figure 1). It also states that there are regulations against dumping allowing soils and other landscape debris into the conveyance system.

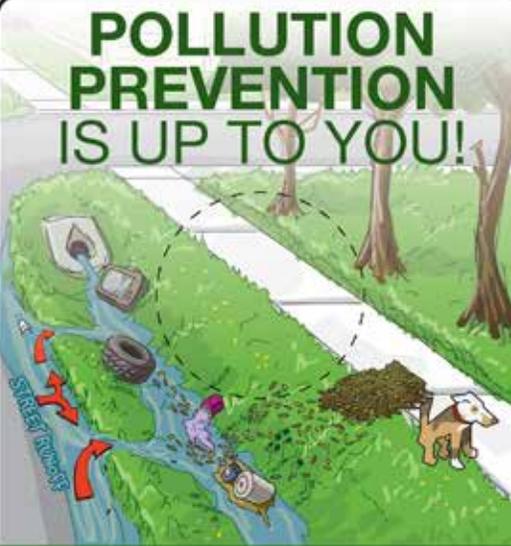
The County’s “Watershed” door hanger also publicizes the no dumping regulation (Figure 3). These hangers are distributed by different volunteer groups, such as neighborhood associations. The County has ample supply of these hangers at this time but will add additional flood information when it comes time to order more of them.

The updated “Only Rain Down the Drain” hangers were printed in July 2015. The erosion information door hangers are already developed and being implemented. The PPI project sheet for the Flood Information Door Hangers project will be updated during the annual PPI Review.

Conclusion

The Flood Information Door Hanger Project includes distribution of the revised “Only Rain Down the Drain” door hanger, the new erosion information door hanger, and existing watershed door hanger. The “Only Rain Down the Drain” hangers will be distributed by volunteers under the “Only Rain Down the Drain” program and external partnerships. The watershed hangers will be distributed by volunteers. The County will revise the content to include some flood information prior to placing the next order. Additionally, the flood information brochure may also be attached to the existing door hangers for distribution by volunteer groups, such as Ray Neri’s Lealman volunteers, to get additional flood information messages to residents. The new erosion information door hangers will be distributed by field crews in areas identified as potential drainage problem sites.

Figure 1 "Only Rain Down the Drain" Door Hanger



POLLUTION PREVENTION IS UP TO YOU!

Dear Neighbor,
Volunteers are helping to raise awareness of protecting our waterways by marking stormdrain inlets with this sign:

**Only Rain Down the Drain
Flows to Bay**



**Solo la Lluvia por la Alcantarilla,
Fluye al Bahía**

Stormdrains carry rainwater to the nearest body of water.
Everything that enters a stormdrain flows directly into our creeks, lakes, Tampa Bay and the Gulf of Mexico.

It is illegal to dump leaves or other yard waste, motor oil, trash, chlorinated pool water, paint or any other pollutants into the street, stormdrains or waterways.

When stormdrains get clogged with yard waste or debris, water can flood streets and homes.

For more information about protecting natural floodplains or to report a violation, visit www.pinellascounty.org/watershed or call the stormwater hotline at (727) 464-4425, 24-hour hotline at (727) 464-5060.

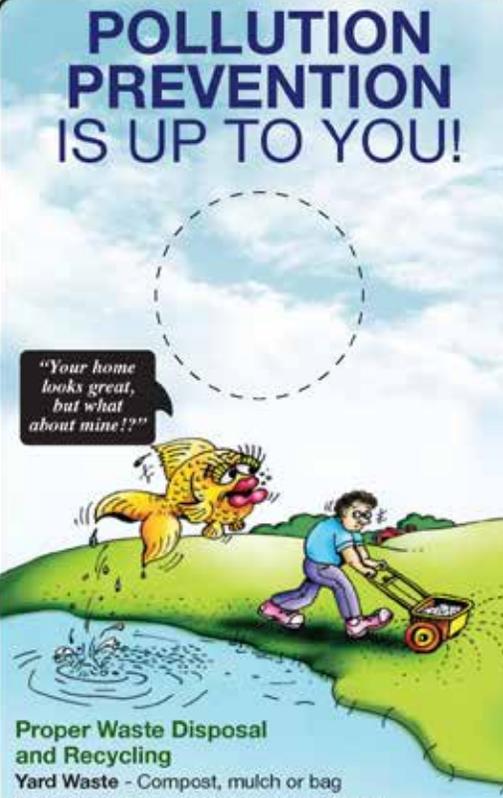
Thank you for your support!



Sponsored by a grant from the
Tampa Bay Regional Planning Council



Tampa Bay Regional Planning Council



POLLUTION PREVENTION IS UP TO YOU!

Proper Waste Disposal and Recycling

Yard Waste - Compost, mulch or bag leaves and grass clippings for trash pickup. Never rake or blow leaves into the street or stormdrain.

Motor Oil - Used motor oil can be taken to most auto parts stores. Fix oil leaks on your car. One gallon of oil can pollute one million gallons of water!

Fertilizers and Pesticides - Follow package instructions. Maintain a 10-foot fertilizer-free area from streets and water bodies. Sweep fertilizer from concrete.

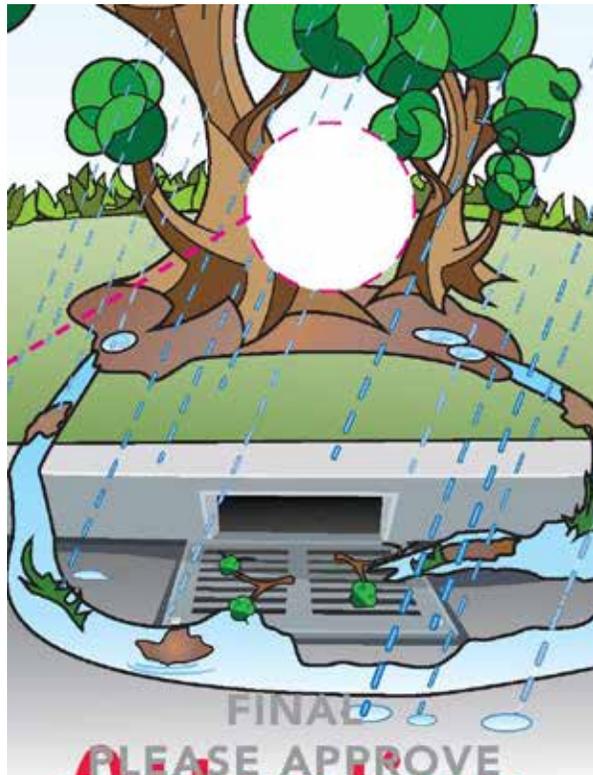
Household Hazardous Waste - Drop off paint, chemicals, TVs, computers, fluorescent bulbs, etc. **FREE** at the Pinellas County Household Electronics & Chemical Collection Center. Pinellas County Solid Waste (727) 464-7500, www.pinellascounty.org/recycle.

Pet Waste - Pick up after your pet and flush it down the toilet or put it in a trash can.

Pinellas County complies with the Americans with Disabilities Act. To obtain accessible formats of this document, please call (727) 464-4062 (V/TDD).

Funding for this item was provided by NPDES program. 2,000 copies were printed at a cost of \$210 or \$0.105 each.

Figure 2 Erosion Information Door Hanger



FINAL
PLEASE APPROVE
Attention

Soil may be a good thing in your landscape, but it's a terrible thing when it gets into our surface waters!

When it rains, bare soil runs off the property and enters the streets and stormdrains that lead directly into our local lakes, ponds and bays. This is called 'erosion'.

Erosion:

1. Blocks pipes and causes street flooding
2. Creates poor water quality
3. Harms aquatic animals and plants

Comments or questions, please contact Natural Resources, Watershed@pinellascounty.org or call (727) 464-4425.



(turn over)



FINAL
PLEASE APPROVE
Only Rain Down the Drain!

There are regulations in place to protect our water resources. These regulations state that soils and other landscape debris must be controlled on site and not allowed to enter the street or drainage system. If you are contributing to water pollution by not controlling erosion on your property, you could receive a fine.

Tips for preventing erosion:

- Mow high. Bahia and St. Augustine lawns should be mowed at 3.5 to 4 inches tall.
- Weedwack and edge properly. Avoid creating areas of bare soil.
- Sweep soil back into landscape.
- Cover bare soil areas with gravel or mulch.
- Install plants with strong roots to hold the soil in place. Visit www.floridayards.org for Florida-friendly landscaping suggestions.

Please visit www.pinellascounty.org/watershed for more information on how you can protect our water resources.



Pinellas County complies with the Americans with Disabilities Act. To obtain accessible formats of this document, please call (727) 464-4052 (V)TDD. Produced in cooperation with Pinellas County Communications. 2,000 door hangers were printed at a cost of \$135.00 or \$0.067 each. 08/14
PRINTED ON RECYCLED PAPER

Figure 3 Watershed Door Hanger



Watershed

Where we **Live** **Work** **Play**



On any given day in Pinellas County, it can rain. The rainwater trickles off roofs, runs through lawns, moves along gutters to stormdrains and underground pipes to our water bodies, eventually washing into the open waters of Tampa Bay and the Gulf of Mexico. Trash, yard waste, pet waste, pesticides and fertilizers go right along with it. This all happens in **our watershed.**

We all live in a watershed and everything we do on land impacts the well-being of our surrounding waterways. We can all make simple changes to help prevent pollution and promote a healthy watershed for all of us.

Make a difference!

How **You** Make The **Difference**

<p>Only rain</p>  <p>Down the drain</p>	<p>Keep clippings</p>  <p>On the grass</p>	<p>Car washing</p>  <p>On the lawn</p>
<p>Fertilizers</p>  <p>Used correctly</p>	<p>Electronics</p>  <p>To HEC3</p>	<p>Pet Waste</p>  <p>In the bag</p>

It's the law!

Pinellas County code prohibits the dumping of any waste, including chemicals, oil, sewage, trash and yard waste, into the street, storm sewer system or into any water body in the county. Fines of up to \$10,000 per violation plus clean-up costs can be levied against any perpetrator.

What you can do

To report watershed pollution—
 Watershed Management
 (727) 464-4425
 email: watershed@pinellascounty.org

To find out more—
www.pinellascounty.org/environment




Funding provided by the Pinellas County Department of Environment and Infrastructure, produced in cooperation with the Pinellas County Communications Department. 5000 copies were printed at a cost of \$21,000 or \$4.20 each. Pinellas County complies with the Americans with Disabilities Act. To obtain accessible formats of this document, please call (727) 464-8896/DO/2723-464-4425. Printed on recycled paper. 6/13

PPI Project Report: Flood Information Brochure



PROJECT No.: 16450-044-02

PROJECT NAME: Pinellas County Program for Public Information (PPI) Implementation

DATE: October 15, 2015

Overview

Pinellas County sends a flood information brochure to all residents annually in their utilities bill and to homes and businesses in repetitive loss areas. The brochures are also handed out at events and are available to the public in County buildings, online, and by request.

The brochure that has been used contains important flood information, however it is not visually appealing and the messages are within dense text, which may deter recipients from reading it (Figure 1). As such, the County revised the content and design of the brochure to attract readers to the information. Rahim Harji of the County's Natural Resources Division is overseeing this project.

Implementation

The flood information brochure content was revised to include succinct information on all of the CRS priority topics and the additional messages developed by the PPI (Figure 2). The content also includes prerequisite publicity and information for several CRS activities. The County redesigned the brochure so 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. Additionally, the design of the brochure and main section headers were carried into the website design so readers have familiarity when going from the brochure to the website for additional information. To simplify the contact information on the brochure, the County also designed a phone tree menu of flood information topics stemming from a main flood information line to ensure inquirers can easily find what they are looking for.

The County ordered the new brochures in August and mailed them to homes and businesses in repetitive loss areas and in the County utility bills in October. The brochure is also be available on the County's Flood Information website.

Conclusion

The flood information brochure content was revised to include succinct information on all of the CRS priority topics, the additional messages developed by the PPI, and prerequisite publicity for additional



CRS activities (Figure 2). The redesigned brochure contains information and provides publicity for the following:

- Topic 1: Know your flood hazard
- Topic 2: Insure your property for your flood hazard
- Topic 3: Protect people from the hazard
- Topic 4: Protect your property from the hazard
- Topic 5: Build responsibly
- Topic 6: Protect natural floodplain functions
- Topic 7: Hurricane preparedness
- Topic 8: General preparedness
- Topic 9: Flood Economics
- Activity 310: Elevation Certificate availability publicity
- Activity 320 (MI, MI2, MI3, MI4): Map Information Service publicity
- Activity 360: Flood Protection Assistance publicity
- Activity 540: Stream dumping regulation publicity
- Activity 610: Provides information on how people will be warned and what to do

Distribution of the new brochure via mailouts and events began in October.



Figure 1 Original Flood Information Brochure



Drainage System Maintenance

Surface water runoff is affected by natural and man-made features and is channeled through inlets and pipes, swales, ditches, ponds and lakes, ultimately flowing into the surrounding bays and the Gulf of Mexico. Maintenance of these features is important since debris obstructs the flow of water causing street and yard flooding. The Pinellas County Department of Environment and Infrastructure, Transportation and Stormwater Division, performs scheduled inspections and maintenance that include removal of high weeds, clippings, branches or other debris to achieve the best flow capacity. For further information, contact Department of Environment and Infrastructure at (727) 464-8900. It is illegal to dump unauthorized chemicals, sediment or waste materials into storm sewer systems, streams or bays in Pinellas County.

Permits

All development (new construction, repair/replacement work, additions, signs, fill, etc.) throughout the unincorporated areas of Pinellas County requires a permit. Contact Pinellas County Building & Development Review Services at (727) 464-3888 for further information or visit www.pinellascounty.org/build/required.htm.

Should you see illegal development in the floodplains, please contact Pinellas County Building & Development Review Services.

Substantial Improvement Requirements

The National Flood Insurance Program and Pinellas County regulations require buildings within a Special Flood Hazard Area that are improved at a cost which is 50% or more of the existing building's market value before the improvement is started to meet current construction standards for buildings in a floodplain. For further information, please call Pinellas County Building & Development Review Services at (727) 464-3888.

Functions of Floodplains

Natural floodplain areas, such as hardwood swamps, cypress swamps, wetlands, freshwater ponds and marshes, mangrove swamps and salt marshes lessen the effects of storm and flood waters. They provide natural storage areas for flood waters and buffer the coastal areas from storm surges. Natural floodplain areas also provide excellent habitat for diverse wildlife and enhance water quality.

Pinellas County uses several approaches to protect its natural floodplain areas in order to prevent alteration of the natural functions of floodplains and to diminish the damaging effects of flood waters. Among these approaches are: implementing the goals and policies of the Pinellas County Comprehensive Plan, enforcing the Land Development Regulations and conducting site plan reviews and building Capital Improvement Projects to reduce flooding and improve the water quality.

Further Information

Pinellas County continually strives to increase awareness of the hazards of flooding. Flooding information is provided at www.pinellascounty.org/flooding. Flood hazard information from FEMA and other sources are provided in the reference sections of the following public libraries:

- East Lake Community Library
- Largo Public Library
- Palm Harbor Library
- Seminole Community Library at St. Petersburg College



www.pinellascounty.org/flooding

Pinellas County complies with the Americans with Disabilities Act. To obtain accessible formats of this document, please call (727) 464-4062 (V/TDD). Funding for this brochure was provided by the Pinellas County Planning Department. 92,000 copies were printed at a cost of \$52,491 or \$0.027 each.



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5/2014

Is Your Property in a Floodplain?



Flood Hazard Areas

Low-lying areas in Pinellas County that are adjacent to bodies of water or next to major conveyance channels are subject to flooding. Furthermore, tropical storms and other threatening weather may present flood hazards to residents due to high tides, storm surge caused by winds and heavy rainfall.

FEMA, the Federal Emergency Management Agency, has designated these low-lying areas as Special Flood Hazard Areas, which are defined as having a 1% chance of being flooded in any given year. The Special Flood Hazard Areas are depicted as A or V zones on a Flood Insurance Rate Map.

Flood Insurance

Pinellas County participates in the National Flood Insurance Program. The National Flood Insurance Program makes federally backed flood insurance available for all buildings. Flood insurance covers direct losses caused by surface flooding, including an overflowing river, a tropical storm and local drainage problems. Homeowner's insurance policies do not cover losses due to flooding.

The National Flood Insurance Program insures with two types of coverage: structural and contents. Structural coverage is for the walls, floors and other items permanently attached to the structure. Contents coverage may be purchased separately provided the contents are in an insurable building. Renters can also purchase flood insurance for contents.

Mandatory Purchase Requirement

The Flood Disaster Protection Act of 1973 and the National Flood Insurance Reform Act of 1994 made the purchase of flood insurance mandatory for federally backed mortgages on buildings located in a Special Hazard Flood Area.

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The requirement applies to secured mortgage loans from financial institutions, such as commercial lenders, savings and loan associations, and credit unions. It also applies to all mortgage loans purchased by Fannie Mae or Freddie Mac in the secondary mortgage market. It affects all forms of federally related financial assistance (from the Department of Veterans Affairs, Federal Housing Administration and Small Business Administration, for example) for buildings located in a Special Flood Hazard Area.

How it Works

Lenders are required to complete a Standard Flood Hazard Determination form whenever they make, increase, extend or renew a mortgage, home equity, home improvement, commercial or farm credit loan. It is the federal agency's or the lender's responsibility to check the Flood Insurance Rate Maps to determine if the building is in a Special Flood Hazard Area.

If the building is in a Special Flood Hazard Area, the agency or lender is required by law to require the recipient to purchase a flood insurance policy on the building. The requirement is for structural coverage equal to the amount of the loan (or other financial assistance) or the maximum amount available, whichever is less. The maximum amount available for a single-family house is \$250,000. Please see the National Flood Insurance Program website at www.floodsmart.gov or call toll-free, (888) 379-9531, for information on policy rates and coverage. Contacting a local insurance agent or lender for details is suggested. Be aware that there is a 30-day waiting period before coverage goes into effect – so don't delay.

There are undeveloped parts of Pinellas County that are classified coastal barriers under the Coastal Barrier Resources System Act, where flood insurance may not be available. Visit www.fws.gov/cbra.

The mandatory purchase requirement does not affect loans or financial assistance for items that are not covered by a flood insurance policy, such as vehicles, business expenses, landscaping and vacant lots. It does not affect loans for buildings that are not in the Special Flood Hazard Area. While not mandated by law, a lender may require a flood insurance policy as a condition of a loan for a property in any zone on a Flood Insurance Rate Map.

If a person feels that a Standard Flood Hazard Determination form incorrectly places the property in the Special Flood Hazard, he or she may request a Letter of Determination Review from FEMA. This must be submitted within 45 days of the determination. More information and a direct link can be found at www.fema.gov/national-flood-insurance-program/how-request-flood-hazard-determination-review-fema.

Map Information Provided

Flood Insurance Rate Maps are available for viewing at Pinellas County Building & Development Review Services, 440 Court Street, Clearwater, FL 33756. Those who live in the unincorporated areas of Pinellas County can contact Building & Development Review Services at (727) 464-3471 to determine whether a building is in a Special Flood Hazard Area. In case the attendant is assisting other customers, citizens are asked to leave their name, phone number, address or parcel ID number (from their tax bill) on the voice mail when prompted to do so.

The Flood Insurance Rate Maps are also available for viewing on the Pinellas County website: <http://gis.pinellascounty.org/firmmaps>. Search the maps by address or parcel ID number.

Copies of FEMA elevation certificates on all buildings in the unincorporated area constructed in the floodplain since 1992 are available for review at Building & Development Review Services.

If you live in one of the Pinellas County municipalities, please contact your city directly for flood map information.

Flood Warning

Pinellas County flood warnings are broadcast by local television stations, including PCC-TV (Bright House 622, WOW! 18, Verizon 44) and local radio stations, as well as by the National Weather Service NOAA Weather Radio. Tune in to these media stations for instructions during times of possible flooding, including storms. Listen for weather updates, evacuation orders and expected storm arrival times. To find your evacuation level visit www.pinellascounty.org/knowyourzone.htm or call the Interactive Hurricane Evacuation Level Inquiry Line at (727) 453-3150 or

call (727) 464-3800 from 7:30 a.m. to 4:30 p.m. Monday to Friday. Evacuation levels are also provided on your Pinellas County Utilities bill and on your Truth in Millage (TRIM) notice from the Property Appraiser's office. Please note that the Special Flood Hazard Area may differ from the evacuation levels.

Flood Preparedness

Be aware of these steps to ensure personal safety:

- Tune in to local media for flood watches and warnings.
- Heed warnings from officials – evacuate when orders are given.
- Know your hurricane evacuation level, know your evacuation routes and plan where you will go.
- Prepare a travel bag with essentials.
- Be cautious at night.
- Have battery-operated flashlights, radios and televisions in working condition.
- Shut off water service, gas service and electricity to your home.
- Do not panic.
- Do not drive or walk into flooded areas where water depth is unknown.
- Ensure your pet's safety. Commercial kennel space is limited and there are only a few public shelters that will accept pets – develop a plan.

Find more information and more thorough checklists at: www.pinellascounty.org/emergency.

Property Protection

Floodproofing is one way to minimize property loss due to floods. Floodproofing may involve building walls or levees, elevating or moving structures, or sealing the structure.

Pinellas County Building & Development Review Services can provide citizens with information on techniques to reduce property loss and can review or critique floodproofing plans. Call (727) 464-3888 for more information.

Figure 2 Revised Flood Information Brochure



Did You Know?

- ▶ Flooding can be caused by heavy rains as well as by tropical storms and hurricanes.
- ▶ If your property is in a special flood hazard area, there is at least a one in four chance of flooding during a 30-year mortgage.
- ▶ Flooding occurs in and out of designated flood zones.
- ▶ Nearly 20 percent of flood insurance claims come from areas that are not in a special flood hazard area.
- ▶ Natural floodplains provide storage for flood waters and buffer the coastal areas from storm surges. They also improve water quality, recharge aquifers, improve wildlife habitat and provide recreational opportunities.
- ▶ Pinellas County will notify you of an emergency with phone messages! The county will also notify the local news stations about emergencies. Tune in for updates!



Protect the Natural Floodplains

Only rain down the drain!

- Keep lawn clippings, leaves and other debris out of streets and storm drains.
- Do not dispose of yard debris in ditches, wetlands, ponds or streams.
- Do not fill in a floodplain. Floodplains lessen the effect of flood and storm waters and provide natural storage areas for flood waters.

Remember, there are regulations against dumping into stormdrains, waterways or waterbodies. Stormdrains carry rainwater directly to the nearest body of water.



National Flood Insurance Program Rating System

By providing the flood services mentioned in this brochure and participating in the national Flood Insurance Program Community Rating System, residents in Pinellas County unincorporated areas saved over \$3 million dollars on flood insurance policy premiums in 2014. With your continued support, there is an opportunity to save even more in the future.

For more on the information presented in this brochure and other flood information, contact:

(727) 464-7700

www.pinellascounty.org/flooding

Pinellas County Flood Information Services



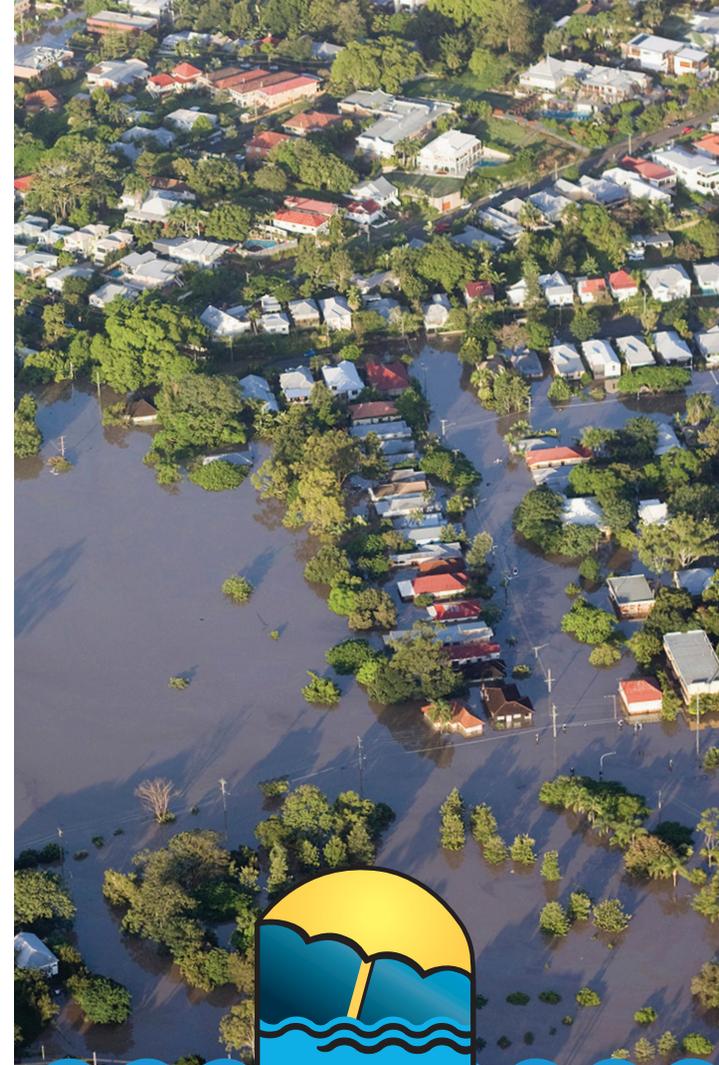
Follow Pinellas County and Pinellas County Emergency Management on YouTube, Facebook, Twitter and Flickr.



Funding provided by the Pinellas County Natural Resources. Produced in cooperation with the Pinellas County Communications Department. 5,000 copies were printed at a cost of \$320.00 or \$0.06 each. Pinellas County complies with the Americans with Disabilities Act. To obtain accessible formats of this document, please call (727) 464-4062 (V/TDD). 09/15.



YOUR GUIDE TO Flood Information in Pinellas County



**IT'S NOT ALL
SUNSHINE**

www.pinellascounty.org/flooding

Build Responsibly

- Find out what permits are required.
- Plan for proper drainage.
- Be aware of the substantial improvement rules.

Property Protection

- Elevate your utilities, such as water heaters, AC units, etc.
- Implement floodproofing techniques.
- Visit www.pinellascounty.org/flooding or contact Pinellas County Flood Information Services at (727) 464-7700. Staff are available to provide in person property protection consultations and drainage evaluations.

Flood Insurance

Anywhere it rains, it can flood.

Homeowner's insurance policies do not cover losses due to flooding. Flood insurance is mandatory for federally backed mortgages on buildings located in the special flood hazard area.

Contacting a local insurance agent or lender for details is suggested. Be aware that there is a 30-day waiting period before coverage goes into effect – so don't delay.

Visit www.floodsmart.gov or call toll-free, (888) 379-9531 for information on policy rates and coverage.



Everything you need to help you prepare is in the *All-Hazard Guide for Pinellas County Surviving the Storm*, which is available at county buildings, public libraries, many pharmacies, as well as online at www.pinellascounty.org/emergency.



Be Prepared

Pinellas County has several methods of communication to keep you informed. You can:

- Know your flood zone by visiting www.pinellascounty.org/flooding/maps.htm
- Know your evacuation zone by visiting www.pinellascounty.org/knowyourzone or call (727) 453-3150
- Sign-up for the free community notification service at www.pinellascounty.org/emergency
- Sign-up for e-Lert, a monthly e-newsletter about hurricane safety. To learn more or to sign-up for Pinellas County alert services, visit www.pinellascounty.org/emergency/stayconnected.htm
- Tune in to PCC-TV on Bright House 637, Verizon 44 or WOW! 18
- Pack your emergency “Go Bag”
- Inventory, photograph or videotape your home or business
- Do not drive or walk in flooded areas

What is my Flood Risk?

1. What flood zone am I in?
2. What types of flooding am I susceptible to?
3. Do I need flood insurance?
4. Am I in a storm surge area?
5. What's the difference between a flood zone and an evacuation zone?
6. How deep could the flood get?
7. How do I get the information I need to complete my elevation certificate?*

To find answers to these questions and more, visit www.pinellascounty.org/flooding or contact Pinellas County Flood Information Services at (727) 464-7700.

* Pinellas County provides copies of completed FEMA elevation certificates.



PPI Project Report: Flood Information Website



PROJECT No.: 16450-044-02

PROJECT NAME: Pinellas County Program for Public Information (PPI) Implementation

DATE: October 1, 2015

Overview

The Pinellas County Flood Information website (<http://www.pinellascounty.org/flooding/default.htm>) is a great way for the public to find information related to flood hazards and flood protection measures in their area. The public is able to get information pertaining to hurricane preparedness, flooding hazards, flood insurance and educational materials. The amount of information available can easily confuse users as they try to navigate through a particular subject matter. Pinellas County is redesigning their Flood Information website to:

- Promote health and safety practices to the public.
- Better organize the information for public viewing and maintenance by County staff.
- Provide user-friendly navigation for the public.
- Integrate with other existing County services, such as social media services.
- Provide information consistent with the NFIP and CRS criteria.

The purpose of the redesign is to ensure that the broad range of site users find the site convenient and informational. There are many types of website visitors, including:

- Homeowners
- Renters
- Business owners
- Visitors
- Real Estate Agents
- Brokers
- County Staff
- Municipal Staff
- Commissioners and municipal leaders
- Students

- Teachers
- Various age groups

The County considered the needs of these various users when selecting the language and content for the website. The pathways to specific information are also concise. For example, many users may not distinguish between FEMA flood zones versus hurricane evacuation zones; the new site contains both, but distinguishes between them.

Because the majority of people use the internet to find information, news, and services, the PPI Committee identified the Pinellas County Flood Information Website and the Pinellas County social media sites, including Facebook and Twitter, as the most effective tools for relaying flood information and publicizing flood related services, including map and elevation certificate information, property protection assistance, and flood warning notifications.

Rahim Harji of the County's Natural Resources Division is overseeing this project.

Implementation

The County revised the existing Flood Information website content, design, and the structure and hierarchy of the site and of each page. The content was revised to elaborate on the succinct brochure information, including all of the CRS priority topics and the additional messages developed by the PPI. The content also includes prerequisite publicity and information for several CRS activities. Real-time gage information is also included for users to see current water levels. The structure and hierarchy of the site and of each page were revised to ensure the pathways to specific information are concise and easily navigable (Figure 1). To enhance recognition of the County Floodplain Management Program, the site follows the design and content in the Flood information brochure, "It's Not All Sunshine", which is the main avenue for publicity of the website.

Conclusion

Today, most people go to the internet for information. As such, the County's revised flood information website is the best way to educate residents, business owners, and visitors about flooding and to publicize County services. The flood information website content was revised to provide easily navigable detailed information on the flood protection messages conveyed in other outreach projects, including:

- Find out what your flood risk is.
- Purchase flood insurance for your home, business, or rental.
- Register to receive emergency alerts and information about what to do to prepare and avoid danger.
- Keep debris and trash out of the streets, streams, and ditches.

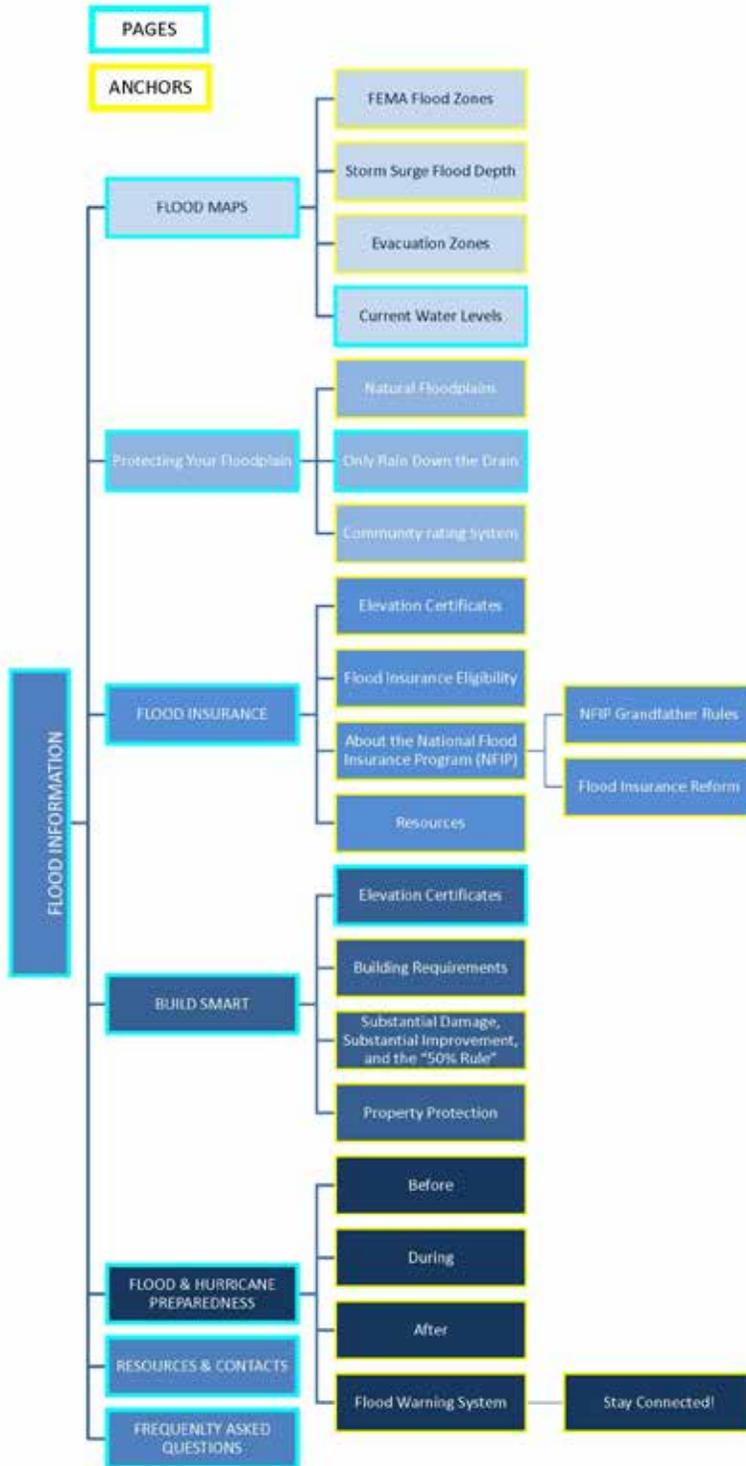
- Retrofit your property.
- Help prevent flooding by keeping storm drains clear.
- Find out what building permits you may need.
- Only Rain Down the Drain.
- Know Your Zone.
- Make an emergency plan.
- Support the County's participation in the NFIP CRS by getting involved with flood information outreach.
- Find out how much flood damage could cost you.

The site also publicizes County flood regulations and services related to other CRS activities, including:

- Activity 310: Elevation Certificate availability publicity
- Activity 320 (MI, MI2, MI3, MI4): Map Information Service publicity
- Activity 360: Flood Protection Assistance publicity
- Activity 540: Stream dumping regulation publicity
- Activity 610: Provides information on how people will be warned and what to do

Real-time gage information is also available for users to see current water levels. The structure and hierarchy of the site and of each page are easy to navigate and find specific information. Recognition of the County Floodplain Management Program will be enhanced with the new site, as other outreach projects are similar in design and content.

Figure 1 Redesigned Flood Information Website Sitemap



**PPI Project Report:
Flood Map Service Center Plug-In**



PROJECT No.: 16450-044-02

PROJECT NAME: Pinellas County Program for Public Information (PPI) Implementation

DATE: October 1, 2015

Overview

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

Implementation

The County decided to postpone this project until after the Map Information Service Training project is in progress.

**PPI Project Report:
Flood Protection Assistance
Advisory Program**



PROJECT No.: 16450-044-02

PROJECT NAME: Pinellas County Program for Public Information (PPI) Implementation

DATE: October 1, 2015

Overview

The Pinellas County Building Department 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.

Implementation

The Flood Protection Assistance Advisory Program project will be initiated after implementation of higher priority projects, such as the Real Estate Disclosure Program and Map Information Service Training projects.

PPI Project Report: Flood Response Media Kit



PROJECT No.: 16450-044-02

PROJECT NAME: Pinellas County Program for Public Information (PPI) Implementation

DATE: September 29, 2015

Introduction

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. Specifically a message instructing residents to register to receive flood alerts will be crafted. Irena Milasinovic, Public Information Specialist in the Communications Department is overseeing this project.

Implementation

A review of the current protocol to issue messages of this type during flooding events is ongoing. The desire is to have this message communicated in conjunction with rain events that can cause localized flooding as well as during know storm events. Further work with NOAA, the National Weather Service and Pinellas County's Natural Resources division will be a long term goal. In the short term, the residents will be instructed to sign up and get notification when know storms are approaching and will ultimately lead the resident to the Flood Information Website for additional information.

Conclusion

Project completed for preparatory messages. Communication staff reviewed the messages for the topic below.

- Topic 3: Protect people from the hazard

The Communications Staff created press communication outlets and a release with all components below and send it out to the media outlets.

- Register to receive flood alerts at pinellascounty.org/flooding.
- Register for free community notification service at www.pinellascounty.org/flooding.

Additional messages will be developed to be used during a flood emergency.

Flood Response Media Kit

Pinellas County Flood Risk Program for Public Information is developed to communicate points of Community Rating System.

- Effective communication contribute overall rating of Community Rating System
- Community Rating System is
- To encourage communities to establish a floodplain management program that recognizes and encourages floodplain management activities that exceed the minimum National Flood Insurance Program requirements, the Community Rating System was created. This program provides communities with discounts to flood insurance rates.
- *By providing flood information and services and participating in the CRS, Pinellas County saved residents over \$3 million dollars on flood insurance policy premiums in 2014.*
- Pinellas County actively participates in the NFIP and the CRS on behalf of residents living in unincorporated areas. **Unincorporated Pinellas County** is currently rated a CRS Class 7.

Important Links and Numbers

Pinellas County Flood Information webpage

www.pinellascounty.org/flooding

(727) 464-7700

Pinellas County Emergency Management

www.pinellascounty.org/emergency

(727) 464 - 3800

Pinellas County Flood Information brochure

http://pinellascounty.org/flooding/pdf/Flood_Brochure.pdf

Flood information video

www.youtube.com/watch?v=pyfRt5uGues&feature=youtu.be



Press Release on Flood Information webpage



Immediate Release

Sept. 29, 2015

Media Contact

Mary Burrell

Public Information Manager

(727) 366-3602

Pinellas County launches new webpage on flood information

In Pinellas County, flooding can result after several inches of rain in a short period of time or after several days of continued rain. Hurricanes, tropical storms and other threatening weather can present flood hazards to residents due to high tides, storm surges caused by winds, and heavy rainfall.

Residents in unincorporated Pinellas County can have a better understanding of their flood risk by visiting the county's new webpage on flood information at www.pinellascounty.org/flooding. *By providing flood information and services and participating in the Community Rating System, Pinellas County saved residents over \$3 million dollars on flood insurance policy premiums in 2014.*

The webpage offers residents in unincorporated Pinellas County information on the following:

Building Smart: Pinellas County enforces specific [building regulations](#) to protect people and buildings from flooding while maintaining natural floodplain functions. Residents who are constructing or improving their home can learn if their project requires permits and how to build responsibly. www.pinellascounty.org/flooding/buildsmart.htm

Flood Information: Pinellas County participates in the National Flood Insurance Program which allows residents to get flood insurance for their home, rental or business. Residents are reminded that homeowner's insurance policies do not cover losses due to flooding. More information on the flood insurance is available at www.pinellascounty.org/flooding/insurance.htm

Flood Protection: *Floodplain is typically a low lying, flat area adjacent to an ocean, bay, river, creek, pond, or other body of water.* The Pinellas County Floodplain Management Program was developed to protect and improve the County's natural and beneficial floodplains and to reduce flood losses due to major storms and heavy rainfall for citizens living and working in the County. Residents are encouraged to help the county with the flood plain protection by keeping lawn waste and trash out of storm drains, ditches, wetlands, ponds and streams.



Maps: Residents are able to find out their flood risk by using the county's interactive flood zone map at www.pinellascounty.org/flooding/maps.htm. *Everyone is at risk for flooding. Residents in unincorporated Pinellas County may be in a flood zone, a storm surge area, or an evacuation zone. The county's webpage allows the residents to check their home's zone with all three maps.*

[Warning System / Notification Options/ Safety](#): Staying connected to important information can help you, your family, and your business survive the storm. Residents are encouraged to register for a free Community Notification Service which will allow Pinellas County to notify the residents of an emergency with phone and messages.

For more information on flooding, visit the Flood Information webpage at www.pinellascounty.org or contact Flood Information Services at (727) 464-7700.

Videos can be found at www.youtube.com/pcctv1.

The Pinellas County "Doing Things for You" app is available for residents to report issues and access useful resources. Pinellas County can also be found on Facebook, Twitter, YouTube and Instagram. More information is available on the county website, www.pinellascounty.org, which features LiveChat for assistance. Pinellas County complies with the Americans with Disabilities Act.

###

Our Vision: To Be the Standard for Public Service in America

PPI Project Report:
**Flood Information Messages for
County On-Hold Recordings**



PROJECT No.: 16450-044-02

PROJECT NAME: Pinellas County Program for Public Information (PPI) Implementation

DATE: September 29, 2015

Introduction

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. Irena Milasinovic, Public Information Specialist in the Communications Department is overseeing this project.

Implementation

Messages are currently being developed for ease of recording and preservation of topics and ultimately lead the caller to the Flood Information Website for additional information.

Messages will be recorded and run on a loop for callers on hold.

Conclusion

Project is completed. Irena worked with Libby Bolling on formatting the messages to fit the Pinellas County on hold recordings for the main Pinellas County Government phone number.

Flood Information Messages for County On-Hold Recordings

September edition text (Text will be modified as needed to keep messages "fresh")

In Pinellas County... flooding and other drainage problems *can* happen after several inches of rain falls in a short period of time... or after several days of continued rain.

Over the past 20 years... our community has experienced numerous rainfall events causing flood damage.

Hurricanes... tropical storms... and other threatening weather can also present flood hazards to residents due to high tides... storm surge... and heavy rainfall.

Be prepared...

Find out what your flood risk is...

Visit Pinellas-county-dot-org-slash-flooding.

You can also register to receive flood alerts through the free community notification service.

Again... that website is Pinellas-county-dot-org-slash-flooding.

Be sure to know your risk when it comes to flooding.

PPI Project Report:
“Only Rain Down the Drain”
Campaign



PROJECT No.: 16450-044-02

PROJECT NAME: Pinellas County Program for Public Information (PPI) Implementation

DATE: October 1, 2015

Overview

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 PPI Committee recommended that the campaign materials be reviewed and revised as needed to include additional messages developed by the PPI, including Protect your property from the hazard (Topic 4) and Protect natural floodplain functions (Topic 6). This information is also be included in the new flood information brochure, which will increase the Only Rain Down the Drain Campaign audience. Anamarie Rivera of the County’s Natural Resources Division is overseeing this project.

Implementation

The “Only Rain Down the Drain” Outreach Project includes revised “Only Rain Down the Drain” door hangers, the vehicle wraps, and watershed brochures.

Door Hangers

The County revised the content and design of their existing “Only Rain Down the Drain” door hanger. The new door hangers include PPI Flood Information messages under topics 4 and 6, “Keep debris and trash out of the streets, streams, and ditches” and “Only Rain Down the Drain” (Figure 1). The new hangers will also publicize the no dumping regulation, which is a component of activity 540. The “Only Rain Down the Drain” door hanger is distributed by volunteers to properties in the vicinity of storm drain marking projects. Additionally, the County is working with Keep Pinellas Beautiful to expand this initiative and will look into additional distribution through volunteer groups, such as Ray Neri’s Lealman volunteer group. The updated “Only Rain Down the Drain” hangers were printed in July 2015.

Vehicle Wraps

The County revised the content and design of their existing “Only Rain Down the Drain” vehicle wraps to additionally include Topic 4, “Keep Clippings on Your Lawn” and “Clear Storm Drains – Prevent Flooding” (Figure 2). The County had three vehicles, one SUV and 2 utility trucks, wrapped with the modified design.

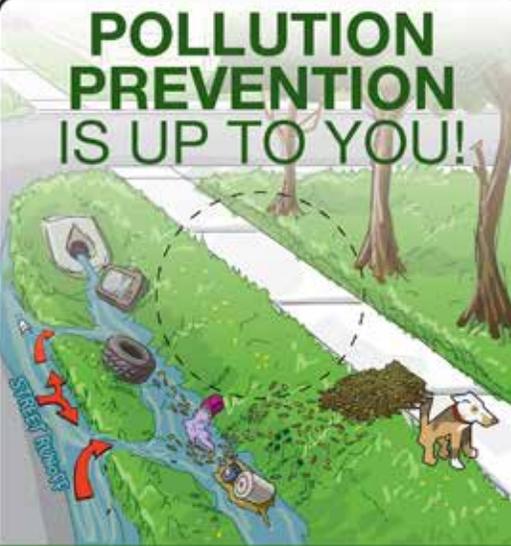
Watershed Brochure

The County's existing watershed brochure covered Topic 6 with the "Only Rain Down the Drain" message and publicized the no dumping regulation, which is a component of activity 540. The County revised the content to include Topic 4 content, such as "Keep debris and trash out of the streets, streams and ditches to prevent flooding and pollution" and "Trash left to pile up or thrown out the car window can cause unwanted storm drain blockages that may result in flooding" (Figure 3). In June, the County ordered 500 copies of the revised brochure and updated the digital brochure on their website. The brochures are made available to the public in the lobbies of all County buildings and are downloadable from the County website. The brochures are also provided out all events. For example, each attendee at lakes and ponds day gets a copy of the brochure in their packet.

Conclusion

The "Only Rain Down the Drain" Outreach Project includes revised "Only Rain Down the Drain" door hangers, vehicle wraps, and watershed brochures. All three outreach efforts include messages pertaining to Topics 4 and 6, Keep debris and trash out of the streets, streams, and ditches" and "Only Rain Down the Drain", respectively. Additionally, a "prevent flooding" by keeping storm drains clear and grass clippings on the lawn message was included.

Figure 1 "Only Rain Down the Drain" Door Hanger



POLLUTION PREVENTION IS UP TO YOU!

Dear Neighbor,
Volunteers are helping to raise awareness of protecting our waterways by marking stormdrain inlets with this sign:

**Only Rain Down the Drain
Flows to Bay**



**Solo la Lluvia por la Alcantarilla,
Fluye al Bahía**

Stormdrains carry rainwater to the nearest body of water.
Everything that enters a stormdrain flows directly into our creeks, lakes, Tampa Bay and the Gulf of Mexico.

It is illegal to dump leaves or other yard waste, motor oil, trash, chlorinated pool water, paint or any other pollutants into the street, stormdrains or waterways.

When stormdrains get clogged with yard waste or debris, water can flood streets and homes.

For more information about protecting natural floodplains or to report a violation, visit www.pinellascounty.org/watershed or call the stormwater hotline at (727) 464-4425, 24-hour hotline at (727) 464-5060.

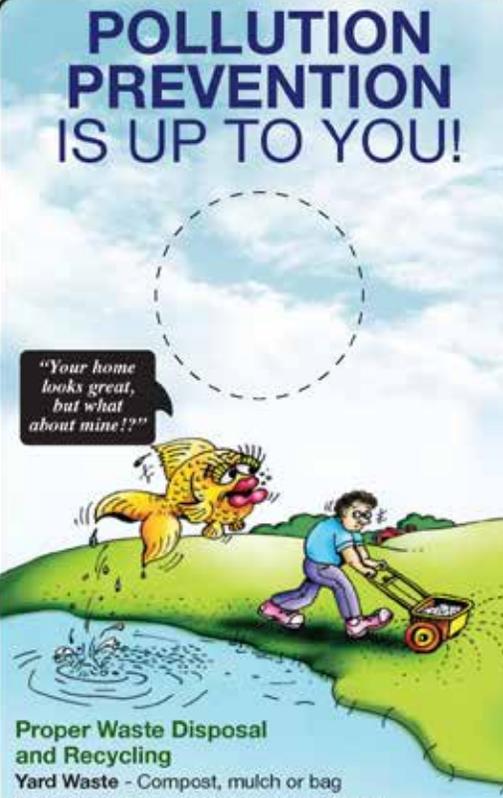
Thank you for your support!



Sponsored by a grant from the
Tampa Bay Regional Planning Council



Tampa Bay Regional Planning Council



POLLUTION PREVENTION IS UP TO YOU!

Proper Waste Disposal and Recycling

Yard Waste - Compost, mulch or bag leaves and grass clippings for trash pickup. Never rake or blow leaves into the street or stormdrain.

Motor Oil - Used motor oil can be taken to most auto parts stores. Fix oil leaks on your car. One gallon of oil can pollute one million gallons of water!

Fertilizers and Pesticides - Follow package instructions. Maintain a 10-foot fertilizer-free area from streets and water bodies. Sweep fertilizer from concrete.

Household Hazardous Waste - Drop off paint, chemicals, TVs, computers, fluorescent bulbs, etc. **FREE** at the Pinellas County Household Electronics & Chemical Collection Center. Pinellas County Solid Waste (727) 464-7500, www.pinellascounty.org/recycle.

Pet Waste - Pick up after your pet and flush it down the toilet or put it in a trash can.

Pinellas County complies with the Americans with Disabilities Act. To obtain accessible formats of this document, please call (727) 464-4062 (V/TDD).

Funding for this item was provided by NPDES program. 2,000 copies were printed at a cost of \$210 or \$0.105 each.

Figure 2 Vehicle Wrap for Terra Star truck



Figure 3 Vehicle Wrap for Explorer



Figure 4 Vehicle Wrap for F150



Figure 5 Watershed Brochure

watershed

is an **area of land** that **water flows across** as it **moves toward** a common **body of water** – like **Lake Tarpon, Poppler Creek, Cross Bayou or the Gulf of Mexico.**

It's the Law

Pinellas County code prohibits the dumping of any waste, including chemicals, oil, sewage, trash and yard waste, into the street, storm sewer system or into any water body in the county. Fines of up to \$10,000 per violation plus clean-up costs can be levied against any perpetrator.

For more information

on what YOU can do to keep our waterways clean, our watersheds healthy or to report pollution, call the **Natural Resources Hotline** at (727) 464-4425 or email us at watershed@pinellascounty.org



Pinellas County
Natural Resources
2271 62nd Hwy SE, Suite 101
Clearwater, FL 33763
(727) 464-4425
www.pinellascounty.org/watershed





Watershed

Where we **Live** **Work** **Play**



Make a difference!

Only rain down the drain

We all live in a **watershed** and everything we do can affect the health and well-being of our **surrounding water bodies and natural floodplain areas. What you do** in and around your home and in your community **impacts our watershed.** We all share the responsibility so we can all make **simple changes** to help **prevent pollution** and provide a **healthy watershed** for all of us. **Only rain down the drain!** Keep debris and trash out of the streets, streams and ditches to prevent flooding and pollution.



Business waste can easily be forgotten. To prevent waste from overflowing, keep the dumpster lid closed, the drains plugged and have it emptied regularly. **Put trash in the dumpster!**



Litter is a year-round problem. Trash left to pile up or thrown out the car window can cause unwanted storm drain blockages that may result in flooding. **Prevent litter. Put trash in the can!**



Pet waste left on the ground can wash into nearby water bodies spreading bacteria and diseases. Pet waste can create serious health concerns. **Pick up after your pet!**



Grass clippings from a freshly mowed lawn are a problem when they leave the yard. Clippings can clog storm drains as well as deliver hazardous fertilizers and pesticides to nearby water bodies causing algae blooms and fish kills. **Keep lawn clippings on the grass ... bag or mulch it!**





Discarded cigarette butts, the most frequently littered item, can travel along our streets, make their way into storm drains and can eventually end up at our beaches along the Gulf. This type of litter is also a hazard to birds and other wildlife. **See butts in the ashtray!**



Plastic drink bottles are convenient, but not when they're on the ground. Don't create unsightly litter—recycle plastic! Learn how and where at www.pinellascounty.org/recycle. **Put plastic in the recycle bin!**



Discarded fishing line creates a serious threat to our aquatic life and coastal birds. It's the #1 cause of injury to aquatic animals like sea turtles and manatees. Don't leave used fishing line hanging around. **Throw it in the tackle box!**



Never dump oil on the ground or down storm drains. Oil is toxic to plants and animals and can seep into groundwater used for drinking. Dispose of oil properly. Visit www.pinellascounty.org/solidwaste/oil.htm to find out how. **Keep oil in the can!**



A fun day outside usually calls for a healthy snack. Make sure everyone can enjoy the beauty around us by keeping snack bags and other trash out of the waterways. **Put snack bags in the trash!**

Page 7 of 8

**PPI Project Report:
Parks & Recreation Educational
Materials**



PROJECT No.: 16450-044-02

PROJECT NAME: Pinellas County Program for Public Information (PPI) Implementation

DATE: October 1, 2015

Overview

Pinellas County has a variety of informational brochures available at area parks. This project will provide an overview of web page and brochures to look for opportunities to include additional Priority Topics and additional messages developed by the PPI and communicate the importance of Open Space.

Implementation

The Parks & Recreation Educational Materials project will be initiated after implementation of other projects, such as the Real Estate Disclosure Program and Map Information Service Training projects.

PPI Project Report: Flood Response Social Media



PROJECT No.: 16450-044-02

PROJECT NAME: Pinellas County Program for Public Information (PPI) Implementation

DATE: September 29, 2015

Introduction

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. Messages focused on informing residents to register to receive flood alerts will be crafted. Irena Milasinovic, Public Information Specialist in the Communications Department is overseeing this project.

Implementation

A review of the current messaging during flooding events is ongoing. The desire is to have this message communicated in conjunction with rain events that can cause localized flooding as well as during know storm events. Further work with NOAA, the National Weather Service and Pinellas County's Natural Resources division will be a long term goal. In the short term, the residents will be instructed to sign up and get notification when know storms are approaching and will ultimately lead the resident to the Flood Information Website for additional information.

Conclusion

Project is ongoing. Irena has been working on Pinellas County's Twitter/Facebook to add photos to reinforce the message along with the website link.

Messages have been recently posted on Pinellas County Government's official social media, see below. Additional messages will be developed to be used during a flood emergency.

In [#Pinellas](#), [#flooding](#) can result after several inches of rain in a short period of time or after several days of continued rain. Be prepared. Find out what's your [#flood](#) risk at our new webpage on Flood Information: pinellascounty.org/flooding [#PinellasFlooding](#)

Posted Aug. 31



What's your [#flood](#) risk? Everyone is at risk for flooding. You may be in a flood zone, a storm surge area, or an evacuation zone. Use our interactive maps to see the difference. <http://www.pinellascounty.org/flooding/maps.htm> [#PinellasFlooding](#)

Posted September 7



Find out if your home is at risk for flood and educate yourself on the impact a flood could have on you and your family. <http://www.pinellascounty.org/flooding/maps.htm> [#PinellasFlooding](#)

Posted September 22



To post

Anywhere it rains, it can flood! Homeowner's insurance policies do not cover losses due to flooding. Get flood insurance today. <http://www.pinellascounty.org/flooding/insurance.htm> #PinellasFlooding

Anywhere it rains, it can flood! Nearly 20% of flood insurance claims come from areas that are not in a special flood hazard area. Find out how to purchase your flood insurance.

www.pinellascounty.org/flooding/insurance.htm #PinellasFlooding

DYK If your property is in a special flood hazard area, there is at least a 1 in 4 chance of flooding during a 30-year mortgage. Flood insurance is mandatory for federally backed mortgages on buildings located in the special flood hazard area. <http://www.pinellascounty.org/flooding/insurance.htm> #PinellasFlooding

By providing flood information and services and participating in the CRS, Pinellas County saved residents over \$3 million dollars on flood insurance policy premiums in 2014. #PinellasFlooding
www.pinellascounty.org/flooding/insurance.htm

Staying connected to important information can help you, your family, and your business survive the storm. Register for the Community Notification Service - Pinellas County will notify you of an emergency with phone and text messages! www.pinellascounty.org/flooding #PinellasFlooding

Constructing or improving your home? Find out what permits are required, learn how to build responsibly and protect your home. pinellascounty.org/flooding/buildsmart.htm #PinellasFlooding



Floodproofing is one way to minimize property loss due to floods. Floodproofing may involve building walls or levees, elevating or moving structures, or sealing the structure. *Reduce or avoid flood losses by building above the Base Flood Elevation.* <http://pinellascounty.org/flooding/buildsmart.htm>
#PinellasFlooding

Understand the long-term costs and benefits when considering your options for repairing, rebuilding, or relocating. Find out what building permits you may need.
<http://pinellascounty.org/flooding/buildsmart.htm> #PinellasFlooding

Pinellas County staff will provide one-on-one consultations, site visits, and advice about property protection measures, such as retrofitting techniques and drainage improvements. Contact Pinellas County Flood Information Services at (727) 464-7700 #PinellasFlooding

Remember... "Only Rain Down the Drain" will prevent flooding from clogged storm drains and waterways. Keep debris and trash out of the streets, streams and ditches.
www.pinellascounty.org/flooding #PinellasFlooding

Support Pinellas County's efforts to reduce flood insurance rates by helping us share this information with your neighbors and friends in unincorporated Pinellas County. www.pinellascounty.org/flooding
#PinellasFlooding

What's a floodplain and how can you protect it? *A floodplain is typically a low lying, flat area adjacent to an ocean, bay, river, creek, pond, or other body of water.* Keep lawn waste and trash out of storm drains, ditches, wetlands, ponds, or streams. <http://www.pinellascounty.org/flooding/floodplain.htm>
#PinellasFlooding

What flood zone are you in? You can check your flood zone by address at the [Pinellas County Flood Map Service Center](http://www.pinellascounty.org/flooding/maps.htm). <http://www.pinellascounty.org/flooding/maps.htm>

Retrofit your property: Elevate the A/C, water heater, and electric panel if susceptible to flooding.
<http://www.pinellascounty.org/flooding/safety.htm>

Do not drive into flooded areas. Six inches of water will reach the bottom of most passenger cars causing loss of control and possible stalling. <http://www.pinellascounty.org/flooding/safety.htm>

Do not drive into flooded areas. One foot of water will float many vehicles.
<http://www.pinellascounty.org/flooding/safety.htm>

Do not drive into flooded areas. Two feet of rushing water can carry away most vehicles including sport utility vehicles (SUV's) and pick-ups. <http://www.pinellascounty.org/flooding/safety.htm>

Now that you know which zone you are in, (A through E), the county may order either a [recommended or mandatory evacuation](http://www.pinellascounty.org/flooding/safety.htm) Register for CNS to get these important updates from the county.
<http://www.pinellascounty.org/flooding/safety.htm>



Elevating utilities and floodproofing are ways to minimize property loss due to floods. Pinellas County Flood Information Services can provide citizens with information on techniques to reduce property loss and can review and critique floodproofing plans.

<http://www.pinellascounty.org/flooding/buildsmart.htm>

Make an emergency plan to protect you, your family, and your pets. [Pet friendly shelters](#) are limited.

<http://www.pinellascounty.org/flooding/safety.htm>

All it takes is a few inches of water to cause major damage to your home and its contents. This interactive tool shows you what a flood to your home could cost, inch by inch.

<http://www.pinellascounty.org/flooding/maps.htm>

**PPI Project Report:
Flood Response PCC-TV
Programming**



PROJECT No.: 16450-044-02

PROJECT NAME: Pinellas County Program for Public Information (PPI) Implementation

DATE: September 29, 2015

Introduction

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 the desired flood response message is most effectively conveyed. Programming focused on informing residents to register to receive flood alerts will be crafted. Irena Milasinovic, Public Information Specialist in the Communications Department is overseeing this project.

Implementation

A review of the current programming during flooding events is ongoing. The desire is to have this message communicated in conjunction with rain events that can cause localized flooding as well as during know storm events. Further work with NOAA, the National Weather Service and Pinellas County's Natural Resources division will be a long term goal. In the short term, the residents will be instructed to sign up and get notification when know storms are approaching and will ultimately lead the resident to the Flood Information Website for additional information.

Conclusion

Project is ongoing. Irena worked with Communications staff to create a message for Bulletin Boards that run on PCC TV. In addition, a new informational video was created by Communications and Kelly Levy to provide this information and initially aired Aug 21st with subsequent airings to follow. Additional messages will be developed to be used during a flood emergency.

Bulletin Boards

What's your flood risk?

Residents can find their flood zone and learn about flood risk and flood damage cost for their home, business or rental.



(727) 464-7700

www.pinellascounty.org/flooding

#

Residents can sign up for the Community Notification Service to get emergency notifications and flood alerts via phone or text messages (727) 464-7700

www.pinellascounty.org/flooding

#

*Anywhere it rains, it can flood!
Nearly 20% of flood insurance claims come from areas that are not in a special flood hazard area.
Get more information how to purchase flood insurance for home, business or rental.*

(727) 464-7700

www.pinellascounty.org/flooding

#

Anywhere it rains, it can flood!
Homeowner's insurance policies do not cover losses due to flooding.
Get flood insurance today!

Learn how to purchase flood insurance for home, business or rental.

(727) 464-7700

www.pinellascounty.org/flooding

#

Remember "Only Rain Down the Drain will prevent flooding from clogged storm drains and waterways.
Keep debris and trash out of the streets, streams, and ditches.



pinellascounty.org/flooding
pinellascounty.org/watershed

#

Pinellas County saved residents over \$3 million on flood insurance policy premiums in 2014 by providing flood information and services and participating in the CRS.

(727) 464-7700

www.pinellascounty.org/flooding

#

Pinellas County staff provides one-on-one consultations, site visits, and advice about property protection measures, such as retrofitting techniques and drainage improvements.

(727) 464-7700

www.pinellascounty.org/flooding

#

Floodproofing is one way to minimize property loss due to floods. Floodproofing may involve building walls or levees, elevating or moving structures, or sealing the structure.
Reduce or avoid flood losses by building above the Base Flood Elevation.

Learn how to build responsibly and protect your home.

www.pinellascounty.org/flooding

#

Flooding can result after several inches of rain in a short period of time or after several days of continued rain. Be prepared.

Find out what's your [#flood](#) risk at our new webpage on Flood Information

pinellascounty.org/flooding

PCC-TV Informational Video

Prepare to Survive with Kelly Levy

This special edition focuses on flooding in Pinellas County - why it occurs and what residents can do to prepare - with Kelli Levy, the division manager of Pinellas County Natural Resources.

Aired Aug. 21, 2015

Link: <https://www.youtube.com/watch?v=pyfRt5uGues>



The screenshot displays a video player interface. At the top, the video player shows a browser window with the URL www.pinellascounty.org/flooding/floodplain.htm. The video content is a webpage titled "Flooding - Prepare to Survive" from the Pinellas County website. The webpage features a navigation menu on the left and a main content area with several sections:

- Flood Insurance:** A section with a heading and introductory text.
- Flood Management:** A section with a heading and introductory text.
- Flood Maps:** A section with a heading and introductory text.
- Flood Hazard Reduction:** A section with a heading and introductory text.
- Flood Hazard Mitigation:** A section with a heading and introductory text.
- Flood Hazard Assessment:** A section with a heading and introductory text.

The video player interface includes a play button, a progress bar showing 2:55 / 9:49, and a share button. Below the video player, the video title "Flooding - Prepare to Survive" is displayed, along with the channel name "pccctv1" and a "Subscribed" button. The view count is shown as "91 views".

Published on Aug 21, 2015
 Prepare to Survive is a series of videos on hurricane preparedness topics and is produced during hurricane season in Pinellas County, with new shows appearing monthly.

PPI Project Report: PCC-TV in County Offices



PROJECT No.: 16450-044-02

PROJECT NAME: Pinellas County Program for Public Information (PPI) Implementation

DATE: September 29, 2015

Introduction

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. The new series of messages will provide important flood risk information through short messages shown as tickers on the bottom of the screens and direct viewers to the flood information website for additional information. Irena Milasinovic, Public Information Specialist in the Communications Department is overseeing this project.

Implementation

Messages have been developed for ease of streaming as a crawl below the show running at the time. Preservation of topics is preferred and will ultimately lead the viewer to the Flood Information Website for additional information.

Conclusion

Project is complete. Messages were developed and provided to the technical services staff and they created the ticker.

Crawls

To run on PCCTV Channel throughout the year

Find out your flood risk at pinellascounty.org/flooding or call (727) 464-7700.

More information on how to purchase flood insurance for home, business or rental is available at pinellascounty.org/flooding.

Residents can register to receive flood alerts at pinellascounty.org/flooding.

Residents can register at www.pinellascounty.org/flooding for the Community Notification Service to get emergency notifications via phone and text messages.



Keep debris and trash out of the streets, streams, and ditches. Learn how at pinellascounty.org/flooding.

Learn how to retrofit property to avoid flooding at pinellascounty.org/flooding.

Get more information on the building permits at pinellascounty.org/flooding or call *(727) 464-7700*.

Remember "Only Rain Down the Drain. See how at pinellascounty.org/flooding and pinellascounty.org/watershed.

Find your flood zone at pinellascounty.org/flooding or *(727) 464-7700*

Make an emergency plan. Get more info at pinellascounty.org/flooding.

Learn about Pinellas County's efforts to reduce flood insurance rates at pinellascounty.org/flooding.

Learn about flood damage cost at pinellascounty.org/flooding or floodsmart.gov.

**PPI Project Report:
Real Estate Agents Disclosure
Program**



PROJECT No.: 16450-044-02

PROJECT NAME: Pinellas County Program for Public Information (PPI) Implementation

DATE: October 1, 2015

Overview

Federal regulations enacted pursuant to the Flood Disaster Protection Act of 1973 (as amended by the National Flood Insurance Reform Act of 1994) require only that a lender advise a person of the flood hazard before closing on the loan. This could be well after the buyer has put down earnest money, has lost interest in other properties, or has become committed to purchasing the property without knowing all the facts.

Real Estate Agents are in an ideal position to inform buyers and renters whether a property is in a flood zone and if flood insurance is required and with proper training and tools can do so. The intent of the Pinellas County Real Estate Agents Disclosure Program project is to develop a program with the real estate community to educate the buyers in Pinellas County on flooding and flood insurance.

Implementation

Pinellas County and the Pinellas Realtor Organization are working together to develop a program that includes:

- Pinellas County Map Information Service Training Sessions for Real Estate Agents
- Informational brochure with fillable section to include property specific flood zone and insurance information for agents to complete and provide to their clients

Pinellas County Communications is designing the brochure, which should be complete by November, 2015. The County is also developing the Map Information Service Training materials, which should be complete by February, 2016. The County will coordinate with the Realtor Organization to schedule group training sessions on using the County's Flood Map Information Service to obtain flood information. The County will provide training sessions as needed through the Pinellas Realtor Organization.



Conclusion

Pinellas County Real Estate Agents Disclosure Program will ensure that potential buyers throughout Pinellas County are informed about the flood zone and insurance requirements for any property in the Special Flood Hazard Area. They will also be given an informational brochure about flooding.

PPI Project Report: Spanish Outreach Materials



PROJECT No.: 16450-044-02

PROJECT NAME: Pinellas County Program for Public Information (PPI) Implementation

DATE: October 1, 2015

Overview

Pinellas County has a variety of informational brochures available at area parks. This project will provide an overview of web page and brochures to look for opportunities to include additional Priority Topics and additional messages developed by the PPI and communicate the importance of Open Space.

Implementation

The Parks & Recreation Educational Materials project will be initiated after implementation of other projects, such as the Real Estate Disclosure Program and Map Information Service Training projects.

**PPI Project Report:
Training for Contractors &
Builders**



PROJECT No.: 16450-044-02

PROJECT NAME: Pinellas County Program for Public Information (PPI) Implementation

DATE: October 1, 2015

Overview

Pinellas County works with area contractors and builders to maintain compliance with building regulations. By providing comprehensive training, contractors and builders will be more informed about building regulations and guidelines related to development in the Special Flood Hazard Area and rebuilding after a flood. Topics to be covered in the training include:

- Pinellas County Floodplain Ordinance updates
- PPI topics
- Substantial Damage, Substantial Improvement, and the 50% rule
- Online Map Information Service

Implementation

The Training for Contractors & Builders project will be initiated after implementation of other projects, such as the Real Estate Disclosure Program and Map Information Service Training projects.

APPENDIX 5 FRP PACKAGE

PINELLAS COUNTY COMMUNICATION DEPARTMENT

Pinellas County Program for Public Information

Flood Response Preparations (FRP) Outreach Package

CONTENTS

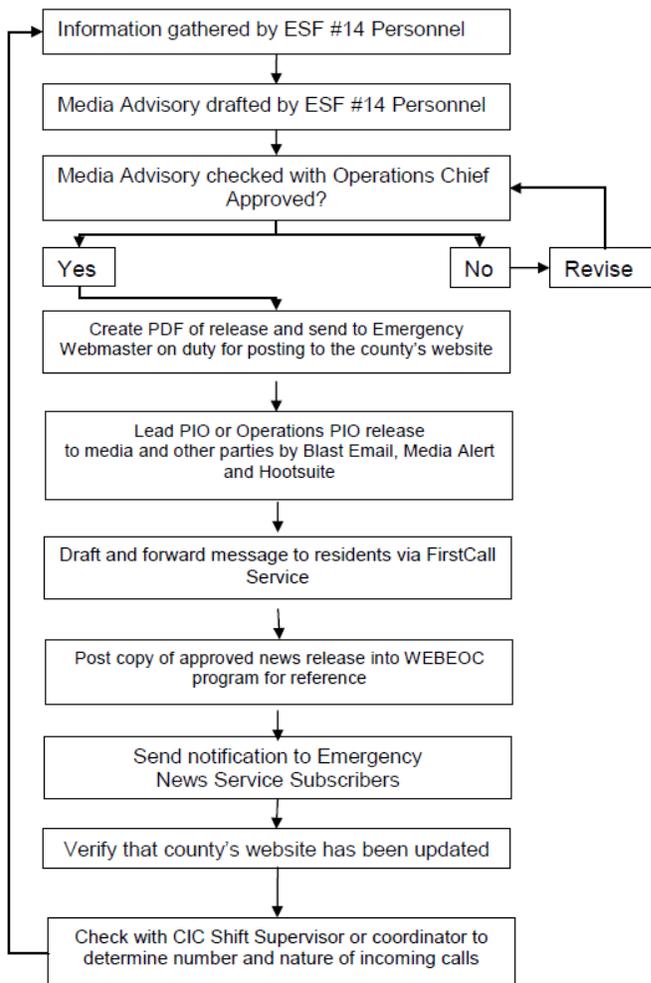
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1 OVERVIEW

Pinellas County has a library of prescribed messages to be implemented prior to an impending flood, and during and after the flood event. These messages are intended to notify the public when flooding is predicted to occur, its expected severity, and appropriate response actions (e.g., evacuation routes, safe shelters, protective actions). These messages are conveyed via several flood response outreach projects developed to notify the public using a variety of methods before, during and after an event.

The Pinellas County Emergency Support Function (ESF) #14 - Public Information Office Standard Operating Procedures (SOP), provides detailed instructions for copying and distributing the flood response messages and outreach projects (Figure 1). Section 2 of this document lists the messages to convey to the public before, during and after a flooding event. Section 3 describes the outreach projects in place to convey these messages.

Figure 1 Excerpt from ESF #14 SOP - Media Advisories Procedure



2 FLOOD RESPONSE OUTREACH MESSAGES

The following messages were designed to help the public prepare for an impending flooding event, provide safety measures during and after an event, and provide recovery information following a flood.

2.1 BEFORE AN IMPENDING FLOODING EVENT

Dangerous flooding conditions are expected in the area of [neighborhood or municipality] near the [water body]. Water is expected to rise [height] feet per [hour]. Water levels could reach [height] feet. Residents in and near this area are ordered to begin evacuating at [Dat/Time] due to the threat of rising water and flooding conditions. A shelter has been opened at the [facility]. While using roadways, travelers are advised to use caution and should not attempt to drive through moving water or water of undetermined depth. Stay tuned to local media for emergency updates and additional information.

Flash flooding conditions are possible in the [street or neighborhood] area. Residents in this area should take immediate action to move to higher ground, avoid travel, remain indoors, and move to a safe area within that location. Flooding conditions may include rapidly rising and moving water, dangerous debris, and unsafe travel conditions. If travel is unavoidable, drivers should not attempt to drive through moving water or water of undetermined depth. Stay tuned to local media for emergency updates and additional information.

Pinellas County urges residents to closely monitor the track of [STORM NAME] and to have their family's #hurricane preparedness plans in place (Figure 11).

Sign up for CodeRED [Link] to get the latest #flooding updates by phone, text and email from #Pinellas County Emergency Management.

Determine whether you are in a possible evacuation zone. If so, prepare a disaster kit and plan for moving immediately if an evacuation is ordered.

If you plan to stay in your home, have your disaster kit ready. Ensure a food and water supply for several days. Stay off roads in heavy weather leading up to the storm. If you must venture outside, watch for downed power lines and flying debris.

Sandbags will be available to residents of unincorporated Pin[Dat/Time] at [Locations]. (Figure 12)

Remember... "only rain down the drain" – help prevent flooding from clogged storm drains and waterways. Keep debris and trash out of the streets, streams and ditches.

Flooding can result after several inches of rain in a short period of time or after several days of continued rain. Be prepared. Find out your flood risk at pinellascounty.org/flooding (Figure 10)

2.2 DURING A FLOODING EVENT

At this time, a mandatory evacuation order is in place for all residents living in a mobile home.

A voluntary evacuation is urged for all residents living in a low-lying area or on barrier islands.

Check [\[Link\]](#) for Pinellas road closures due to flooding. (Figure 13)

These evacuations may be upgraded [\[Dat/Time\]](#) depending on storm conditions. Shelters will open after [\[Dat/Time\]](#). Stay tuned to local media for the latest storm advisories. Currently, Pinellas County Schools will be open [\[Dat/Time\]](#), along with all county and municipal services.

Do not drive into flooded areas. Six inches of water will reach the bottom of most passenger cars and may cause loss of control and possible stalling. One foot of water will float many vehicles.

Do not walk through moving water. Six inches of moving water can make you fall. If you have to walk in water, walk where the water is not moving. Use a stick to check the firmness of the ground in front of you.

If you must prepare to evacuate, secure your home. If you have time, bring in outdoor furniture. Move essential items to an upper floor.

Turn off utilities at the main switches or gas valves if instructed to do so. Disconnect electrical appliances. Do not touch electrical equipment if you are wet or standing in water.

If you've come in contact with floodwaters, wash your hands with soap and disinfected water.

Be aware that flash flooding can occur. If there is any possibility of a flash flood, move immediately to higher ground. Do not wait for instructions to move.

Be aware of streams, drainage channels, canyons and other areas known to flood suddenly. Flash floods can occur in these areas with or without typical warnings such as rain clouds or heavy rain.

2.3 AFTER A FLOODING EVENT

Residual flooding to roads and neighborhoods have now subsided and you may return to your home. If your home has flooded, turn off the electrical main power if it can be done from a dry location before you enter. Never turn power on or off while standing in water. Don't turn the power back on until electrical systems are inspected by a qualified electrician.

Residual flooding to roads and neighborhoods have now subsided and you may return to your home. If your house has been closed up for several days, enter briefly to open doors and windows and then wait outside for at least 30 minutes to allow the house to air out.

It is important to begin the flood insurance claims process as soon as possible. The sooner your claim is filed, the sooner you will receive your check to begin rebuilding.

Call your insurance agent or insurance company. Make sure you have the name of your insurance company, your policy number, your contact information, and the date of loss.

Make a list of damaged or lost items and include their age and value when possible. Also note model and serial numbers for major appliances. If available, have receipts for damaged or destroyed items to share with the adjuster.

It is important to be aware of a number of health and safety risks in a post-flood environment so you can take the necessary precautions to protect yourself and your family.

Listen for news reports to learn whether the community's water supply is safe to drink. Remember to carry bottled drinking water to flooded areas.

Discard any fresh or packaged food products that may have come in contact with floodwater.

Protect yourself during clean-up by wearing protective clothing such as boots, gloves, and masks. Clean and disinfect everything that was in contact with floodwater.

It is important to ventilate your home. Open all doors and windows to allow air to circulate and dry out your home. Dehumidify as soon as possible after a flood.

Service damaged septic tanks, cesspools, pit, and leaching systems as soon as possible. Damaged sewage systems are serious health hazards.

After a flood, mold growth can cause additional damage to your home. Active mold growth is slimy or fuzzy and is usually green, black, orange, or purple. Inactive mold is dry and powdery and may be white. Mold spores spread easily; they are carried by air currents, pets, and people.

Expenses related to water, moisture, mildew, or mold damage to the structure may be covered under your flood insurance policy for that structure.

To prevent mold, wash surface areas in the house, including the walls, staircases, and items that came in contact with floodwater. Disinfect and wipe surfaces dry with paper towels to minimize bacterial contamination.

Throw away any items that do not dry completely because they can harbor germs and produce mold, which can irritate allergies as well as lead to respiratory damage or other illnesses.

Keep the humidity and temperature as low as possible.

Isolate any moldy objects. Seal moldy trash in plastic bags and remove them immediately. Objects you can save should be dried or frozen as soon as possible. Freezing inactivates mold.

If wild animals take refuge in your home, do not approach them. Wild animals such as snakes, opossums, and raccoons often seek refuge from floodwaters on upper levels of homes and have been known to remain after the water recedes. Call your local animal control office or wildlife resource office to handle the situation.

Stay away from downed power lines, and report them to the power company.

Return home only when authorities indicate it is safe.

Stay out of any building that is surrounded by floodwaters.

Use extreme caution when entering buildings; there may be hidden damage, particularly in foundations.

Avoid floodwaters; water might be contaminated by oil, gasoline, or raw sewage. Water also might be electrically charged from underground or downed power lines.

Avoid moving water and do not attempt to drive through standing water, even if it seems shallow.

Check for structural damage before re-entering your home. Contact the appropriate professionals immediately if you suspect damage to water, gas, electric, and sewer lines.

Throw away food that has come in contact with floodwaters. Boil water until authorities declare the water supply safe to drink.

If the walls are damaged, take photographs of the baseboard. Then remove the baseboard. Knock small holes at floor level in the drywall, between the wall studs. This will permit moisture trapped behind the drywall to seep out and start drying.

For flood insurance and flood risk information, visit FloodSmart.gov/after. To learn more about obtaining a flood insurance policy, call your insurance agent or call 1-800-427-2419 to find an agent near you.

3 FLOOD RESPONSE OUTREACH PROJECTS

Pinellas County has several outreach projects in place to inform the public about flooding, and what steps may be taken to minimize the hazards to life and property. These projects convey the template messages in Section 2 before, during and after flooding events. Procedures for copying and disseminating the messages in Section 2 via these projects are detailed in the County's departmental SOPs. The messages and the projects used to disseminate them are reviewed annually and updated as needed.

3.1 MEDIA RELEASES

Department/Organization: Pinellas County Communications

Description: The Communications Department develops media releases from the library of messages and media release templates in the ESF 14 SOP to disseminate pertinent information to the public via television and radio when there is an impending flood and during and after a flood. Press releases are sent to main News Desks, County Commissioners, County Administration, Department Directors, Municipal and other organization PIOs and other key points of contact.

Implementation: Detailed in ESF 14 SOP and summarized in Figure 1. Media advisories are sent via email to a specific News Release group in Outlook. This list includes main News Desks, County Commissioners, County Administration, the CIC Shift Supervisor, the county's Emergency Webmaster, PCC-TV's staff, Department Directors, Municipal and other organization PIOs and other key points of contact.

Figure 2 Sample Press Release: Sewer Line Break, February 17, 2014, Pinellas County

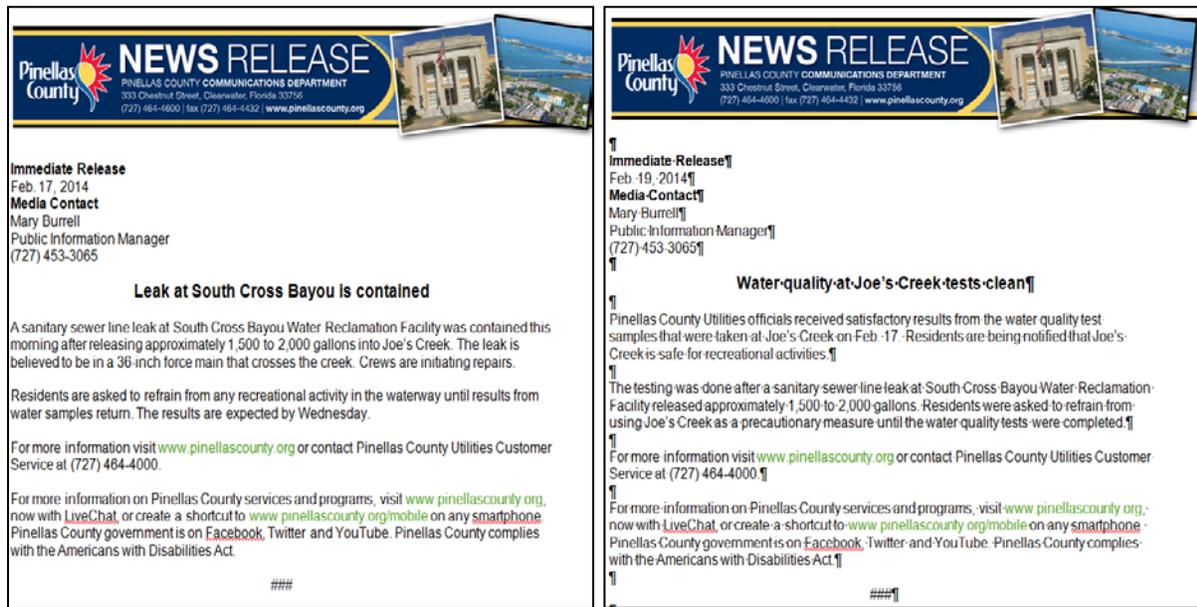
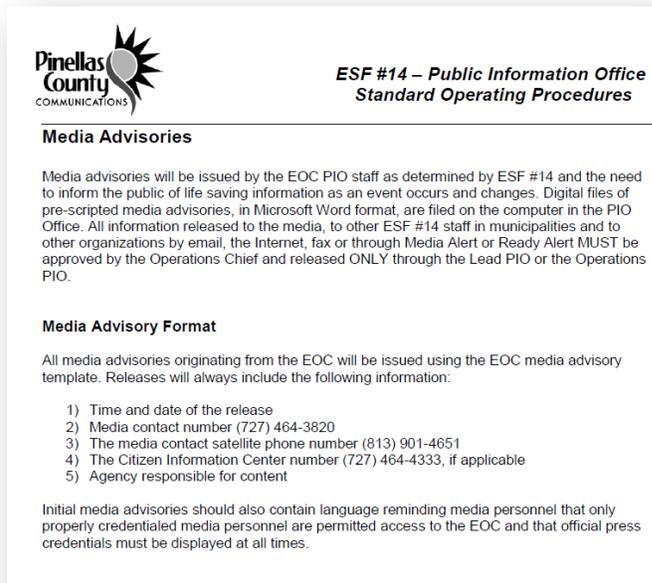


Figure 3 Excerpt from ESF #14 SOP



3.2 COMMUNITY NOTIFICATION SERVICES (CODERED, EAS)

Department/Organization: Pinellas County Communications

Description: The Community Notification Service allows the ESF #14 staff to craft messages that are delivered directly to subscribers via voicemail, text messages and/or emails.

Implementation: Pinellas County Communications works with the EOC Operations Manager to get the message approved (Detailed in ESF 14 SOP). Once approved, designated EOC staff will send the message out to subscribers.

3.3 EMAIL/CONSTANT CONTACT

Department/Organization: Pinellas County Communications

Description: Users can subscribe to this service to receive email notifications when information is released by the EOC. Subscribers will receive notice that a new advisory has been placed on the county's homepage. During activations, a great number of new subscribers will submit requests to be added to the list automatically through the Constant Contact email server.

Implementation: Detailed in ESF 14 SOP

3.4 PINELLAS COUNTY FLOOD INFORMATION WEBSITE

Department/Organization: Pinellas County Communications

Description: The Pinellas County flood information website (www.pinellascounty.org/flooding) contains pertinent emergency and flood information, such as evacuation zones, routes, and shelters for businesses, residents, and visitors to use before and during a flood event. The website also contains pertinent information about safely returning after a flood event, and what to do once they return (Figure 4 - Figure 7).

Implementation: Pinellas County Watershed Management Section reviews content annually and checks links monthly, and updates are made as needed. For an impending flood event, approved media advisory/news releases are posted on the Pinellas County website through Active Data:

www.pinellascounty.org

www.pinellascounty.org/flooding

www.pinellascounty.org/News.htm

www.pinellascounty.org/emergency

www.pinellascounty.org/emergency/bulletin.htm (as applies)

www.pinellascounty.org/emergency/bulletin-archive.htm (as applies)

www.pinellascounty.org/utilities/ (as applies)

www.pinellascounty.org/emergency/road_closures.htm (as applies)

This process is detailed in the ESF 14 SOP.

Figure 4 Pinellas County flood information website map services

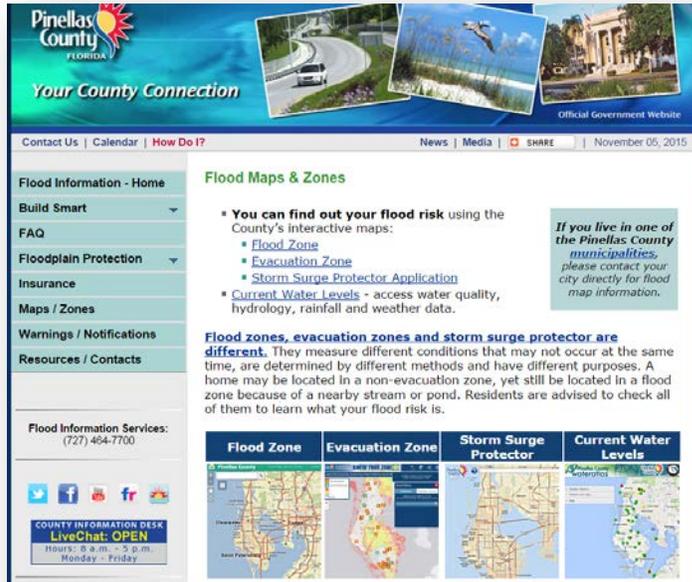


Figure 5 Website Emergency Information

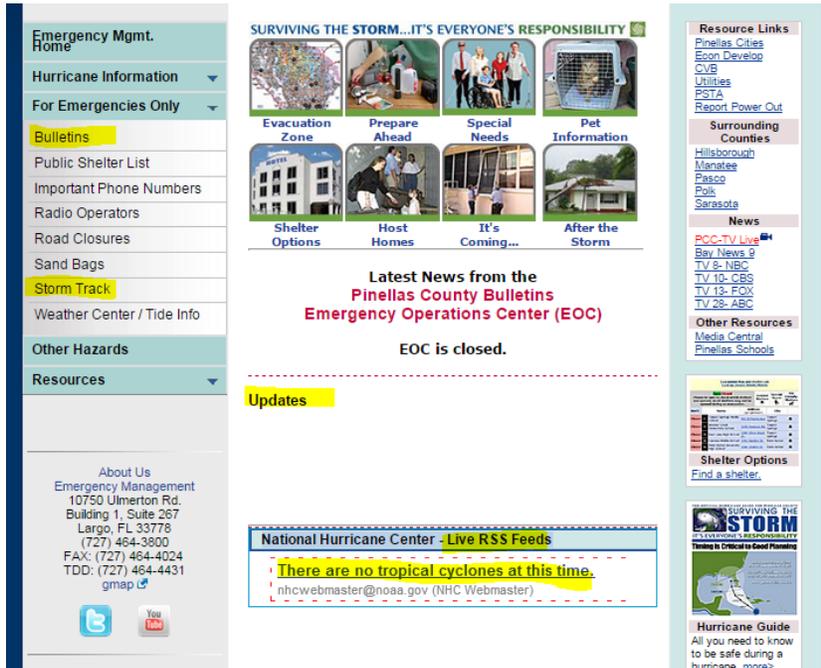


Figure 6 Pinellas County flood information website address specific evacuation information

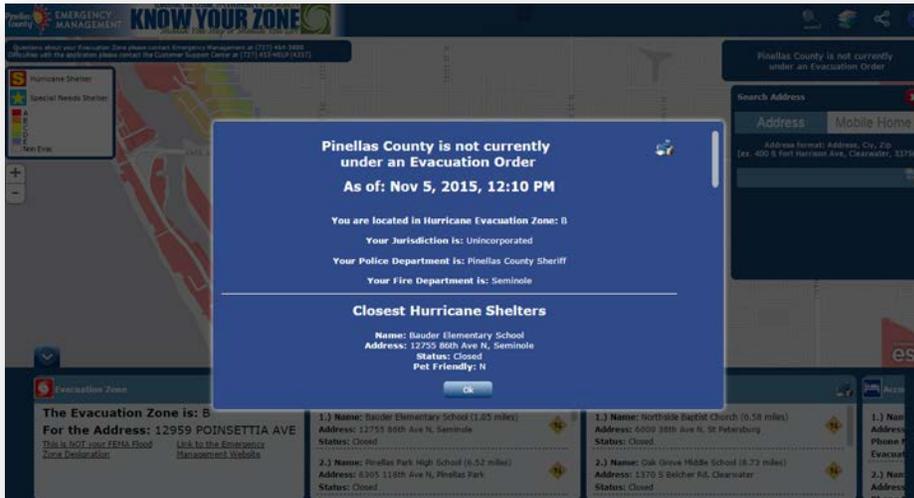
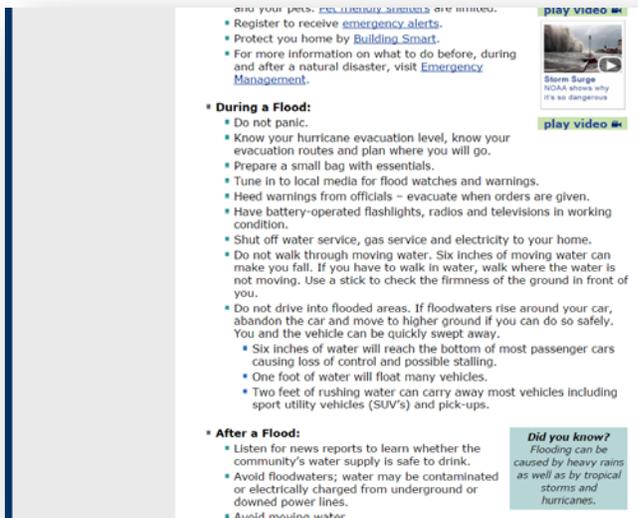


Figure 7 Pinellas County flood information website information for during and after a storm



3.5 FLOOD RESPONSE SOCIAL MEDIA

Department/Organization: Pinellas County Communications

Description: Pinellas County Communications posts messages on Pinellas County Government’s official social media accounts, including Facebook (www.facebook.com/PinellasCountyNews/) and Twitter (www.twitter.com/pinellasconews). A hashtag is assigned for each flooding event.

Facebook allows for the posting of longer pieces of information as well as the posting of links, videos, photos and other media. The public and those who ‘Like’ the Pinellas County Facebook page

(facebook.com/PinellasCountyNews) can view posts, while those with Facebook accounts can also initiate communication with the county. Use hashtag # assigned to the storm. (example: #TSDebby) There is no cost associated with Facebook.

Twitter allows a one-way push of brief messages to the public and to 'followers' who have subscribed to the Pinellas County (PinellasCoNews) and/or the Pinellas County Emergency Management (PinellasEM) feed. These updates, like text messages, have a maximum length of 140 characters (including spaces and punctuation) and can include links, photos and video. Use the hashtag (#) assigned to the storm. (example: #TSDebby). Followers can also use Twitter to initiate communication with the county. There is no cost associated with Twitter (Figure 8 - Figure 14).

Implementation: Detailed in ESF 14 SOP

Figure 8 Pinellas County Twitter Feed



Figure 9 Facebook Sample post 8/3/2015: Sign up for CodeRED to get the latest #flooding updates by phone, text and email from #Pinellas County Emergency Management.



Figure 10 Facebook Sample post 8/31/2015: In #Pinellas, #flooding can result after several inches of rain in a short period of time or after several days of continued rain. Be prepared. Find out what's your #flood risk at our new webpage on Flood Information: pinellascounty.org/flooding #PinellasFlooding



Figure 11 Facebook Sample post 8/28/2015: #Pinellas County urges residents to closely monitor the track of TS #Erika and to have their family's #hurricane preparedness plans in place. #PinellasErika



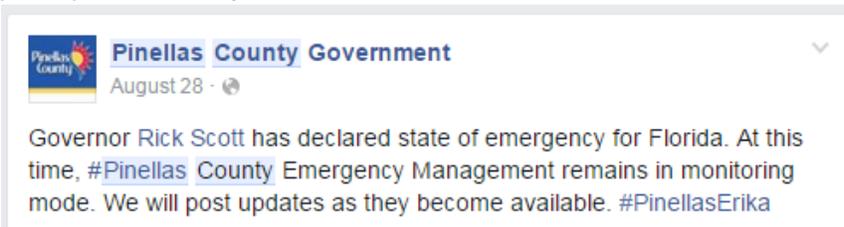
Figure 12 Facebook Sample post 8/28/2015: Sandbags will be available to residents of unincorporated Pinellas County on Saturday and Sunday from 7 am to 7 pm at 3 locations- John Chesnut Park in Palm Harbor, Taylor Park in Largo, and Lealman Park. #PinellasErika #Erika



Figure 13 Facebook Sample post 8/3/2015: Check this page for #Pinellas road closures due to #flooding.



Figure 14 Facebook Sample post 8/28/2015: Governor Rick Scott has declared state of emergency for Florida. At this time, #Pinellas County Emergency Management remains in monitoring mode. We will post updates as they become available. #PinellasErika



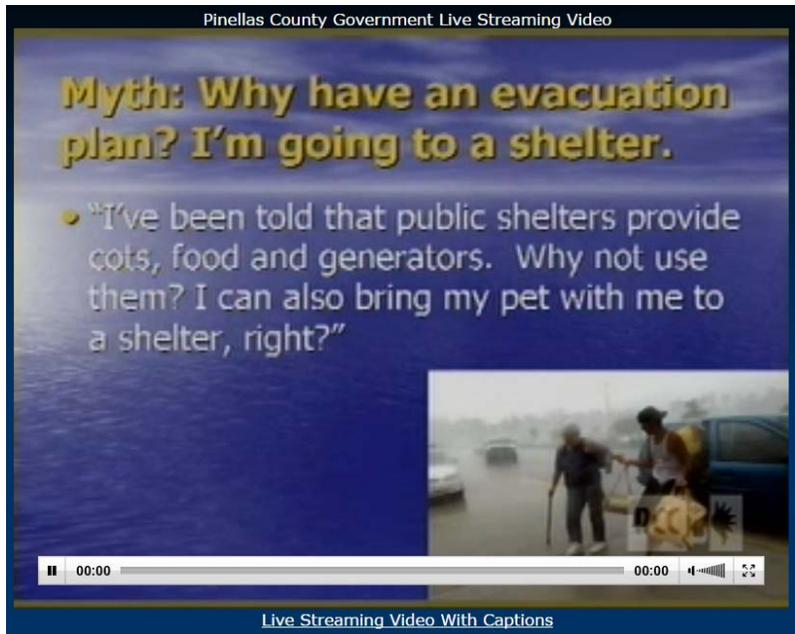
3.6 FLOOD RESPONSE PCC-TV PROGRAMMING

Department/Organization: Pinellas County Communications

Description: The Pinellas County Connection Television (PCC-TV) is the local government channel that broadcasts a variety of local government programming, including the Board of County Commissioners meetings, planning council meetings, and other specialty programming. The programs are broadcasted on Bright House cable channel 637, as well as Verizon cable channel 44. Live streaming video is also available at <http://www.pinellascounty.org/tv/jwp5/live.html>. Specialty videos from PCC-TV are also available on the County's YouTube channel.

Implementation: PCC-TV will be used to convey the messages described in Section 2. The messages will be broadcasted before, during and after a flood event. During regular programming, the information will also be conveyed as message crawls. In the event that an activation of the EOC takes place, Pinellas County Communications Department staff will maintain PCC-TV, the county's cable channel. Regular programming will be cancelled and programming will be devoted to broadcast emergency information to

county residents. The TV Director will coordinate with the on-duty producer to ensure that PCC-TV staff is aware of the time, date and locations of any upcoming emergency briefings.



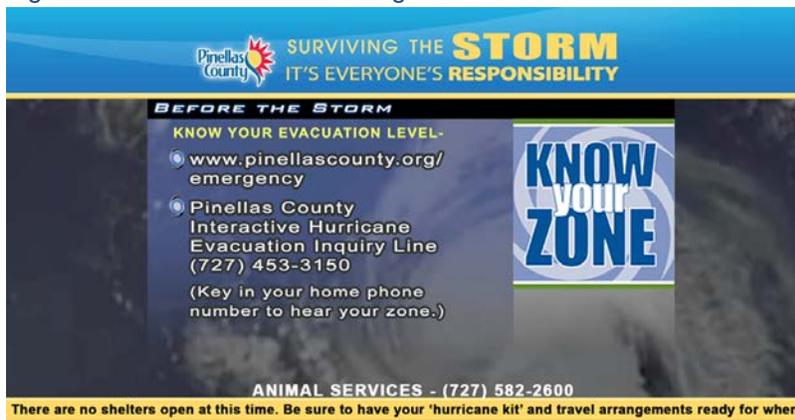
3.7 PCC-TV CRAWLS

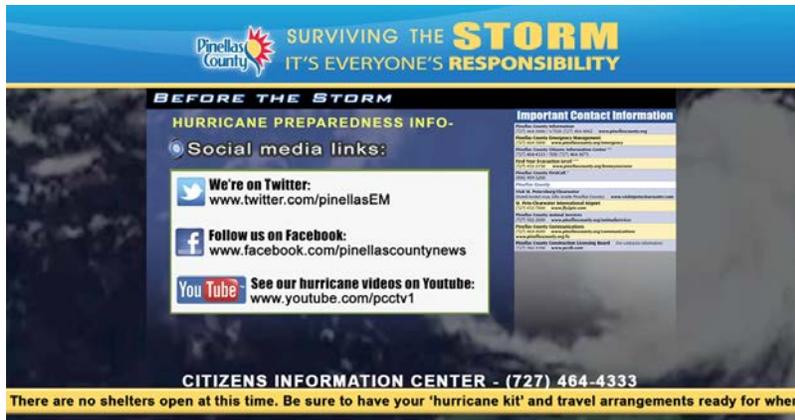
Department/Organization: Pinellas County Communications

Description: Scrolling message is displayed on PCC-TV (Figure 15). Communications also provides information to the local channels and requests that the crawl be placed on their stations as well.

Implementation: Detailed in ESF #14 SOP.

Figure 15 TV Crawl Messages





3.8 BULLETIN BOARDS ON PCC-TV

Department/Organization: Pinellas County Communications

Description: Messages are posted as bulletin boards on PCC-TV.

Implementation: Detailed in ESF #14 SOP.

3.9 PCC-TV INFORMATIONAL VIDEO

Department/Organization: Pinellas County Communications

Description: PCC-TV airs informational videos regarding flooding. The “Prepare to Survive” video series focuses on flooding in Pinellas County: why it occurs and what residents can do to prepare – with Kelli Levy, the division manager of Pinellas County Natural Resources. The video series are also available on YouTube, and include topics for:

- Flooding
- Should I Stay or Should I Go?
- Home and Renters Insurance
- Storm Surge Protector Web Tool

Implementation: Available on youtube (www.youtube.com/user/pcctv1) 24/7 and aired on PCC-TV.

Figure 3-16 “Prepare to Survive” video series available on YouTube and shown on PCC-TV live



3.10 FLOOD INFORMATION MESSAGES FOR COUNTY ON-HOLD RECORDINGS

Department/Organization: Pinellas County Communications

Description: Messages are recorded and played while callers of Pinellas County are on hold.

Implementation: Messages with pertinent flooding information are updated and played prior to, during, and after flooding events.

APPENDIX 6 PINELLAS COUNTY COMMISSION APPROVAL



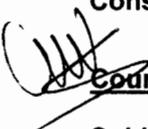
BOARD OF COUNTY COMMISSIONERS

DATE: April 7, 2015
AGENDA ITEM NO. 15

Consent Agenda

Regular Agenda

Public Hearing

 County Administrator's Signature:

Subject:

Adoption of the Pinellas County Program for Public Information (PPI) Planning Document in Support of the County's Participation in the Community Rating System (CRS) Program.

Department:

Public Works

Staff Member Responsible:

Richard Coates, P.E., Director

Recommended Action:

I RECOMMEND THE BOARD OF COUNTY COMMISSIONERS (BOARD) ADOPT THE PINELLAS COUNTY PROGRAM FOR PUBLIC INFORMATION AS THE GUIDANCE DOCUMENT FOR PUBLIC OUTREACH IN SUPPORT OF THE COUNTY'S PARTICIPATION IN THE COMMUNITY RATING SYSTEM.

Summary Explanation/Background:

The PPI is a tool to improve communication and provide additional resources on flood hazards, flood safety, flood insurance, and other floodplain related functions. The PPI was introduced by the Federal Emergency Management Agency as a planning tool to provide a step-by-step coordinated strategy for flood hazard outreach. This approach provides the County with opportunities to improve its CRS rating; therefore, increasing the discounts unincorporated residents would receive on their flood insurance policies. For the PPI to qualify in the CRS Program and give additional points on the rating, resulting in higher discounts to residents on flood insurance rates, Board approval is required for the PPI accreditation.

The PPI committee members consisted of staff from the County's Communication Department, Emergency Management, Planning Department, and Public Works Natural Resources Division. The committee also included representatives from the Clearwater Neighborhoods, Tampa Bay Regional Planning Council, Lealman Neighborhoods, Council of Neighborhoods Coalition, Holehouse Insurance, BB&T and Sunshine Home Sales and Commercial Brokerage.

After several PPI committee meetings, a plan was developed to identify existing outreach efforts, and propose new outreach efforts that cover various topics and messages to support a variety of activities that qualify for CRS points.

Fiscal Impact/Cost/Revenue Summary:

Funding for this activity is for a not to exceed amount of \$64,000, and is budgeted in the Public Works Natural Resources Division operating budget for consulting services on an as needed basis.

Exhibits/Attachments Attached:

Pinellas County Program for Public Information Document