



PROGRAM FOR PUBLIC INFORMATION (PPI)

August 2017

TABLE OF CONTENTS

Record of Revisions ii

1. BACKGROUND 1

2. PPI Committee 3

3. Public Information Needs Assessment 4

 3.1. Target Areas and Audiences..... 4

 3.2. Ongoing public information efforts 9

 3.3. Flood Information Needs Survey..... 9

4. Messages and outcomes..... 12

 4.1. Publicity and Dissemination of Messages..... 14

5. PPI Projects 16

6. Outreach Initiatives..... 17

 6.1. Floodplain Management Planning..... 18

 6.2. Flood Information Branding..... 18

 6.3. Flood Information Website 18

 6.4. Flood Map Information 19

 6.5. Real Estate Disclosure Program 19

 6.6. Flood Protection Assistance and Advisory Service..... 20

 6.7. Flood Insurance Coverage Plan..... 21

 6.8. Natural Functions Open Space Educational Materials 22

 6.9. Stream Dumping Regulation 22

 6.10. Emergency Notifications Publicity 22

7.	Annual Evaluation	23
8.	Plan adoption.....	23
Appendix 1 PPI Committee Meetings		
Appendix 2 Ongoing Outreach and Flood Response Projects		
Appendix 3 PPI Projects		
Appendix 4 Flood Insurance Plan		
Appendix 5 Town of Redington Shores Flood Warning and Response Outreach Package		
Appendix 6 Town of Redington Shores Commission Approval		
Appendix 7 Annual Update Report		

LIST OF FIGURES

Figure 1	Town of Redington Shores	2
Figure 2	PPI Planning Process.....	3
Figure 3	Storm Surge.....	5
Figure 4	FEMA Flood Hazard Areas.....	5
Figure 5	Flood Information Survey Results – Topics.....	10
Figure 6	Flood Information Survey Results – Dissemination.....	11
Figure 7	Frequency of Use of Sources of Information (Data from Fort Collins Citizen Survey, 2015).....	15
Figure 8	Real Estate Disclosure Program Outreach.....	20

LIST OF Tables

Table 1	PPI Committee Members.....	3
Table 2	Insurance Overview (As of 12/31/2016)	6
Table 3	Insurance Zone (As of 12/31/2016).....	7
Table 4	Target Audiences.....	7
Table 5	Flood Information Needs - Resident Survey Results.....	11
Table 6	PPI Messages & Outcomes.....	12

1. BACKGROUND

The Town of Redington Shores (“Redington Shores” or “Town”) lies on a barrier island in west central Pinellas County (Figure 1). The Town is prone to flooding caused by heavy rains or storm surge that may be associated with tropical storms or hurricanes. As such, Redington Shores 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 Redington Shores receive a flyer with information on flood prevention and flood safety. Other public outreach efforts include:

- Provide Flood Map Information services.
- Provide Property Flood Protection Advice.
- Conduct a Hurricane / Flood Awareness event.

Redington Shores supports County flood outreach efforts and has developed numerous additional outreach efforts that cover key flood hazard topics specific to the Town. The Town initiated this Program for Public Information (PPI) in 2015 to coordinate public information activities and develop activities that will lead to programs that are more effective.

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 Redington Shores followed in developing this PPI (Figure 2). The Town’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. Although the Town already shares flood information with its businesses, residents, and visitors, this program will help coordinate the Town’s messages and outreach materials with County efforts to improve resource efficiency and message recognition.

Figure 1 Town of Redington Shores

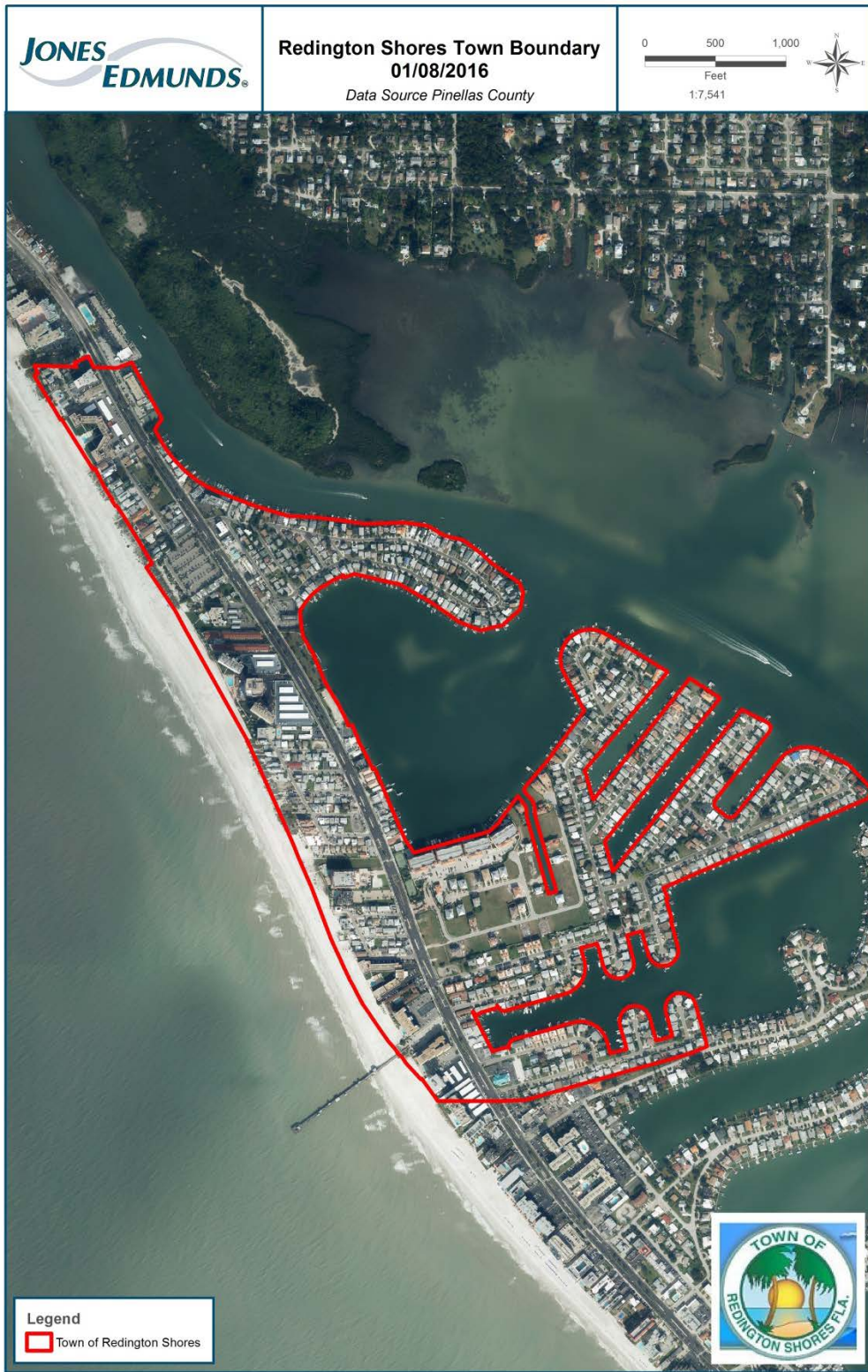
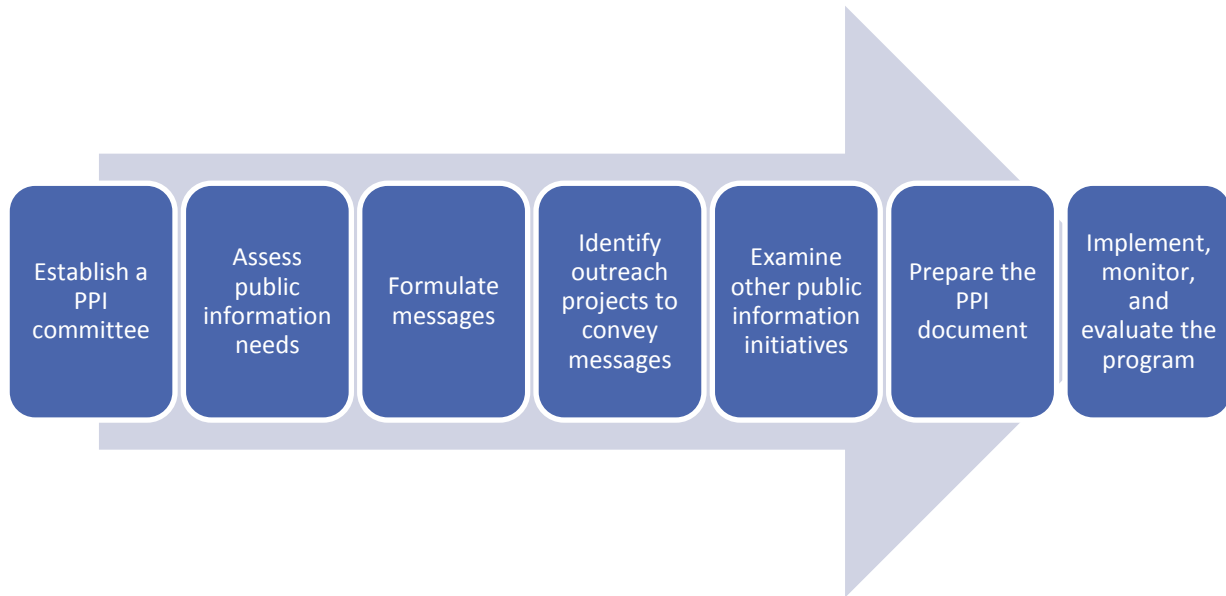


Figure 2 PPI Planning Process



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 Redington Shores PPI committee has members from both inside and outside the local government. Town officials and staff from the Building Department worked together with active members of the community, including representatives of the insurance, real estate, construction, and engineering industries, as well as representatives from condominium homeowners’ associations, to develop and implement this plan (Table 1). The Committee met five times between November 2015 and April 2016 to develop this PPI (Appendix 1). Formation of the PPI 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.

The Committee recognizes the importance of having extensive input and partners to ensure appropriate target audiences are receiving the most appropriate flood hazard messages at the right time. For example, condominium association members can help relay pertinent information, such as the procedure for residents returning to their homes after a flood has occurred. As such, the Members of the PPI Committee will reach out to active members of the community, such as condominium and neighborhood representatives, to improve upon and facilitate the long-term success of the PPI.

Table 1 PPI Committee Members

Name	Affiliation
Lisa Foster	PPI Committee Chair / Resident
Pat Drumm	Redington Shores Commissioner

Name	Affiliation
Steve Andrews	Redington Shores Building Official (Designated Floodplain Coordinator and Public Information Officer)
Kim Harr	Harr & Associates Insurance
Nick Patel	U.S. AmeriBank, Mortgage Loan Originator
Buck Best	U.S. AmeriBank, Sr. Vice President
Chris Henderson	Resident
Dave Motley	Resident
Tim DeBoy	Resident
Jeff Kareskie	Resident

3. Public Information Needs Assessment

The PPI committee assessed the Town’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

The Town of Redington Shores was incorporated in 1955. With over 2,000 residents, Redington Shores is one of the most densely populated cities in Florida with over 1,700 people per square mile. The entire Town is classified as Special Flood Hazard Areas (SFHA) on the FEMA Flood Insurance Rate Maps (FIRM) and is prone to storm surge (Figure 3 and Figure 4). Additionally, much of the development in the Town occurred prior to implementation of floodplain management and flood damage prevention requirements in the 1970s.

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 requirement at the time of development, which may have changed after construction. Therefore, some post-FIRM properties may be subject to flood risk as well.

There are also historically flood prone areas within the Town, including repetitive loss areas, that are generally low-lying areas where conveyance is susceptible to back up from tidal tailwater. Repetitive loss areas 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.

Figure 3 Storm Surge

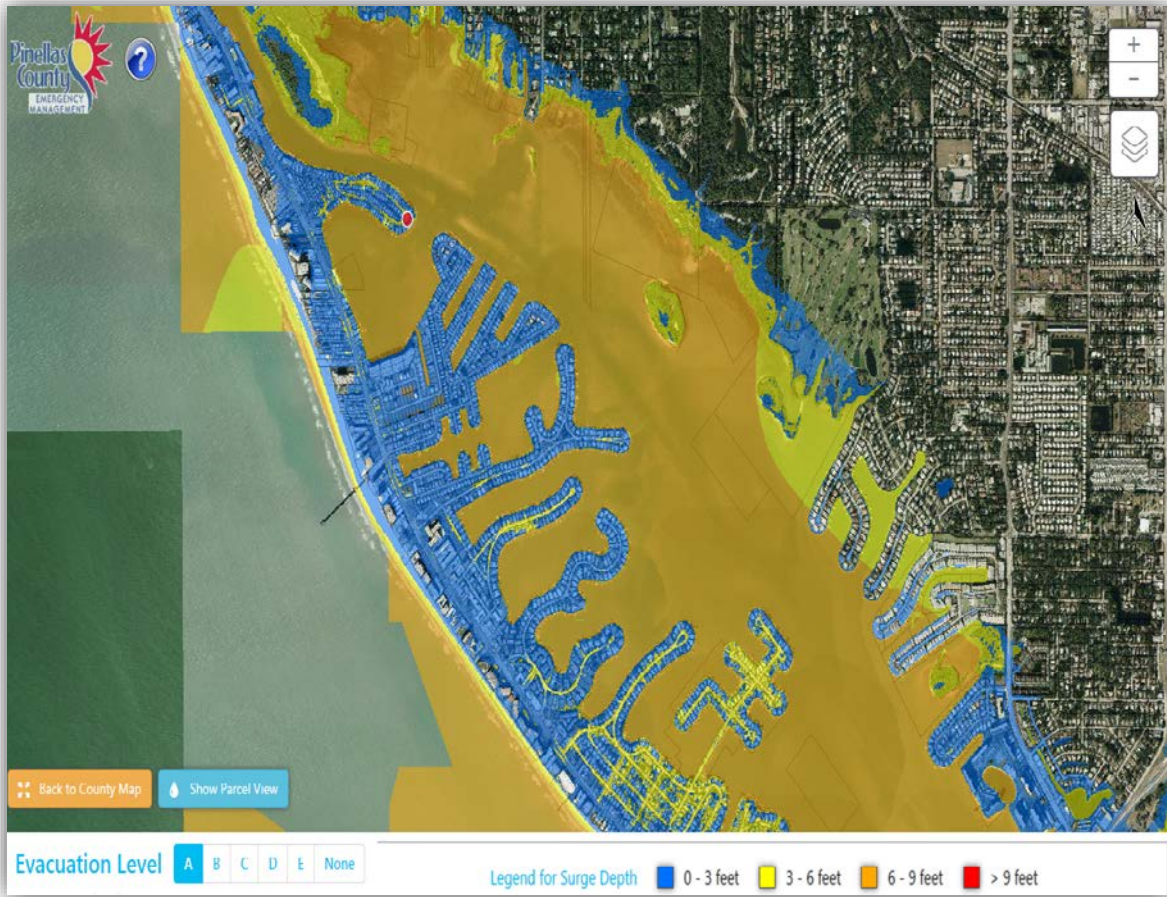
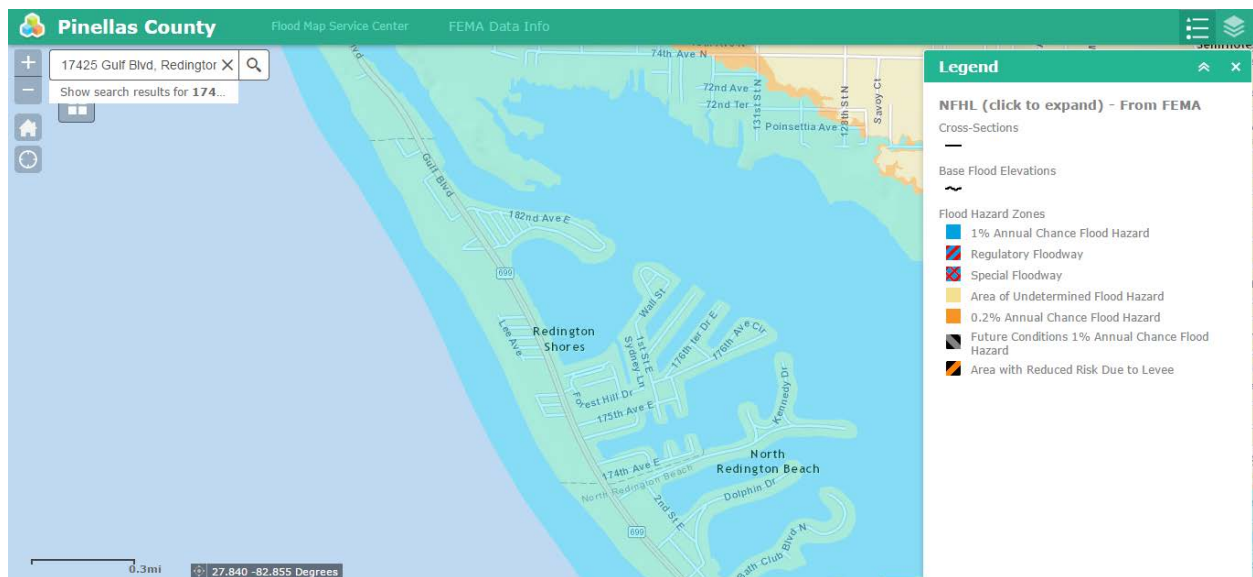


Figure 4 FEMA Flood Hazard Areas



A summary of the town's flood insurance data was provided to the CRS Coordinator by the Florida Division of Emergency Management (FDEM) in February 2017. There are 1,620 individual policies with \$371,555,500 of flood insurance in force (Table 2).

Table 2 Insurance Overview (As of 12/31/2016)

Total by Community		Group Flood Insurance	
Total Number of Policies:	1,620	Total Number of Policies:	0
Total Premiums:	\$1,065,342	Total Premiums:	\$0
Insurance in Force:	\$371,555,500	Insurance in Force:	\$0
Total Number of Closed Paid Losses:	311	Total Number of Closed Paid Losses:	0
\$ of Closed Paid Losses:	\$2,044,535	\$ of Closed Paid Losses:	\$0
Post Firm Minus Rated Policies		Manufactured Homes	
Total Number of Minus Rated Policies:	551	Total Number of Policies:	0
A Zone Minus Rated Policies:	539	Total Number of Closed Paid Losses:	0
V Zone Minus Rated Policies:	12	\$ of Closed Paid Losses:	\$0
ICC		1316	
Total Number of ICC Closed Paid Losses:	0	Number of Properties by Community:	0
\$ of ICC Closed Paid Losses:	\$0		
Substantial Damage Losses			
Number of Substantial Damage Closed Paid Losses:	2		

The number of structures in each FIRM flood zone was compared to the policy summary by zone. There are 39 policies in force in the VE zone and 1,581 in the AE Zone (Table 3). Of the policies in force, there are about 40% fewer policies than there are structures in the VE zone. The AE zone shows more policies than structures, though, likely due to condominium and rental policies, which are included in the summary policy data. Because the summary data includes several types of policies, the percent of total structures covered by flood insurance cannot be determined. The PPI Committee was, however, able to identify several target audiences and areas, such as Pre-FIRM structures and Repetitive Loss Areas, to include in the PPI and Flood Insurance Plan (Appendix 5). A more detailed study is underway so that the PPI committee can refine the target audiences and projects on annual review of this plan.

Table 3 Insurance Zone (As of 12/31/2016)

	Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
A01-30 & AE Zones	1,581	\$971,961	\$364,206,300	263	\$1,757,445.15	\$86,215.00
A Zones	0	\$0	\$0	0	\$0.00	\$0.00
AO Zones	0	\$0	\$0	0	\$0.00	\$0.00
AH Zones	0	\$0	\$0	0	\$0.00	\$0.00
AR Zones	0	\$0	\$0	0	\$0.00	\$0.00
A99 Zones	0	\$0	\$0	0	\$0.00	\$0.00
V01-30 & VE Zones	39	\$93,381	\$7,349,200	48	\$287,089.71	\$13,150.00
V Zones	0	\$0	\$0	0	\$0.00	\$0.00
D Zones	0	\$0	\$0	0	\$0.00	\$0.00
B, C & X Zone						
Standard	0	\$0	\$0	0	\$0.00	\$0.00
Preferred	0	\$0	\$0	0	\$0.00	\$0.00
Total	1,620	\$1,065,342	\$371,555,500	311	\$2,044,534.00	\$99,365.00

Based on the flooding and development information described above, the Committee identified the residents and businesses within the areas described above as target audiences to whom projects should be directed (Items 1-3 of Table 4). In addition to identifying these audiences based on their location, the Committee identified additional groups of stakeholders from across the Town that would also benefit from information on flood related topics. For example, people looking to purchase properties in the Town should be apprised of their flood risk and flood insurance requirements. The complete list of target audiences is described in Table 4.

Table 4 Target Audiences

Audience	Description	Flood Insurance Plan
Residents and businesses in Repetitive Loss Areas	This audience should understand their surroundings and the likelihood of flood and insurance is strongly recommended.	Yes
Residents and businesses in the Special Flood Hazard Area	This audience should become aware of their high risk and insurance is strongly recommended and often required.	No
Residents and businesses in the storm surge area	This audience should become aware of their high risk and insurance is strongly recommended.	Yes
Residents and businesses in Flood Response Hazard Areas	This audience will identified by Emergency Management to receive flood warning and response information.	Yes
Pre-Firm Residents and Businesses	This audience should become aware of their high risk and insurance is strongly recommended and often required.	Yes

Audience	Description	Flood Insurance Plan
Residents and businesses in Repetitive Loss or Severe Repetitive Loss properties that have been identified by FEMA as eligible to receive FEMA mitigation grants.	This audience should be made aware of mitigation grants.	Yes
Buyers of real estate	Individuals purchasing or renting property should be made aware of their flood risk and insurance options.	Yes
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.	No
Surveyors	Surveyors need to receive updated information about elevation certificates.	No
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 and education.	No
Customers of Redington Shores services	There is an opportunity provide flood information to people that are calling or visiting the Town of Redington Shores Offices, using the Town's website, or watching Redington Shores TV on Bright House Network channel 642.	Yes
Park and preserve patrons	This audience should understand the natural functions of the County parks and preserves that they are visiting.	No
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.	No
Condominium associations and residents	This audience should understand the flood protection and insurance recommendations and requirements for condominium owners, renters, and their associations.	No
Pet owners	Residents with pets should be made aware of the additional preparations they will need to make to keep their pet safe during an event.	No
Special interest	Special interest groups, that an outreach project may target, such as: <ul style="list-style-type: none"> • Organizations or agencies that may also be involved in flood related projects • A group of volunteers or a neighborhood interest group 	No
Real Estate professionals, Flood Insurance Providers, and/or Lenders	Real Estate professionals, Flood Insurance Providers, and/or Lenders may benefit from flood information and should be aware of the the Town (and County) outreach efforts.	Yes
Homeowners of Newly Constructed Homes	Homeowners of Newly Constructed Homes will need information about the Town, including all of the PPI topics.	Yes

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 Town each year. The PPI committee then reviews the inventory of ongoing projects annually in order 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. Appendix 2 contains the inventory of 2016 flood related outreach projects.

3.3. Flood Information Needs Survey

The PPI Committee developed a survey to identify the information needs of Town residents and visitors. The questionnaire was advertised on the Town's website and distributed via email. About 70% of the survey respondents are full-time residents of Redington Shores. No business owners responded to the survey. Almost half of the respondents are full-time residents that own houses and have a flood insurance policy.

Respondents are interested in receiving information about numerous flood information topics (Figure 5). The overall preferred method of receiving flood information is via email, followed by direct mail (Figure 6). Email distribution of flood information and flood warning and response messages identified in this PPI will be prioritized. The email service will be publicized in an annual direct mail distribution, on the Town's website, in a newspaper insert, and on the Town's Bright House Cable TV information scroll. Participants indicated that they would also like to get information from the Town website and social media, at Town hall, and at Town events. The committee recognizes that this survey did not reach all of the Town's residents and visitors, and therefore, will disseminate flood information through various additional distribution methods (Section 4.1). Results of the questionnaire are summarized in Table 3.

Figure 5

Flood Information Survey Results – Topics

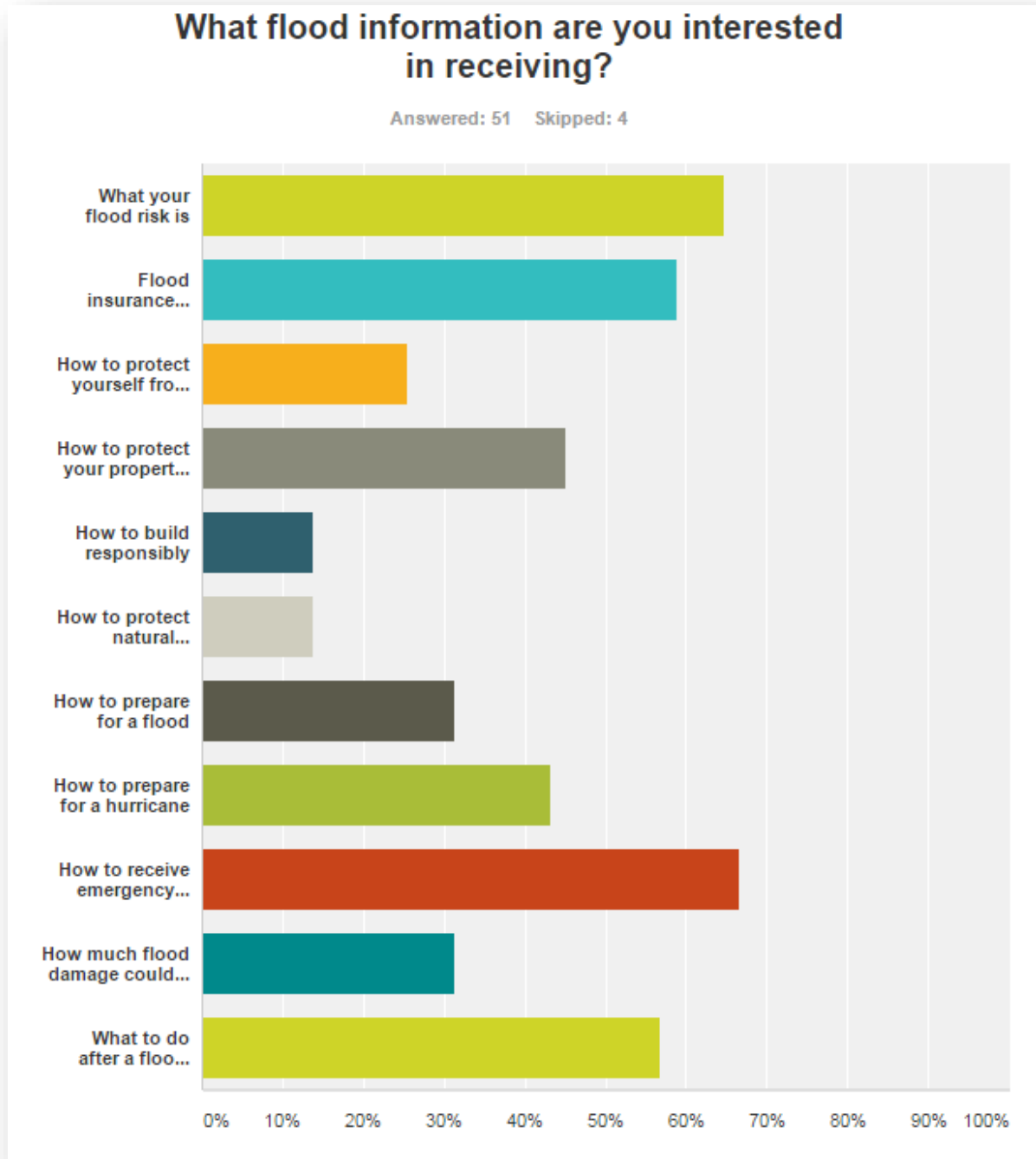


Figure 6

Flood Information Survey Results – Dissemination

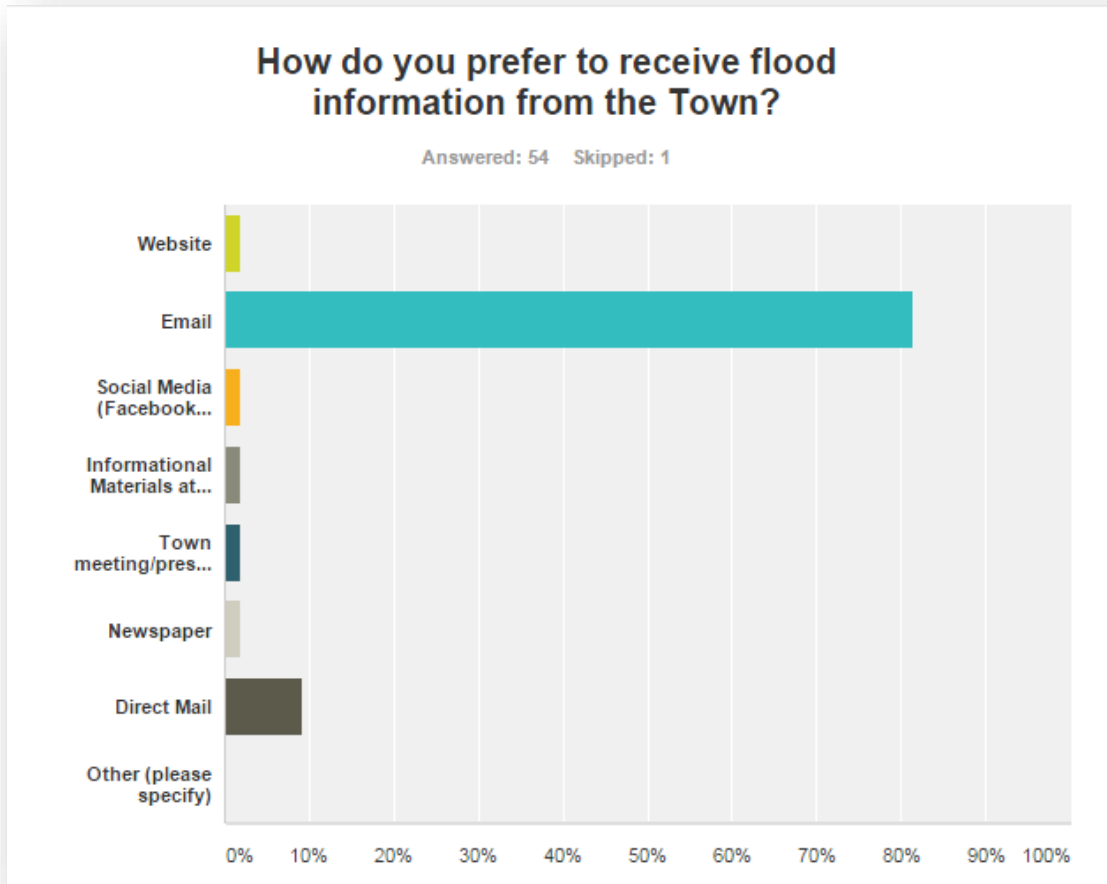


Table 5 Flood Information Needs - Resident Survey Results

Survey Question	Responses (% of total responses received)
Are you a full-time resident, part-time resident, or other?	<ul style="list-style-type: none"> • 74% Full-time resident • 24% Part-time resident • 2% Other
In what type of residence are you residing?	<ul style="list-style-type: none"> • 74% House • 23% Condo • 2% Townhouse • 1% Other
How do you prefer to receive flood information from the Town?	<ul style="list-style-type: none"> • 81% Email • 9% Direct mail • 2% Town website • 2% Social media • 2% Information materials at Town Hall • 2% Town meeting / presentation • 2% Newspaper

Survey Question	Responses (% of total responses received)
How else would you like to receive flood information from the Town?	<ul style="list-style-type: none"> • 26% Direct mail • 23% Email • 21% Town website • 10% Newspaper • 8% Information materials at Town Hall • 7% Town meeting / presentation • 5% Social media
What flood information are you interested in receiving?	<ul style="list-style-type: none"> • 15% What your flood risk is • 15% How to receive emergency alerts • 13% Flood insurance information • 12% What to do after a flood or evacuation • 10% How to protect your property from a flood • 9% How to prepare for a hurricane • 7% How to prepare for a flood • 7% How much flood damage could cost you • 6% How to protect yourself from a flood • 3% How to build responsibly • 3% How to protect natural floodplain functions
Which best describes your residence?	<ul style="list-style-type: none"> • 75% I own my property and have flood insurance • 25% I own my property and do not have flood insurance
If you own a business in the Town of Redington Shores, which best describes your business?	<ul style="list-style-type: none"> • 100% I do not own or rent a business property
Are you interested in volunteering to help the Town implement the flood information outreach projects that the Redington Shores PPI Committee Develops?	<ul style="list-style-type: none"> • 80% No • 20% Yes

4. Messages and outcomes

Outreach campaign messages must be accurate and concise to result in action and positive outcomes. The PPI Committee used the public information needs assessment to identify specific topics, messages, and expected outcomes for flood information projects that are implemented throughout the year (Table 6). The identified messages are based on the NFIP CRS floodplain management topics, the County PPI messages and outcomes, and the identified information needs of the Town. The Town also has pre-scripted key messages that are disseminated before, during, and after a flood (Appendix 5). These messages were reviewed by the Committee and are relayed through the flood warning and response outreach projects, which are detailed in the Flood Response Preparations Package (Appendix 5).

Table 6 PPI Messages & Outcomes

Topic		Message		Outcome	
1	Know your flood hazard	A1	Find out what your flood risk is.	a1	Better prepared and informed residents and businesses

Topic		Message		Outcome	
1	Know your flood hazard	A2	Stay Connected	a1	Better prepared and informed residents and businesses
2	Insure your property for your flood hazard	B1	Get flood insurance for your home, business, or rental.	b1	Increase in number of flood insurance policies.
3	Protect people from the hazard	C1	Turn Around Don't Drown.	c1	Reduced number of rescue calls
3	Protect people from the hazard	C2	Stay Connected.	c2	Improved efficiency of evacuations.
4	Protect your property from the hazard	D1	Keep debris and trash out of the streets and drainage system.	d1	Reduced localized flooding
4	Protect your property from the hazard	D2	Clear storm drains to prevent flooding.	d1	Reduced localized flooding
4	Protect your property from the hazard	D3	Elevate your equipment, such as water heaters, AC units, etc.	d2	Reduced property loss from flooding
4	Protect your property from the hazard	D4	Brake, Don't Wake! Wake from vehicles traveling on flooded roads causes more damage than the rising water alone. You are liable for damages incurred from your wake.	d2	Reduced property loss from flooding
5	Build responsibly	E1	Find out what building permits you need.	e1	Increased compliance and reduced flood loss
5	Build responsibly	E2	Build Smart	e1	Increased compliance and reduced flood loss
6	Protect natural floodplain functions	F1	Only Rain Down the Drain.	f1	Improvement in water quality and natural storage capacity
6	Protect natural floodplain functions	F2	Do not walk on sand dunes or disturb vegetation; they protect beaches from erosion and help to lessen flooding during coastal storms.	f2	Sand dunes will be protected, which will help protect landward structures..
7	Hurricane preparedness	G1	Know Your Zone. The Town of Redington Shores is located in Hurricane Evacuation Zone A.	g1	Improved efficiency of evacuations.
7	Hurricane preparedness	G1	Know Your Zone. The Town of Redington Shores is located in Hurricane Evacuation Zone A.	g2	Reduced number of rescue calls
8	General preparedness	H1	GET A PLAN! Make sure that you have an emergency plan for you, your loved ones, and your pets. Visit www.flgetaplan.com to make yours.	h1	Less damage and injury from a storm
8	General preparedness	H1	GET A PLAN! Make sure that you have an emergency plan for you, your loved ones, and your pets. Visit www.flgetaplan.com to make yours.	h2	Reduced number of rescue calls
9	Flood Economics	I1	Find out how much flood damage could cost you.	i1	Increase in awareness of the expense of flooding.
9	Flood Economics	I1	Find out how much flood damage could cost you.	i2	Increase in number of flood insurance policies.

Topic		Message		Outcome	
9	Flood Economics	I2	Support the Town's participation in the NFIP CRS by getting involved with flood information outreach.	i3	Improved understanding of costs associated with flooding and flood insurance.
10	Protect your pet from flood hazards	J1	Find the closest pet friendly accommodations for a flooding event.	j1	Reduce the number of abandoned animals after a flooding event.
10	Protect your pet from flood hazards	J2	GET A PLAN! Make sure that you have an emergency plan for you, your loved ones, and your pets. Visit www.flgetaplan.com to make yours.	j2	Reduced number of rescue calls

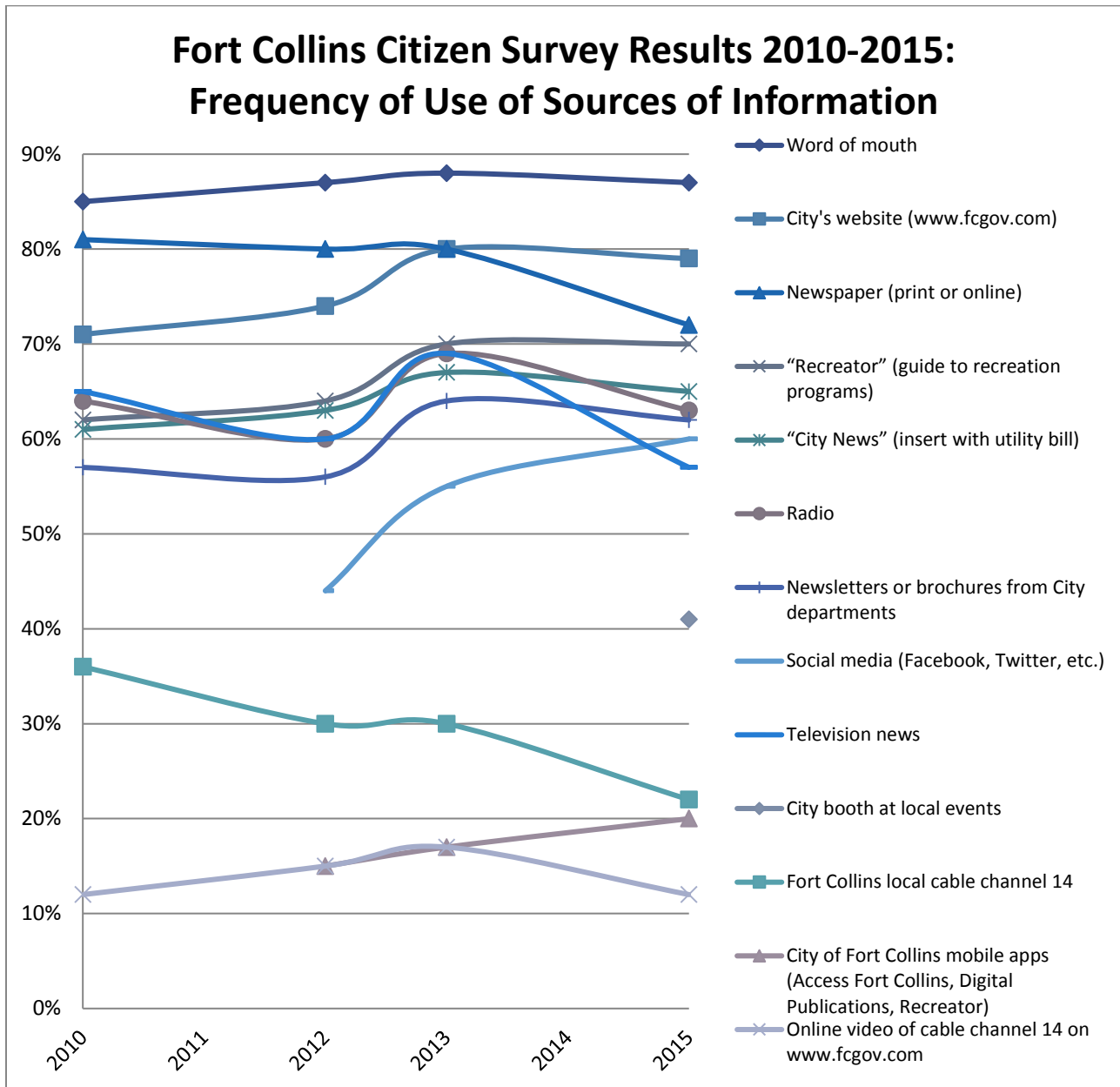
4.1. Publicity and Dissemination of Messages

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)

By way of reference, the City of Fort Collins ("City") has conducted eight citizen surveys since 2001, which provides the residents the opportunity to rank and rate a number of things, such as how well the City performs at providing City information (National Research Center, 2015). Respondents indicated the extent to which they used various information sources about City issues, services and programs. Survey results indicate that word of mouth, the community website, and newspaper (online or print) are the preferred ways to receive information (Figure 7). Residents are also getting information from several other sources, such as recreational guides and utility bill inserts. Social media has the greatest increase in use in recent years, while use of newspapers, radio, and television for information are on the decline.

Figure 7
Survey, 2015)

Frequency of Use of Sources of Information (Data from Fort Collins Citizen



Based on this research and the results of the Town survey (Section 3.3), the Committee concluded that the most effective way to reach the community at large is through a combination of communication tools, including:

- Town of Redington Shores Flood Information Website
- Town of Redington Shores Social Media, including Facebook
- Email distributions
- Newspaper inserts

- Direct mail

The print materials will contain succinct information and direct residents to the Town's flood information website. This combination of outreach will relay pertinent information to residents and businesses, including how they will be warned and the safety measures they should take during a flood. In addition, the materials will communicate the County regulation that prohibits dumping in waterways. This combination of communication tools will also publicize flood related services, including flood map information, property protection assistance, and flood insurance guidance, to the entire community.

5. PPI Projects

Based on the public information needs assessment (Section 3), the PPI Committee identified several PPI Outreach Projects and Flood Warning and Response Projects to develop and/or modify and implement. Flood warning and response messages need to be disseminated before, during, and after a flood. Because these projects will need to be implemented in a timely manner, the Town and the County have pre-scripted key messages that will be used when there is an impending flood event (Appendix 5 and Pinellas County PPI). The Town also supports several County-wide outreach and warning and response projects being implemented county-wide under the Pinellas County PPI. The town plans to support County-wide efforts by sharing the information with Town residents and businesses, and offering to host trainings. County projects are detailed in the Pinellas County Program for Public Information, which is available at <http://www.pinellascounty.org/flooding/insurance.htm>.

Redington Shores PPI general outreach projects include:

- Flood Information Brochure
- Newsletters/eNewsletters
- Annual Hurricane and Flood Hazard Awareness Town Meeting
- Parks & Recreation Educational Materials
- General Flood Information TV Programming (Bright House channel 642)
- Flood Information on Social media (Facebook and Nextdoor)
- Flood Information provided with Certificate of Occupancy
- Flood and Hurricane Information for Winter Residents

Town Supported Countywide Outreach Projects include:

- Flood Map Service Center
- Flood Information e-News
- Real Estate Agents Training and Brochure
- All Hazards Preparedness Guide
- UtiliTalk Newsletter
- Training for Contractors & Builders
- Training for surveyors

- Only Rain Down the Drain Campaign
- Flood Information Videos
- Local Mitigation Strategy (LMS) Stakeholder Meetings

Redington Shores PPI flood warning and response projects include:

- Flood Information Messages for Town Phone Line Recordings for use prior to, during, and after a flood event when Town Hall is closed.
- Flood warning and response messages on website
- Flood warning and response messages on social media
- Email notifications containing flood warning and response messages (via Constant Contact)
- Informational materials
- Door hangers

Town Supported Countywide flood warning and response projects include:

- Media Releases
- Community Notification Services (ALERT PINELLAS)
- e-Lert and e-News (Email Notifications via Constant Contact)
- Social Media
- Pinellas County Website
- PCCTV Programming

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 Town. A comprehensive table of Town projects, 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.

County projects identified above are detailed in the Pinellas County PPI, which is available at http://www.pinellascounty.org/flooding/pdf/floodinsurance/PinellasCounty_PPI_2015.pdf. The Town's Flood Warning and Response Package is in Appendix 4 and the Countywide Flood Warning and Response Package is in the Pinellas County PPI.

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

6. Outreach Initiatives

6.1. Floodplain Management Planning

The Town coordinates with the County and other organizations on numerous outreach projects, the multijurisdictional Local Mitigation Strategy, and a number of other efforts.

Comprehensive floodplain management leads to safer, stronger, more resilient communities. Floodplain management planning involves a systematic process of identifying existing and future flood-related hazards and their causes, and planning preventive and corrective measures to reduce the risk of current and future flooding. These measures take a variety of forms, are carried out by multiple stakeholders with a vested interest in responsible floodplain management. From states providing strong model ordinances, to communities adopting and enforcing higher-standard building practices and providing public outreach, to property owners elevating their homes, everyone plays a role in making communities safer and more resistant to flood disasters.

The Town of Redington Shores was a partner in the development of the Pinellas County Local Mitigation Strategy (LMS), which is a multijurisdictional plan developed to reduce and or eliminate the risks associated with natural and man-made hazards, including flooding. The LMS was originally adopted by the Town in 1998 and was subsequently updated in 2004, 2009, and 2014. Additionally, the Town of Redington Shores developed a more refined Floodplain Management Plan to address flood hazards specific to the town. The 10-step planning process identified in the FEMA Floodplain Management Planning (CRS Coordinator's Manual, 2013) was used to develop both the LMS and the Floodplain Management Plan.

6.2. Flood Information Branding

One of the Town of Redington Shores' objectives is to provide recognizable flood information and messages to residents and businesses. As such, the Town used some of the County's PPI messages and incorporated the County's "It's Not All Sunshine" logo into select Town PPI projects. The County also incorporated the same logo and messages into the Real Estate Disclosure Brochure, which will be implemented County-wide. This combination of projects with like messages and branding will promote message recognition throughout the Town and County.

6.3. Flood Information Website

The Town of Redington Shores Flood Information website was identified as a project in the 2016 PPI. The PPI committee revised the content to elaborate on all of the CRS priority topics and the additional messages developed by the PPI Committee. The content also includes publicity for or flood related Town services and regulations. A link to real-time gage information is also included for users to see current water levels.

The web designer revised the structure and hierarchy of the site to ensure the pathways to specific information are concise, easily navigable, and in line with NFIP CRS requirements. Additionally, the flood information site is linked directly from the townofredingtonshores.com homepage and can be found using the search feature. The flood information home page has a directory of the flood protection information provided, along with links to the appropriate pages. The site also includes specific information on warning, safety, and evacuation when there is an impending flood, during a flood, and immediately after a flood, such as:

- Where flooding will likely occur (link to map)
- Evacuation routes (link to map)
- Shelter locations (link to map)
- Flood Safety precautions (FRP messages)

The Town checks all links monthly and content is reviewed annually; information is updated as needed.

6.4. Flood Map Information

The Redington Shores website directs users to the Pinellas County online Map Information Website Service, providing residents and businesses with FEMA Flood Insurance Rate Map (FIRM) and other sources of information about the local flood hazard and natural floodplain functions 24 hours a day, 7 days a week. This service is searchable by address. The Flood Map Information webpage also includes additional maps to find out potential storm surge depth, evacuation zones, shelter locations, and current water levels. Additionally, the Town offers flood information to inquirers during regular business hours.

The PPI committee identified realtors as the target audience to receive information about the service, as it supports the realtor disclosure program. Annually, the Town mails all Real Estate Agents in Town information about the map information services and available training (Figure 8). The map information service are also publicized in the Town's Flood Information brochure, email distributions, and social media.

The County also publicizes the online Flood Map Information Service in the widely distributed All Hazard Guide, Utilitalk newsletter, and sends information about the Pinellas County Flood Map Information Service to the Pinellas Realtor Organization to distribute in their newsletter annually. Additionally, the County provides at least one Real Estate Disclosure and Online Map Service Center training in coordination with the Pinellas Realtor Organization.

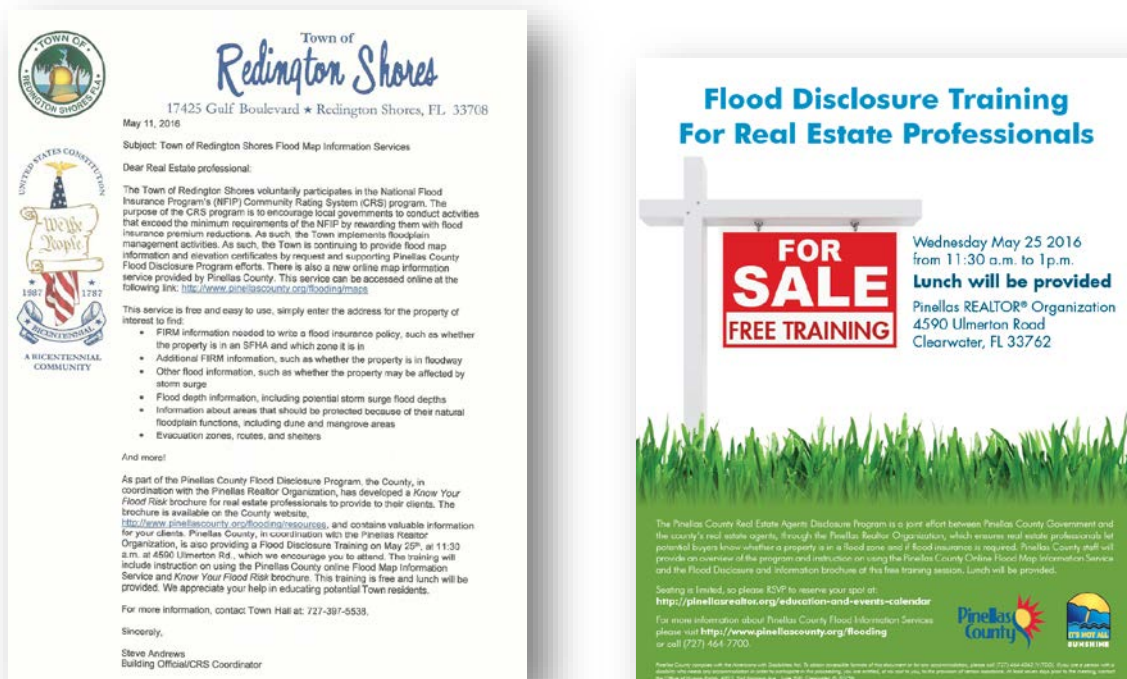
6.5. Real Estate Disclosure Program

Real estate agents are in an ideal position to inform buyers whether a property is in a flood zone and if flood insurance is required. As such, the County, in coordination with the Pinellas Realtor Organization,

provides training to agents to use the online Flood Map Information Service to obtain flood information needed to complete Pinellas County Real Estate Disclosure and Flood Information Brochure. Agents will provide the brochure to their customers, completed with information specific to the property that they are interested in, so that they are made aware of the flood hazard and the flood insurance purchase requirement.

The Town supports the Pinellas County Real Estate Agents Disclosure Program, which is implemented County-wide, including throughout the Town of Redington Shores. The Town sends a letter annually to the real estate professionals in Town to provide information about the program and publicize the Town and County Map Information services and the Real Estate Disclosure and Online Map Service Center trainings (Figure 8).

Figure 8 Real Estate Disclosure Program Outreach



6.6. Flood Protection Assistance and Advisory Service

The Town of Redington Shores Building Department Staff provide one-on-one consultations, and site visits as appropriate, to advise inquirers about property protection measures, such as retrofitting techniques and drainage improvements. The objectives of including the Redington Shores Flood Protection Assistance Advisory Program in this PPI are to

- Increase awareness and use of the service,
- Enhance mitigation information provided

This will increase the likelihood that residents will undertake activities to reduce the flood hazard to their property and in turn could decrease property loss due to flooding.

This service is available to all residents, and the service is publicized on the Town's Flood Information website and in the flood information brochure, which are available at Town Hall. Those most likely to experience flooding and benefit from this assistance, however, should be directly advised of this service. Therefore, a letter and the flood information brochure, containing information about the service, will be mailed directly to residents and businesses in Repetitive Loss Areas (Target Audience 2) annually. Additionally, the real estate flood information brochure, which also includes information about this service, will be provided by real estate agents to buyers of properties in the SFHA (Target Audience 5).

Town staff providing this service should discuss flood mitigation options and recommend discussing retrofit options further with their insurance agent. Staff should also urge inquirers to work closely with design professionals. Staff should also offer supplemental materials to inquirers, such as:

- FEMA [Repairs, Remodeling, Additions, and Retrofitting –Flood](#)
- FEMA [Reducing Flood Risk to Residential Buildings That Cannot Be Elevated](#)
- [Homeowner's Guide to Retrofitting - Six Ways to Protect Your Home From Flooding](#)

A Flood Protection Advise database should also be developed to log inquiries and generate an information report to provide to inquirers.

6.7. Flood Insurance Coverage Plan

In addition to building flood control projects and regulating new development in the floodplain to protect people from the consequences of flooding, the Town of Redington Shores advocates flood insurance. Many people are not aware that flood insurance is available, and many of those who are aware do not see a need to insure their property. The PPI Committee performed an assessment of the level of flood insurance coverage and developed a coverage plan (Appendix 4). The plan includes target audiences and specific messages and projects that publicize the availability of flood insurance and its importance as a preparedness measure.

Additionally, the flood insurance providers on the Town and County PPI Committees serve as voluntary insurance advocates that advise people who have questions about flood insurance. The PPI committee decided that this service should be publicized through the Town's Flood and Insurance Information workshop and on the website. This is a countywide service and is also publicized at the Real Estate Disclosure trainings, on the County website, in Utilitalk, and in direct emails to real estate professionals.

6.8. Natural Functions Open Space Educational Materials

The Town has several parks and preserve areas that provide natural floodplain functions. This provides a venue to educate visitors about the importance of floodplains and emphasize the County's Only Rain Down the Drain campaign. The PPI committee identified the following parks that will be used to provide information about the importance of floodplains and other important flood hazard communication:

- Constitution Park located at 18214 Gulf Boulevard
- Del Bello Park located at 17925 Gulf Boulevard
- Thelma Spitzer Park located at the corner of 176th Avenue and 176 Terrace Drive
- Beach Access Kiosks

6.9. Stream Dumping Regulation

Redington Shores has and enforces a regulation that prohibits dumping or disposal of debris in the drainage system.

Landscapers and stormwater managers were identified as the target audiences to be notified about the regulation. Landscapers are in a position to prevent materials from getting into the County's natural floodplains and drainage and conveyance systems. Additionally, they are required to attend the Pinellas County Landscape BMP Certification classes, which include information about the regulation and about protecting natural floodplain functions.

The Town supports the County's "Only Rain Down the Drain" campaign, which publicizes the County regulation and educates businesses, residents, and visitors about natural floodplains and how they can protect watersheds and prevent flooding caused by drainage system blockages. This outreach includes stormdrain markers, door hangers, informational website, brochures, and neighborhood presentations. The Town facilitates distribution of these materials and information within Redington Shores.

6.10. Emergency Notifications Publicity

The extent of the damage caused by a flood is related not just to its severity, but also early warning to provide timely and effective information that enables people and communities to respond before severe weather hits that may cause flooding. As such, efforts to reduce flood loss throughout Pinellas County, including the Town of Redington Shores, are focused, in part, on early warning systems and providing timely and effective information that enables people and communities to respond when severe weather hits. Both the Town and County Flood Warning and Response Preparations Packages include numerous messages and outreach projects that are prepared in advance, but not implemented until a flood is impending or occurs. The Town's annual flood and hurricane information outreach efforts, such as the flood information brochure (It's Not All Sunshine), Flood and Hurricane Awareness Meeting, TV

Programming (Bright House channel 642), and newsletters inform the public how they will be warned and the safety measures they should take, should flooding occur. This information is also available on the Town website and in the widely distributed Pinellas County All Hazard Guide.

7. Annual Evaluation

The PPI Committee meets a minimum of two times per year to evaluate the PPI for the effectiveness of its projects, audiences, messages, and outcomes and to monitor the implementation of the outreach projects. Each year the Committee distributes a citizen survey and evaluates the results to guide appropriate PPI document updates that may increase the effectiveness of the program. The Committee also evaluates the need for additional projects. In addition to the projects included in this PPI, the committee discussed potential future projects, such as boat owner education.

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 Town of Redington Shores Commission for approval each year.

8. Plan adoption

The Town of Redington Shores PPI was initiated in October 2015. The first PPI Committee meeting took place in November 2015, with several subsequent meetings to develop this comprehensive PPI. The Town of Redington Shores PPI was adopted by the Town Commission on October 12, 2016. Each subsequent year the Commission will review and approve the Annual Update (Appendix 6).

Appendix 1 PPI Committee Meetings

PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE

TOWN OF REDINGTON SHORES

FRIDAY, OCTOBER 21, 2016 – 3:00 PM

AGENDA

CALL TO ORDER

PLEDGE OF ALLEGIENCE

AGENDA ITEMS:

- Committee Members/New Members Commitment for the year
- Review final PPI document presented for adoption at the last Commission meeting
 - Overview of changes made following last PPI meeting
 - Table 2 / Target Audiences - Added Real Estate professionals, Flood Insurance Providers, and/or Lenders
 - Table 4 / PPI Messages & Outcomes = Revised several Topics, Messages and Outcomes
 - Section 6 / Outreach – Additional language added
 - Significant revisions / additions to:
 - Appendix 2 / Ongoing Outreach and Flood Response Projects
 - Appendix 4 / Town of Redington Shores Flood Warning and Response Outreach Package
 - Changes made to address 8/29 auditor comments / review checklist
- PPI Projects and Initiatives Implementation
 - Website content
 - Add page for county-wide projects that the Town supports
 - Town channel slideshow
- Flood Insurance Improvement Plan Kick off
- LMS Action Plan - 2016 Review/Update
- Town engagement of Jones Edmunds & Associates - Khan Boupha

ACTION ITEMS

NEXT MEETING

ADJOURNMENT

PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE

TOWN OF REDINGTON SHORES

FRIDAY, OCTOBER 21, 2016 – 3:00 PM

SIGN-IN SHEET

Name	Committee Member	Initials
Steve Andrews	Building Official	SA
Tim Deboy	Resident	TDD
Lisa Foster	Resident	LF
Kim Harr	Resident	KH
Chris Henderson	Resident	CH
Lee Holmes	Vice Mayor	OUT
Jeff Kareskie	Resident	OUT
Dave Motley	Resident	DM
Buck Best	USAmeribank	BWB
Nick Patel	USAmeribank	NP

TOWN OF REDINGTON SHORES PPI COMMITTEE MEETING MINUTES

PROJECT NAME:	Program for Public Information Committee
MEETING DATE:	October 21, 2016 at 3:00 P.M.
MEETING LOCATION:	17425 Gulf Blvd, Redington Shores, FL 33708
PARTICIPANTS:	Town of Redington Shores and Stakeholders

Attendees are listed in Attachment 1.

I. Purpose

The purpose of this PPI Committee meeting was to review the adopted Town of Redington Shores Program for Public Information (PPI) document and discuss responsibilities and timeframes of each PPI Project / Initiative and to kick off the Flood Insurance Plan.

II. Discussion Items

PPI Committee Chairman Henderson opened the meeting and reviewed the items to be covered from the agenda. Members of the PPI Committee then introduced themselves to the two new meeting attendees, USAmeribank representatives Buck Best and Nick Patel. Committee member, Foster, led the committee through a review of the PPI document changes made to the PPI document since the previous PPI Committee meeting on April 8th. Revisions were based on comments provided by the Committee and the CRS courtesy review.

The committee then reviewed the implementation status of the Town's current PPI Projects and Initiatives. Member Dave Motley agreed to evaluate the Parks & Rec Education Materials posted in the Town's parks and assist with the placement of "Only Rain Down the Drain" storm drain plaques. Henderson will continue working on the Flood Information slide show to be played in the Town cable channel. Building Official Steve Andrews agreed to incorporate delivery of the Flood Information Brochure and instructions on the Pinellas County Sherriff's reentry pass with all future Certificate of Occupancy applications submitted to the Town. This will be added as an additional PPI project.

III. Action Items

- Add "Homebuilders / Construction Contractors" as a Target Audience for next revision of PPI document (Foster).
- Check Educational Materials posted on kiosks at Town parks and ensure that information has been updated to include PPI Messages from Table 4. (Motley)
- Finalize Bright House town channel slideshow with Messages that will include PPI Outreach Project (OP) and Flood Response Project (FRP) messages (including messages for impending flood (watch and warning), during a flood, and after a flood. (Henderson))
- Check on status of Town's social media strategy and willingness to set up a Facebook page for use in disseminating critical Flood Hazard information to Redington Shores residents and businesses. Investigate NextDoor social media options. (Henderson)
- Work with the Town and County in order to ensure that all storm drains are properly marked with an "Only Rain Down the Drain" markers. (Motley)

- Obtain written instructions for remotely setting up Town phone message for use during and after severe storm event. Scripting of message can be performed at next PPI meeting. (Andrews)
- Incorporate Sherriff reentry pass notification and flood information brochure delivery into the Certificate of Occupancy application process going for future CO's. (Andrews)
- Provide selected Town LMS documents to PPI committee for review. (Henderson)
- Schedule next PPI Committee meeting on Friday the 13th of January, 2016 at 3:00 PM. (Henderson)

After reviewing the Action Items, the meeting was adjourned at 4:00 PM.

Attachment 1
PPI Committee Meeting Attendees

Chris Henderson	PPI Committee Chair / Resident
Lee Holmes	Redington Shores Vice Mayor
Steve Andrews	Redington Shores Building Official
Steve Andrews	Building Official (Designated Floodplain Coordinator & PIO)
Tim Deboy	Resident
Lisa Foster	Resident
Kim Harr	Resident
Dave Motley	Resident
Buck Best	USAmeribank
Nick Patel	USAmeribank



PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE

Friday, April 28, 2017 – 3:30 PM

AGENDA

I. CALL TO ORDER

II. PLEDGE OF ALLEGIENCE

III. AGENDA ITEMS:

A. Volunteer Minutes Taker

B. Jan Meeting Action Items Status

- Post flood brochure and Natural Floodplains Information sheet at 3 of the town bulletin boards plus Surfside Beach Club and take photos (Dave)
- Provide listing of PPI messages to Mary so that she can include selected messages in all future newsletters that go out (Henderson)
- Print out individual mailing lists and obtain copies of postage receipts for direct mail outs of flood brochures to each target audience (Repetitive Loss, SFHA, Storm Surge)(Steve).
- Print out mailing list and obtain copies of postage receipts for the direct mail sent to the realtors and identify topics covered (determine if once or twice) – (Steve)
- Obtain listing of the brochures available at the front desk and library and take a photo of each (Dave)
- Scan brochures and identify topics covered by each brochure, mark it up and forward by pdf to Lisa (Dave / Andrews)
- Provide photo of sandbag notice posted at the Surfside Beach Club (Dave).
- Print copies of all Constant Contact messages that have been sent out and highlight any PPI messages included (Steve / Henderson)
- Ensure that all brochures listed in the PPI document are included in the door hanger bags, identify topics covered by each brochure, mark it up and forward by pdf to Lisa (Dave / Andrews)
- Write up a narrative on the insurance overview for the Flood Insurance Assessment and Improvement Plan once Lisa provides a copy of the Pinellas county narrative (Kim / Henderson)
- Prepare a brief 2-3 minute statement for the Vice - Mayor to read announcing a "Flood Insurance Awareness Month" (Kim).
- Coordinate February Commission Meeting and add to Constant Contact e-mail (Vice Mayor Holmes)
- Organize / schedule Flood Insurance workshop (Kim)
- Prepare flood insurance information flyer (Kim / Lisa)



- Review Flood Insurance tab of Town website and recommend any changes / additions (Kim)
- Obtain written instructions for remotely setting up Town phone message for use during and after severe storm event. (Andrews)
- Send warning and response plan phone message scripts to committee for review (Lisa)
- Incorporate Sherriff reentry pass notification and flood information brochure delivery into the Certificate of Occupancy application process going for future CO's. (Andrews)

C. PPI Annual Review and 2017 Update Report

- Committee
- Target Audiences
- Messages
- Projects
- Initiatives
- FRP

D. Hurricane Season – Project Priorities

- Annual Flood & Hurricane Information Meeting 5/15/2017 @7:PM

E. Flood Information Needs Survey

F. Flood Insurance Assessment, Plan, and Implementation

G. Upcoming verification – PPI Priorities

- End of Summer
- PPI Projects documentation and point calculation

IV. ACTION ITEMS

V. NEXT MEETING

VI. ADJOURNMENT



PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE

Friday, April 28, 2017 – 3:30 PM

Minutes

I. Attendees:

Lisa Foster, PPI Committee Chair / Resident

Steve Andrews, Redington Shores Building Official (Designated Floodplain Coordinator)

Kim Harr, Resident, PPI Flood Insurance Advocate

Chris Henderson, Resident

Lee Holmes, Resident

Jeff Kareskie, Resident

Dave Motley, Resident

Tim DeBoy, Resident

II. Jan Meeting Action Items

Action items were reviewed. Activities completed since January include:

- Flood Information Brochure and Natural Floodplains Information posted on bulletin boards in parks
- Newsletter and flood info brochure distributed to Town via Beach Beacon
- PPI messages being included in email blasts and newsletters
- February deemed Flood Insurance Awareness Month by Mayor Adams
- Flood Insurance Information Workshop held in Feb.
- Real Estate Flood Disclosure and Map Training – Town notified Realtors about the training, training was held by County in March.

Activities in progress include:

- Compilation of outreach documentation for 2017 CRS verification
- Flood Insurance Assessment (Jones Edmunds)
- Flood Insurance brochure/flyer
- FRP being incorporated into Emergency Response Plan
- Compile informational materials for Homeowners of Newly Constructed Homes (new project)



III. PPI Annual Review and 2017 Update Report

- Committee
 - Lee Holmes made a motion that we nominate the newly elected District 1 Commissioner, Pat Drumm, to join the PPI Committee. Pat oversees the Town's Emergency Response efforts and all of the Town Commissioners serve as the Town's Public Information Officers. Lisa seconded motion. Lee Holmes then resigned from the PPI Committee.
- Target Audiences
 - Add Homeowners of Newly Constructed Homes
- Messages
 - Add new message to remind residents to not create a wake when driving through flooded areas.
- Projects
 - Add project to provide informational materials for Homeowners of Newly Constructed Homes
- Initiatives
 - Discussed challenge of new homeowners purchasing noncompliant homes and agreed to request the County to add additional information to the Realtor training.
- FRP
 - Move "After" door hangers project from County-wide to Town project list
- Flood Insurance Assessment, Plan, and Implementation
 - In progress
 - Target Audiences: Repetitive Loss Areas, Realtors
 - Projects:
 - Completed:
 - Annual Flood Insurance Information workshop
 - Flood Insurance Information Training for Real Estate Professionals (County-wide, included in Flood Disclosure Training)
 - Priority to-do projects:
 - Repetitive Loss Area mail-out
 - Flood Insurance Information brochure/flyer
 - Flood and Hurricane meeting: PPI presentation to include flood insurance info and insurance brochure/flyer to be handed out
- Annual Update report
 - All projects were reviewed and status compiled in the project table to be added as an appendix in the 2017 PPI document.

IV. Hurricane Season – Project Priorities

- Annual Flood & Hurricane Information Meeting 5/15/2017 @7:PM and publicity (calendar, email blast, facebook event)
- Flood Information Needs Survey – Hard Copy and link to be provided at Flood & Hurricane Meeting, sent via email blast, link to survey on website and facebook
- Repetitive Loss Area mailout



V. ACTION ITEMS

- A. Verification documentation (Steve / Henderson)
 - i. Summarize messages from the hardcopy Constant Contact printouts and add the mesPrint copies of all Constant Contact messages that have been sent out and highlight any PPI messages included
 - ii. Save screen shots of messages Mary is posting to the Town's Facebook, mark them up by topic, add to spreadsheet
 - iii. Steve to summarize on spreadsheet from stack of papers.
- B. Door hanger bags inventory (Steve / Dave).
 - i. Steve and Dave to evaluate what is in the bag and what we need to remove from the report
 - ii. Steve and Dave to review the contents of the bags and determine which topics are covered on the contents of bag and place it on the spreadsheet.
- C. Flood Insurance Plan (JE/PPI Committee)
 - i. Detailed Countywide analysis in progress by Jones Edmunds. Incorporate into Town Flood Insurance Plan (in progress) when complete and evaluate if additional audiences or projects need to be identified based on those results.
- D. Prepare flood insurance brochure (Lisa / Kim)
- E. Review Flood Insurance tab of Town website and recommend any changes / additions (Kim)
- F. Town phone message scripts and instructions (for use during and after severe storm event): Add the instructions to the Emergency Response Plan(Steve)
- G. Add "Review of the Emergency Response Plan" to the agenda for the next PPI meeting (Lisa).
- H. Compile info for owners of newly constructed homes (eg 'welcome' package), Flood Info brochure, Sherriff reentry pass notification, important phone numbers, etc (Project changed from providing with Certificate of Occupancy application process since the homeowner may not come in for the CO) (Tim, Dave, and Steve)
- I. Review website to ensure that we have the FEMA letter link on the town site (Steve).
- J. Request from Kahn the "Itemized by activity" budget for FY18 (Steve).
- K. Review Messages one last time and ensure that you send any proposed changes are sent to Lisa next week (All)
- L. Flood and Hurricane meeting:
 - i. Prepare flyer (Kim)
 - ii. Send e-mail blast (Kim/Mary)
 - iii. Add as event to FB (Mary)
 - iv. Add to website calendar (Tracy)
 - v. Send topics to Lisa to mention during PPI presentation (include "no wake" and enclosures below base flood in post-FIRM structures are non-compliant) (Tim)
- M. Update PPI for 2017 Annual Review and Update completed at this meeting (Lisa)
- N. Review / revise repetitive loss area letter and send out (Steve/Mary)
- O. Create updated survey for residents (Chris)
 - i. Print hard copies for handouts before hurricane presentation (Tracy/Mary)
 - ii. Link from Town website (Tracy/Mary)
 - iii. Send E-mail blast (Tracy/Mary)
 - iv. Post to facebook (Tracy/Mary)



VI. NEXT MEETING

The next meeting will be scheduled once the Town receives a date for their 2017 CRS Verification Visit. Objectives of that meeting will be to:

- Finalize the 2017 PPI update, including the Flood Insurance Plan, to submit to the Board.
- Review and compile any outstanding outreach documentation for verification visit

VII. ADJOURNMENT

The Redington Shores PPI Committee meeting adjourned at 5:00 PM.

PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE

TOWN OF REDINGTON SHORES

FRIDAY, January 13, 2017 – 3:00 PM

AGENDA

CALL TO ORDER

PLEDGE OF ALLEGIENCE

AGENDA ITEMS:

- PPI Committee nominations
- Review of upcoming verification
- Develop PPI Projects documentation and point calculation
- Review of Flood Insurance Assessment
- Develop Coverage Improvement Plan (Projects, Flood Insurance Advocate)

ACTION ITEMS

NEXT MEETING

ADJOURNMENT

PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE

TOWN OF REDINGTON SHORES

FRIDAY, JANUARY 13, 2017 – 3:00 PM

SIGN-IN SHEET

Name	Committee Member	Initials
Steve Andrews	Building Official	SA
Tim Deboy	Resident	OUT
Lisa Foster	Resident	LF
Kim Harr	Resident	KBA
Chris Henderson	Resident	CH
Lee Holmes	Vice Mayor	LH
Jeff Kareskie	Resident	OUT
Dave Motley	Resident	DM
Buck Best	USAmeribank	BWB
Nick Patel	USAmeribank	NP

TOWN OF REDINGTON SHORES PPI COMMITTEE MEETING MINUTES

PROJECT NAME:	Program for Public Information Committee
MEETING DATE:	January 13, 2017 at 3:00 P.M.
MEETING LOCATION:	17425 Gulf Blvd, Redington Shores, FL 33708
PARTICIPANTS:	Town of Redington Shores and Stakeholders

Attendees are listed in Attachment 1.

I. Purpose

The purpose of this PPI Committee meeting was to review documentation of PPI Projects in advance of the upcoming verification, discuss the Flood Insurance Assessment, and develop the Flood Insurance Plan.

II. Discussion Items

PPI Committee Chair Henderson opened the meeting and discussed committee roles for the upcoming year. Vice Mayor Holmes made a motion that we appoint Lisa Foster as Chair of the Redington Shores PPI Committee. Dave Motley seconded the motion and all members voted in favor of appointing Lisa as Committee Chair.

Lisa then led the group through a number of items that would be required for the upcoming verification. Discussion ensued and several items were marked as follow-up tasks for members of the committee. The committee agreed that the town's flood brochure would be posted at 3 town parks plus the surfside beach club and that we would add the message "Hire a licensed contractor" to the next turn of the PPI Document. Lisa then recommended that we incorporate the Flood Insurance Assessment and Plan into the PPI document as an appendix. The committee discussed developing a Flood Insurance Workshop to be held at the conclusion of the next Redington Shores Town Workshop.

III. Action Items

- Post flood brochure and Natural Floodplains Information sheet at 3 of the town bulletin boards plus Surfside Beach Club and take photos (Dave)
- Provide listing of PPI messages to Mary so that she can include selected messages in all future newsletters that go out (Henderson)
- Print out individual mailing lists and obtain copies of postage receipts for direct mail outs of flood brochures to each target audience (Repetitive Loss, SFHA, Storm Surge)(Steve).
- Print out mailing list and obtain copies of postage receipts for the direct mail sent to the realtors and identify topics covered (determine if once or twice) – (Steve)
- Obtain listing of the brochures available at the front desk and library and take a photo of each (Dave)
- Scan brochures and identify topics covered by each brochure, mark it up and forward by pdf to Lisa (Dave / Andrews)
- Provide photo of sandbag notice posted at the Surfside Beach Club (Dave).

- Print copies of all Constant Contact messages that have been sent out and highlight any PPI messages included (Steve / Henderson)
- Ensure that all brochures listed in the PPI document are included in the door hanger bags, identify topics covered by each brochure, mark it up and forward by pdf to Lisa (Dave / Andrews)
- Write up a narrative on the insurance overview for the Flood Insurance Assessment and Improvement Plan once Lisa provides a copy of the Pinellas county narrative (Kim / Henderson)
- Prepare a brief 2-3 minute statement for the Vice - Mayor to read announcing a "Flood Insurance Awareness Month" (Kim).
- Coordinate February Commission Meeting and add to Constant Contact e-mail (Vice Mayor Holmes)
- Organize / schedule Flood Insurance workshop (Kim)
- Prepare flood insurance information flyer (Kim / Lisa)
- Review Flood Insurance tab of Town website and recommend any changes / additions (Kim)
- Obtain written instructions for remotely setting up Town phone message for use during and after severe storm event. (Andrews)
- Send warning and response plan phone message scripts to committee for review (Lisa)
- Incorporate Sherriff reentry pass notification and flood information brochure delivery into the Certificate of Occupancy application process going for future CO's. (Andrews)

Schedule next session – Friday April 28th

After reviewing the Action Items, committee members agreed that our next meeting would be held on Friday April 28, 2017. The Redington Shores PPI Committee meeting was then adjourned at 4:30 PM.

Attachment 1
PPI Committee Meeting Attendees

Chris Henderson	PPI Committee Chair / Resident
Lee Holmes	Redington Shores Vice Mayor
Steve Andrews	Redington Shores Building Official
Steve Andrews	Building Official (Designated Floodplain Coordinator & PIO)
Lisa Foster	Resident
Kim Harr	Resident
Dave Motley	Resident
Buck Best	USAmeribank
Nick Patel	USAmeribank

Appendix 2 Ongoing Outreach and Flood Response Projects

A. Town of Redington Shores Outreach

Town of Redington Shores Ongoing Outreach
Flood-information mailout to all Redington Shores Residents
Flood-information mailout to Redington Shores Repetitive Loss Area Residents
Flood-information insert in Beach Beacon
Natural Floodplain Functions and Protection Information on bulletin boards at parks and beach
Website news and information
Newsletters/eNewsletters
General Flood Information TV Programming (Bright House channel 642)
Flood Information Materials available online and at Town Hall:
Redington Shores Flood Information Brochure
Answers to Questions about Substantially Damaged Buildings – FEMA – 213
Who is at Risk for Flooding?
Safety First – Disaster Preparedness – ICC
Recovering from Flood Damage: A Guide for the Renter, Homeowner and Business Owner
Storm Information – Progress Energy
County-wide informational materials, available at Town Hall, County buildings, libraries
Pinellas County All-Hazard Guide
Post Disaster Consumer Tips – Pinellas County
Be Prepared Before a Flood
Roof and Home Protection – Hurricane Harness, Inc.
Hurricane Safety Tips – Seminole Fire & Rescue
Hurricane Preparedness 3 Day Checklist
Your Family Disaster Plan – FEMA L-191
Emergency Preparedness Checklist
Myths and Facts About the NFIP
FEMA Publications at Gulf Beaches Public Library
Mold: Tips on Prevention and Control – ICC
Preferred Risk Policy – Flood Insurance – NFIP
Reinforce or Replace Garage Doors – FEMA
Protect Windows and Doors with Covers – FEMA
Remove Trees and Potential Windborne Missiles - FEMA

B. Pinellas County Pinellas County County-wide Outreach

Pinellas County County-wide Ongoing PPI Projects
E-News/E-Lert newsletters
Social Media posts
UtiliTalk Newsletter - Flood info content
All-Hazard Guide - English and Spanish - Countywide distribution
Real Estate Agents Flood Disclosure and Information Brochure distribution by real estate professionals

Pinellas County County-wide Ongoing PPI Projects
Flood Map Service Center Training Sessions
CRS Users Group Meetings
Only Rain Down the Drain Campaign activities and informational materials
Landscape BMP Certification classes (English & Spanish)
Watershed Brochure in Vietnamese
Informational Videos
News releases
Events
FFMA Elevation Certificate training
Redington Shores Flood and Hurricane Awareness Town Meeting - Presentation by Pinellas County Emergency Management
Flood Insurance and mitigation techniques community workshops by Flood Risk Evaluator (f.r.e.)
Home Depot Hurricane Expo - Palm Harbor
Seminole Hurricane Expo
Science Center of Pinellas County
City of Indian Rocks Beach Public Safety Day
Lakes & Ponds Education Day
Landscape BMP Certification classes (English)
Landscape BMP Certification classes (Spanish)
Stormdrain Marking Projects
Tampa Bay Regional Planning Council ONE BAY CRS Workshop
Events and Meetings via Pinellas County's Speakers Bureau

C. Outreach by Other Organizations

Organization	Outreach	Type	url
Floodsmart	Multiple	Publications, Website, Tools	https://www.floodsmart.gov/floodsmart/
FDEM	Multiple	Publications and Website	http://www.floridadisaster.org/EMTOOLS/Severe/floods.htm
FDEM	Flood Info Rack Cards	Publication	http://www.floridadisaster.org/mitigation/CRS/
FDEP	Multiple	Publications and Website	http://www.dep.state.fl.us/beaches/
FDEP	<i>Building Near the Beach?</i>	Interactive Map	http://ca.dep.state.fl.us/mapdirect/?focus=beaches
Municipalities	Flood Information Websites and Brochures	Publications and Website	multiple
UF IFIS Extension	Multiple	Publications and Website	http://solutionsforyourlife.ufl.edu/
UF IFIS Extension	Disasters: Preparation and Recovery	Publications and Website	http://solutionsforyourlife.ufl.edu/disaster_prep/general_info.shtml

Organization	Outreach	Type	url
UF IFIS Extension	HOMEOWNERS HANDBOOK TO PREPARE FOR NATURAL HAZARDS	Publications and Website	http://solutionsforyourlife.ufl.edu/pdf/FL_homeowners_handbook.pdf
UF IFIS Extension	The Disaster Handbook (Chaper 1-4 preparedness through recovery; Chapter 9 Flooding)	Publications and Website	http://disaster.ifas.ufl.edu/chap9fr.htm
SWFWMD	Understanding Flooding & Floodplains A Guide to Protecting Lives and Property From Flooding	Publications and Website	http://www.swfwmd.state.fl.us/publications/files/understanding_flooding.pdf
SWFWMD	Watershed Management Program Floodplain Map Viewer	Interactive Map	https://www.swfwmd.state.fl.us/projects/wmp/disclaimer.php
SWFWMD	Federal Flood Map Updates General Information	Publications and Website	https://www.swfwmd.state.fl.us/emergency/floodriskprojects/ema-generalinfo.pdf
Nature Conservancy	Multiple	Publications and Website	http://www.nature.org/ourinitiatives/habitats/riverslakes/natural-solutions-for-reducing-flood-risk-factsheet.pdf
Sea Grant	Multiple	Publications and Website	https://www.flseagrant.org/climatechange/coastalplanning/
Sea Grant	Volunteer Recruitment	Events and Research	https://www.flseagrant.org/climatechange/coastalplanning/
Sea Grant	Social Media	Web	https://twitter.com/pinellaseagrant
Storm Team 8 WFLA-TV	Hurricane-Ready	Website	http://wfla.com/category/weather/hurricanes/
Storm Team 8 WFLA-TV	Hurricane-Ready Guide 2016	Publication	http://wx.wfla.com/specialprojects/hurricane2016/wfla_hurricane_guide.pdf
Storm Team 8 WFLA-TV	Surviving the Storm	Website	http://wx.wfla.com/specialprojects/hurricane2016/
Storm Team 8 WFLA-TV	News and weather	TV, Social Media, Website	
Bay News 9	News and weather	TV, Social Media, Website, App	http://www.baynews9.com/flooding.html
Bay News 9	Storm Threat 2016 - Keeping you Safe	Publications and Website	http://www.baynews9.com/hurricane.html
Bay News 9	Hurricane Guide	Publication	http://www.baynews9.com/hurricane.html
TBO Hurricane Guide	Information and tracking map	Website and Interactive Map	http://www.tbo.com/hurricane-guide/

Organization	Outreach	Type	url
Tampa Bay Times	2016 HURRICANE PREPAREDNESS GUIDE	Website	http://www.tampabay.com/topics/specials/hurricane-preparedness.page
Tampa Bay Times	2017 HURRICANE PREPAREDNESS GUIDE	Newspaper insert	https://issuu.com/timescreative/docs/hurricaneguide2016_lores?e=10555583/35952277
Tampa Bay Times	News	Website and Newspaper	http://www.tampabay.com/news/weather/hurricanes/still-tropical-depression-nine-drenching-tampa-bay-morning-commuters/2291644
ABC Action News	PERSONALIZED HURRICANE SURVIVAL GUIDE	Interactive Map	http://www.abcactionnews.com/hurricane
ABC Action News	Storm Shield: Get severe weather alerts for ANY type of phone	App	http://www.abcactionnews.com/weather/storm-shield-a-sophisticated-weather-radio-on-your-iphone-and-android
ABC Action News	News and weather	TV, Social Media, Website, App	http://www.abcactionnews.com/
CBS Tampa Bay, CW44	Hurricane Guide	Website	http://tampa.cbslocal.com/hurricane-guide/
CBS Tampa Bay, CW45	News and weather	TV, Social Media, Website, App	http://tampa.cbslocal.com/

Appendix 3

PPI Projects

ProjectID	Project
1	Flood Information Brochure

Description				
<p>The Town of Redington Shores Flood Information brochure was identified as a project for the 2016 PPI. The brochure content includes succinct information on the CRS priority topics and additional messages developed by the PPI, and provides publicity for flood related town services and regulations. The brochure was designed so readers will be able to quickly grasp the main points and are directed to the flood information resources and/or staff for additional information.</p> <p>The PPI Committee also identified several target audiences that may benefit from the brochure and will receive the brochure in the mail annually prior to hurricane season. Additionally, stakeholder, such as insurance agents presenting to condominium associations, will also distribute the brochures.</p>				
Target Audience(s)				
Residents and businesses in Repetitive Loss Areas, Residents and businesses in the Special Flood Hazard Area, Residents and businesses in the storm surge area, Pre-Firm Residents and Businesses, Residents and businesses in Repetitive Loss or Severe Repetitive Loss properties that have been identified by FEMA as eligible to receive FEMA mitigation grants., Customers of Redington Shores services, Condominium associations and residents, Pet owners, Special interest				
Distribution	CRS Activities	Responsible Party	Schedule	Stakeholder Implementation
Website, Social Media, Email, Direct Mail, Newsletters, Newspaper, Static Locations, Event, Door Hangers	320, 330, 340, 350, 360, 370, 540, 610	CRS Coordinator	Ongoing implementation; Annual Review	<input checked="" type="checkbox"/>

1	Know your flood hazard	A1	Find out what your flood risk is.	a1	Better prepared and informed residents and businesses
1	Know your flood hazard	A2	Stay Connected	a1	Better prepared and informed residents and businesses
10	Protect your pet from flood hazards	J1	Find the closest pet friendly accommodations for a flooding event.	j1	Reduce the number of abandoned animals after a flooding event.
10	Protect your pet from flood hazards	J2	GET A PLAN! Make sure that you have an emergency plan for you, your loved ones, and your pets. Visit www.flgetaplan.com to make yours.	j2	Reduced number of rescue calls
2	Insure your property for your flood hazard	B1	Get flood insurance for your home, business, or rental.	b1	Increase in number of flood insurance policies.
3	Protect people from the hazard	C1	Turn Around Don't Drown.	c1	Reduced number of rescue calls
3	Protect people from the hazard	C2	Stay Connected.	c2	Improved efficiency of evacuations.
4	Protect your property from the hazard	D1	Keep debris and trash out of the streets and drainage system.	d1	Reduced localized flooding
4	Protect your property from the hazard	D2	Clear storm drains to prevent flooding.	d1	Reduced localized flooding

ProjectID	Project				
1	Flood Information Brochure				
4	Protect your property from the hazard	D3	Elevate your equipment, such as water heaters, AC units, etc.	d2	Reduced property loss from flooding
5	Build responsibly	E1	Find out what building permits you need.	e1	Increased compliance and reduced flood loss
6	Protect natural floodplain functions	F1	Only Rain Down the Drain.	f1	Improvement in water quality and natural storage capacity
6	Protect natural floodplain functions	F2	Do not walk on sand dunes or disturb vegetation; they protect beaches from erosion and help to lessen flooding during coastal storms.	f2	Sand dunes will be protected, which will help protect landward structures..
7	Hurricane preparedness	G1	Know Your Zone. The Town of Redington Shores is located in Hurricane Evacuation Zone A.	g1	Improved efficiency of evacuations.
7	Hurricane preparedness	G1	Know Your Zone. The Town of Redington Shores is located in Hurricane Evacuation Zone A.	g2	Reduced number of rescue calls
8	General preparedness	H1	GET A PLAN! Make sure that you have an emergency plan for you, your loved ones, and your pets. Visit www.flgetaplan.com to make yours.	h1	Less damage and injury from a storm
8	General preparedness	H1	GET A PLAN! Make sure that you have an emergency plan for you, your loved ones, and your pets. Visit www.flgetaplan.com to make yours.	h2	Reduced number of rescue calls
9	Flood Economics	I1	Find out how much flood damage could cost you.	i1	Increase in awareness of the expense of flooding.
9	Flood Economics	I1	Find out how much flood damage could cost you.	i2	Increase in number of flood insurance policies.
9	Flood Economics	I2	Support the Town's participation in the NFIP CRS by getting involved with flood information outreach.	i3	Improved understanding of costs associated with flooding and flood insurance.

ProjectID	Project
2	Newsletters/eNewsletters

Description				
Flood Information will be included in Town and neighborhood newsletters and email blasts. The PPI is also working to grow the electron eNewsletter distribution list.				
Target Audience(s)				
N/A				
Distribution	CRS Activities	Responsible Party	Schedule	Stakeholder Implementation
Website, Social Media, Email, Direct Mail, Newsletters, Newspaper, Static Locations, Event, Door Hangers	320, 330, 340, 350, 360, 370, 420, 510, 540, 610	CRS Coordinator	Quarterly and additional as appropriate	<input checked="" type="checkbox"/>

1	Know your flood hazard	A1	Find out what your flood risk is.	a1	Better prepared and informed residents and businesses
1	Know your flood hazard	A2	Stay Connected	a1	Better prepared and informed residents and businesses
10	Protect your pet from flood hazards	J1	Find the closest pet friendly accommodations for a flooding event.	j1	Reduce the number of abandoned animals after a flooding event.
10	Protect your pet from flood hazards	J2	GET A PLAN! Make sure that you have an emergency plan for you, your loved ones, and your pets. Visit www.flgetaplan.com to make yours.	j2	Reduced number of rescue calls
2	Insure your property for your flood hazard	B1	Get flood insurance for your home, business, or rental.	b1	Increase in number of flood insurance policies.
3	Protect people from the hazard	C1	Turn Around Don't Drown.	c1	Reduced number of rescue calls
3	Protect people from the hazard	C2	Stay Connected.	c2	Improved efficiency of evacuations.
4	Protect your property from the hazard	D1	Keep debris and trash out of the streets and drainage system.	d1	Reduced localized flooding
4	Protect your property from the hazard	D2	Clear storm drains to prevent flooding.	d1	Reduced localized flooding

ProjectID	Project				
2	Newsletters/eNewsletters				
4	Protect your property from the hazard	D3	Elevate your equipment, such as water heaters, AC units, etc.	d2	Reduced property loss from flooding
5	Build responsibly	E1	Find out what building permits you need.	e1	Increased compliance and reduced flood loss
6	Protect natural floodplain functions	F1	Only Rain Down the Drain.	f1	Improvement in water quality and natural storage capacity
6	Protect natural floodplain functions	F2	Do not walk on sand dunes or disturb vegetation; they protect beaches from erosion and help to lessen flooding during coastal storms.	f2	Sand dunes will be protected, which will help protect landward structures..
7	Hurricane preparedness	G1	Know Your Zone. The Town of Redington Shores is located in Hurricane Evacuation Zone A.	g1	Improved efficiency of evacuations.
7	Hurricane preparedness	G1	Know Your Zone. The Town of Redington Shores is located in Hurricane Evacuation Zone A.	g2	Reduced number of rescue calls
8	General preparedness	H1	GET A PLAN! Make sure that you have an emergency plan for you, your loved ones, and your pets. Visit www.flgetaplan.com to make yours.	h1	Less damage and injury from a storm
8	General preparedness	H1	GET A PLAN! Make sure that you have an emergency plan for you, your loved ones, and your pets. Visit www.flgetaplan.com to make yours.	h2	Reduced number of rescue calls
9	Flood Economics	I1	Find out how much flood damage could cost you.	i1	Increase in awareness of the expense of flooding.
9	Flood Economics	I1	Find out how much flood damage could cost you.	i2	Increase in number of flood insurance policies.
9	Flood Economics	I2	Support the Town's participation in the NFIP CRS by getting involved with flood information outreach.	i3	Improved understanding of costs associated with flooding and flood insurance.

ProjectID	Project
3	Annual Hurricane and Flood Hazard Awareness Town Meeting

Description

The Flood and Hurricane Awareness Town meeting includes speakers from the County, Seminole Fire Department, Weather Service, Town staff, and stakeholder members of the PPI committee. All 10 priority topics are covered and flood information handouts are provided to attendees.

Target Audience(s)
N/A

Distribution	CRS Activities	Responsible Party	Schedule	Stakeholder Implementation
Website, Event, Television broadcast	330, 610	CRS Coordinator	Annually in May	<input checked="" type="checkbox"/>

1	Know your flood hazard	A1	Find out what your flood risk is.	a1	Better prepared and informed residents and businesses
1	Know your flood hazard	A2	Stay Connected	a1	Better prepared and informed residents and businesses
10	Protect your pet from flood hazards	J1	Find the closest pet friendly accommodations for a flooding event.	j1	Reduce the number of abandoned animals after a flooding event.
10	Protect your pet from flood hazards	J2	GET A PLAN! Make sure that you have an emergency plan for you, your loved ones, and your pets. Visit www.flgetaplan.com to make yours.	j2	Reduced number of rescue calls
2	Insure your property for your flood hazard	B1	Get flood insurance for your home, business, or rental.	b1	Increase in number of flood insurance policies.
3	Protect people from the hazard	C1	Turn Around Don't Drown.	c1	Reduced number of rescue calls
3	Protect people from the hazard	C2	Stay Connected.	c2	Improved efficiency of evacuations.
4	Protect your property from the hazard	D1	Keep debris and trash out of the streets and drainage system.	d1	Reduced localized flooding
4	Protect your property from the hazard	D2	Clear storm drains to prevent flooding.	d1	Reduced localized flooding

ProjectID	Project				
3	Annual Hurricane and Flood Hazard Awareness Town Meeting				
4	Protect your property from the hazard	D3	Elevate your equipment, such as water heaters, AC units, etc.	d2	Reduced property loss from flooding
5	Build responsibly	E1	Find out what building permits you need.	e1	Increased compliance and reduced flood loss
6	Protect natural floodplain functions	F1	Only Rain Down the Drain.	f1	Improvement in water quality and natural storage capacity
6	Protect natural floodplain functions	F2	Do not walk on sand dunes or disturb vegetation; they protect beaches from erosion and help to lessen flooding during coastal storms.	f2	Sand dunes will be protected, which will help protect landward structures..
7	Hurricane preparedness	G1	Know Your Zone. The Town of Redington Shores is located in Hurricane Evacuation Zone A.	g1	Improved efficiency of evacuations.
7	Hurricane preparedness	G1	Know Your Zone. The Town of Redington Shores is located in Hurricane Evacuation Zone A.	g2	Reduced number of rescue calls
8	General preparedness	H1	GET A PLAN! Make sure that you have an emergency plan for you, your loved ones, and your pets. Visit www.flgetaplan.com to make yours.	h1	Less damage and injury from a storm
8	General preparedness	H1	GET A PLAN! Make sure that you have an emergency plan for you, your loved ones, and your pets. Visit www.flgetaplan.com to make yours.	h2	Reduced number of rescue calls
9	Flood Economics	I1	Find out how much flood damage could cost you.	i1	Increase in awareness of the expense of flooding.
9	Flood Economics	I1	Find out how much flood damage could cost you.	i2	Increase in number of flood insurance policies.
9	Flood Economics	I2	Support the Town's participation in the NFIP CRS by getting involved with flood information outreach.	i3	Improved understanding of costs associated with flooding and flood insurance.

ProjectID	Project
4	Flood Information on Social media (Facebook and Nextdoor)

Description

The Town of Redington Shores started Facebook and Nextdoor social media pages in conjunction with development of a new Town website in 2016. Flood information will be shared via the town's Facebook and Nextdoor pages along with other town information. The PPI Committee posts at least one message per month on the Town's website news page and social media pages. Additional flood information will be posted by the town or will be shared from the County social media sites appropriate, such as during a storm event.

Target Audience(s)
N/A

Distribution	CRS Activities	Responsible Party	Schedule	Stakeholder Implementation
Social Media	320, 330, 340, 350, 360, 370, 540, 610	CRS Coordinator	In tandem with website: Summer 2016- New Site	<input type="checkbox"/>

1	Know your flood hazard	A1	Find out what your flood risk is.	a1	Better prepared and informed residents and businesses
1	Know your flood hazard	A2	Stay Connected	a1	Better prepared and informed residents and businesses
10	Protect your pet from flood hazards	J1	Find the closest pet friendly accommodations for a flooding event.	j1	Reduce the number of abandoned animals after a flooding event.
10	Protect your pet from flood hazards	J2	GET A PLAN! Make sure that you have an emergency plan for you, your loved ones, and your pets. Visit www.flgetaplan.com to make yours.	j2	Reduced number of rescue calls
2	Insure your property for your flood hazard	B1	Get flood insurance for your home, business, or rental.	b1	Increase in number of flood insurance policies.
3	Protect people from the hazard	C1	Turn Around Don't Drown.	c1	Reduced number of rescue calls
3	Protect people from the hazard	C2	Stay Connected.	c2	Improved efficiency of evacuations.
4	Protect your property from the hazard	D1	Keep debris and trash out of the streets and drainage system.	d1	Reduced localized flooding
4	Protect your property from the hazard	D2	Clear storm drains to prevent flooding.	d1	Reduced localized flooding

ProjectID	Project				
4	Flood Information on Social media (Facebook and Nextdoor)				
4	Protect your property from the hazard	D3	Elevate your equipment, such as water heaters, AC units, etc.	d2	Reduced property loss from flooding
5	Build responsibly	E1	Find out what building permits you need.	e1	Increased compliance and reduced flood loss
6	Protect natural floodplain functions	F1	Only Rain Down the Drain.	f1	Improvement in water quality and natural storage capacity
6	Protect natural floodplain functions	F2	Do not walk on sand dunes or disturb vegetation; they protect beaches from erosion and help to lessen flooding during coastal storms.	f2	Sand dunes will be protected, which will help protect landward structures..
7	Hurricane preparedness	G1	Know Your Zone. The Town of Redington Shores is located in Hurricane Evacuation Zone A.	g1	Improved efficiency of evacuations.
7	Hurricane preparedness	G1	Know Your Zone. The Town of Redington Shores is located in Hurricane Evacuation Zone A.	g2	Reduced number of rescue calls
8	General preparedness	H1	GET A PLAN! Make sure that you have an emergency plan for you, your loved ones, and your pets. Visit www.flgetaplan.com to make yours.	h1	Less damage and injury from a storm
8	General preparedness	H1	GET A PLAN! Make sure that you have an emergency plan for you, your loved ones, and your pets. Visit www.flgetaplan.com to make yours.	h2	Reduced number of rescue calls
9	Flood Economics	I1	Find out how much flood damage could cost you.	i1	Increase in awareness of the expense of flooding.
9	Flood Economics	I1	Find out how much flood damage could cost you.	i2	Increase in number of flood insurance policies.
9	Flood Economics	I2	Support the Town's participation in the NFIP CRS by getting involved with flood information outreach.	i3	Improved understanding of costs associated with flooding and flood insurance.

ProjectID	Project
5	General Flood Information TV Programming (Bright House channel 642)

Description

The Town of Redington Shores currently broadcasts town information on Bright House Network channel 642. This broadcast is available to all residents of the Town and is run 24 hours a day throughout the week. This Committee developed two new slideshows. The first contains the flood outreach messages identified in this PPI as well as other Town information. The second presentation is for use before, during and after a severe weather event and includes flood warning and response messages identified in this PPI.

Target Audience(s)
N/A

Distribution	CRS Activities	Responsible Party	Schedule	Stakeholder Implementation
Television broadcast	320, 330, 340, 350, 360, 370, 540, 610	CRS Coordinator	Summer 2016; Annual review and updates as appropriate	<input type="checkbox"/>

1	Know your flood hazard	A1	Find out what your flood risk is.	a1	Better prepared and informed residents and businesses
1	Know your flood hazard	A2	Stay Connected	a1	Better prepared and informed residents and businesses
10	Protect your pet from flood hazards	J1	Find the closest pet friendly accommodations for a flooding event.	j1	Reduce the number of abandoned animals after a flooding event.
10	Protect your pet from flood hazards	J2	GET A PLAN! Make sure that you have an emergency plan for you, your loved ones, and your pets. Visit www.flgetaplan.com to make yours.	j2	Reduced number of rescue calls
2	Insure your property for your flood hazard	B1	Get flood insurance for your home, business, or rental.	b1	Increase in number of flood insurance policies.
3	Protect people from the hazard	C1	Turn Around Don't Drown.	c1	Reduced number of rescue calls
3	Protect people from the hazard	C2	Stay Connected.	c2	Improved efficiency of evacuations.
4	Protect your property from the hazard	D1	Keep debris and trash out of the streets and drainage system.	d1	Reduced localized flooding
4	Protect your property from the hazard	D2	Clear storm drains to prevent flooding.	d1	Reduced localized flooding

ProjectID	Project				
5	General Flood Information TV Programming (Bright House channel 642)				
4	Protect your property from the hazard	D3	Elevate your equipment, such as water heaters, AC units, etc.	d2	Reduced property loss from flooding
5	Build responsibly	E1	Find out what building permits you need.	e1	Increased compliance and reduced flood loss
6	Protect natural floodplain functions	F1	Only Rain Down the Drain.	f1	Improvement in water quality and natural storage capacity
6	Protect natural floodplain functions	F2	Do not walk on sand dunes or disturb vegetation; they protect beaches from erosion and help to lessen flooding during coastal storms.	f2	Sand dunes will be protected, which will help protect landward structures..
7	Hurricane preparedness	G1	Know Your Zone. The Town of Redington Shores is located in Hurricane Evacuation Zone A.	g1	Improved efficiency of evacuations.
7	Hurricane preparedness	G1	Know Your Zone. The Town of Redington Shores is located in Hurricane Evacuation Zone A.	g2	Reduced number of rescue calls
8	General preparedness	H1	GET A PLAN! Make sure that you have an emergency plan for you, your loved ones, and your pets. Visit www.flgetaplan.com to make yours.	h1	Less damage and injury from a storm
8	General preparedness	H1	GET A PLAN! Make sure that you have an emergency plan for you, your loved ones, and your pets. Visit www.flgetaplan.com to make yours.	h2	Reduced number of rescue calls
9	Flood Economics	I1	Find out how much flood damage could cost you.	i1	Increase in awareness of the expense of flooding.
9	Flood Economics	I1	Find out how much flood damage could cost you.	i2	Increase in number of flood insurance policies.
9	Flood Economics	I2	Support the Town's participation in the NFIP CRS by getting involved with flood information outreach.	i3	Improved understanding of costs associated with flooding and flood insurance.

ProjectID	Project
6	Parks & Recreation Educational Materials

Description

The Town of Redington Shores has a variety of informational materials available at number of town parks and beach access walkways. The PPI Committee will review these materials to identify opportunities to include additional Priority Topics and additional messages developed by the PPI and communicate the importance of natural functions open space and support the On;y Rain Down the Drain campaign.

Target Audience(s)

Park and preserve patrons

Distribution	CRS Activities	Responsible Party	Schedule	Stakeholder Implementation
Static Locations, Parks and Recreation Sites	330, 420, 540	CRS Coordinator	Initiate in 2017	<input type="checkbox"/>

6	Protect natural floodplain functions	F1	Only Rain Down the Drain.	f1	Improvement in water quality and natural storage capacity
6	Protect natural floodplain functions	F2	Do not walk on sand dunes or disturb vegetation; they protect beaches from erosion and help to lessen flooding during coastal storms.	f2	Sand dunes will be protected, which will help protect landward structures..

Appendix 4

Flood Insurance Plan

I. Introduction

Floods are the number-one natural disaster in the United States. Wherever rain falls or coastal storms rage, there can be flooding. Just a few inches of water can cause tens of thousands of dollars in damage. Flood damage is not covered by most standard homeowner or business insurance policies. Disaster assistance, if it is available, is typically a loan that must be repaid with interest.

As noted by the Association of State Floodplain Managers (ASFPM),

The simple truth is that residents and business owners with adequate flood insurance rebuild and recover faster and return to normal faster than people without. This means faster and more complete community recovery.... Experience has shown that an insured community is a better prepared community....

For communities, the lesson is clear: preparing for flooding and pursuing flood mitigation strategies are important, however, it is equally critical to prepare for the financial burdens which will be placed on the community and its residents and businesses when the next flood occurs.... Self-reliant communities know that flood insurance is the only guaranteed vehicle to assure a smooth and complete recovery for everyone affected.

—ASFPM News & Views, October 2010

Many people are not aware that flood insurance is available, and many of those who are aware do not see a need to insure their property or do not have adequate coverage. Educating members of the community about flood insurance is of the utmost importance to help protect them from the consequences of flooding.

The purpose of this Flood Insurance Coverage Plan is to identify and implement projects to increase flood insurance awareness, help residents understand their flood risks and flood insurance options, and increase the number of structures protected with an active flood insurance policy.

II. Methodology

The Town's PPI Committee serves as the Flood Insurance Assessment and Improvement Plan Committee (PPI Section 2). Flood insurance data, including policies in force and historical claims was obtained from FEMA Region IV and assessed by the CRS Coordinator and the PPI Committee (PPI Section 3.1.1 and). The Committee also reviewed activities being implemented by other agencies, such as FDEM and FEMA (PPI Appendix 2).

The Committee identified target audiences, stakeholders, and a number of existing and new outreach projects in line with the objectives of increasing flood insurance awareness and understanding to ensure residents and businesses are protected from flooding.

III. Flood Insurance Coverage Assessment

The Flood insurance coverage summaries received from FDEM are shown in Table 7 - Table 12. There are 1,620 individual policies with \$371,555,500 of flood insurance in force (Table 7). The number of structures in each FIRM flood zone was compared to the policy summary by zone. There are 39 policies in force in the VE zone and 1,581 in the AE Zone (Table 8). Of the policies in force, there are about 40% fewer policies than there are structures in the VE zone. The AE zone shows more policies than structures, though, likely due to condominium and rental policies, which are included in the summary policy data. Because the summary data includes several types of policies, the percent of total structures covered by flood insurance cannot be determined. The number of repetitive loss structures and their insurance status was provided, though (Table 12). Only 57% of the repetitive loss structures have policies in force. Based on this information, the PPI Committee was able to identify target audiences and areas, such as Pre-FIRM structures and Repetitive Loss Areas, to include in the PPI and Flood Insurance Plan (Appendix 5). A more detailed study is underway so that the PPI committee can refine the target audiences and projects on annual review of this plan.

Table 7 Insurance Overview (As of 12/31/2016)

Total by Community		Group Flood Insurance	
Total Number of Policies:	1,620	Total Number of Policies:	0
Total Premiums:	\$1,065,342	Total Premiums:	\$0
Insurance in Force:	\$371,555,500	Insurance in Force:	\$0
Total Number of Closed Paid Losses:	311	Total Number of Closed Paid Losses:	0
\$ of Closed Paid Losses:	\$2,044,535	\$ of Closed Paid Losses:	\$0
Post Firm Minus Rated Policies		Manufactured Homes	
Total Number of Minus Rated Policies:	551	Total Number of Policies:	0
A Zone Minus Rated Policies:	539	Total Number of Closed Paid Losses:	0
V Zone Minus Rated Policies:	12	\$ of Closed Paid Losses:	\$0
ICC		1316	
Total Number of ICC Closed Paid Losses:	0	Number of Properties by Community:	0
\$ of ICC Closed Paid Losses:	\$0		
Substantial Damage Losses			
Number of Substantial Damage Closed Paid Losses:	2		

Table 8 Insurance Zone (As of 12/31/2016)

	Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
A01-30 & AE Zones	1,581	\$971,961	\$364,206,300	263	\$1,757,445.15	\$86,215.00
A Zones	0	\$0	\$0	0	\$0.00	\$0.00
AO Zones	0	\$0	\$0	0	\$0.00	\$0.00
AH Zones	0	\$0	\$0	0	\$0.00	\$0.00
AR Zones	0	\$0	\$0	0	\$0.00	\$0.00
A99 Zones	0	\$0	\$0	0	\$0.00	\$0.00
V01-30 & VE Zones	39	\$93,381	\$7,349,200	48	\$287,089.71	\$13,150.00
V Zones	0	\$0	\$0	0	\$0.00	\$0.00
D Zones	0	\$0	\$0	0	\$0.00	\$0.00
B, C & X Zone						
Standard	0	\$0	\$0	0	\$0.00	\$0.00
Preferred	0	\$0	\$0	0	\$0.00	\$0.00
Total	1,620	\$1,065,342	\$371,555,500	311	\$2,044,534.00	\$99,365.00

Table 9 Insurance Pre-FIRM (As of 12/31/2016)

	Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
A01-30 & AE Zones	721	\$733,978	\$157,304,200	252	\$1,743,359.72	\$84,265.00
A Zones	0	\$0	\$0	0	\$0.00	\$0.00
AO Zones	0	\$0	\$0	0	\$0.00	\$0.00
AH Zones	0	\$0	\$0	0	\$0.00	\$0.00
AR Zones	0	\$0	\$0	0	\$0.00	\$0.00
A99 Zones	0	\$0	\$0	0	\$0.00	\$0.00
V01-30 & VE Zones	13	\$22,385	\$1,528,100	36	\$217,247.39	\$9,950.00
V Zones	0	\$0	\$0	0	\$0.00	\$0.00
D Zones	0	\$0	\$0	0	\$0.00	\$0.00
B, C & X Zone	0	\$0	\$0	0	\$0.00	\$0.00
Standard	0	\$0	\$0	0	\$0.00	\$0.00
Preferred	0	\$0	\$0	0	\$0.00	\$0.00
Grand Total	734	\$756,363	\$158,832,300	288	\$1,960,606.00	\$94,215.00

Table 10 Insurance Post-FIRM (As of 12/31/2016)

	Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
A01-30 & AE Zones	860	\$237,983	\$206,902,100	9	\$11,997.45	\$1,620.00
A Zones	0	\$0	\$0	0	\$0.00	\$0.00
AO Zones	0	\$0	\$0	0	\$0.00	\$0.00
AH Zones	0	\$0	\$0	0	\$0.00	\$0.00
AR Zones	0	\$0	\$0	0	\$0.00	\$0.00
A99 Zones	0	\$0	\$0	0	\$0.00	\$0.00
V01-30 & VE Zones	26	\$70,996	\$5,821,100	12	\$69,842.32	\$3,200.00
V Zones	0	\$0	\$0	0	\$0.00	\$0.00
D Zones	0	\$0	\$0	0	\$0.00	\$0.00
B, C & X Zone	0	\$0	\$0	0	\$0.00	\$0.00
Standard	0	\$0	\$0	0	\$0.00	\$0.00
Preferred	0	\$0	\$0	0	\$0.00	\$0.00
Grand Total	886	\$308,979	\$212,723,200	21	\$81,839.00	\$4,820.00

Table 11 Insurance Occupancy (As of 12/31/2016)

	Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
Single Family	428	\$626,285	\$106,703,700	216	\$1,340,079.82	\$70,060.00
2-4 Family	58	\$100,299	\$14,246,700	47	\$259,886.75	\$14,215.00
All Other Residential	1,118	\$296,106	\$246,862,100	26	\$321,918.10	\$8,430.00
Non Residential	16	\$42,652	\$3,743,000	22	\$122,650.19	\$6,660.00
Total	1,620	\$1,065,342	\$371,555,500	311	\$2,044,533.00	\$99,365.00

	Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
Condo	1,133	\$320,187	\$250,250,300	25	\$130,480.44	\$6,705.00
Non Condo	487	\$745,155	\$121,305,200	286	\$1,914,054.42	\$92,660.00
Total	1,620	\$1,065,342	\$371,555,500	311	\$2,044,534.00	\$99,365.00

Table 12 Insurance Repetitive Losses (As of 12/31/2016)

	AE, A1-30, AO, AH, A	VE, V1-30, V	B, C, X	TOTAL
RL Buildings (Total)	13	1	0	14
RL Buildings (Insured)	8	0	0	8
RL Losses (Total)	31	2	0	33
RL Losses (Insured)	19	0		19
RL Payments (Total)	\$255,011.04	\$8,977.01	\$0.00	\$263,988.05
Building	\$161,350.60	\$6,082.21	\$0.00	\$167,432.81
Contents	\$93,660.44	\$2,894.80	\$0.00	\$96,555.24
RL Payments (Insured)	\$104,493.23	\$0.00	\$0.00	\$104,493.23
Building	\$59,373.42	\$0.00	\$0.00	\$59,373.42
Contents	\$45,119.81	\$0.00	\$0.00	\$45,119.81

IV. Target Audiences

In addition to addressing the general population of the County, the Committee identified the following target audiences, which will most benefit from receiving information about flood insurance (Table 13).

Table 13 Flood Insurance Target Audiences

Audience	Description
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 the storm surge area	This audience should become aware of their high risk and insurance is strongly recommended.
Residents and businesses in Flood Response Hazard Areas	This audience will identified by Emergency Management to receive flood warning and response information.
Pre-Firm Residents and Businesses	This audience should become aware of their high risk and insurance is strongly recommended and often required.
Residents and businesses in Repetitive Loss or Severe Repetitive Loss properties that have been identified by FEMA as eligible to receive FEMA mitigation grants.	This audience should be made aware of mitigation grants.
Buyers of real estate	Individuals purchasing or renting property should be made aware of their flood risk and insurance options.
Customers of Redington Shores services	There is an opportunity provide flood information to people that are calling or visiting the Town of Redington Shores Offices, using the Town's website, or watching Redington Shores TV on Bright House Network channel 642.
Real Estate professionals, Flood Insurance Providers, and/or Lenders	Real Estate professionals, Flood Insurance Providers, and/or Lenders may benefit from flood information and should be aware of the the Town (and County) outreach efforts.
Homeowners of Newly Constructed Homes	Homeowners of Newly Constructed Homes will need information about the Town, including all of the PPI topics.

V. Messages

The Committee identified several existing and new messages to inform residents and businesses about flood insurance (Table 14).

Table 14 Flood Insurance Messages

PPI Messages	
B1	Get flood insurance for your home, business, or rental.
I2	Support the Town's participation in the NFIP CRS by getting involved with flood information outreach.
FWRP Messages	
M04	File your flood insurance claim now. Click here for more information: https://www.fema.gov/media-library-data/1409252356253-ee460a21e69333f01eea03a8f55eb3c6/F-687_ClaimsHandbook_508XI_Aug2014.pdf
M05	Take photos or video of your home's interior and your personal property. Click here for more information: https://www.fema.gov/media-library-data/1409252356253-ee460a21e69333f01eea03a8f55eb3c6/F-687_ClaimsHandbook_508XI_Aug2014.pdf

VI. Projects

The Committee identified several existing and new projects to disseminate the messages identified in the PPI to educate residents and business owners about flood insurance and encourage them to protect themselves from the risk of flooding and hurricanes (Table 15).

Table 15 Flood Insurance Projects

Project	
1	Flood Information Brochure
2	Newsletters/eNewsletters
3	Annual Hurricane and Flood Hazard Awareness Town Meeting
4	Flood Information on Social media (Facebook)
7	Informational materials for Homeowners of Newly Constructed Homes
8	Flood Information and Insurance Workshop
9	Newsletters from Elected Officials

VII. Adoption, Monitoring, and Evaluation

The Town of Redington Shores PPI was initiated in November 2015 and adopted by the Commission on October 12, 2016. Each year the Commission reviews and approves the Annual Update, which as of 2017, includes this Flood Insurance Assessment and Improvement Plan beginning (Appendix 4). A copy of this plan was also sent to the FEMA Regional Office's flood insurance liaison.

Project statuses are reviewed at each PPI meeting, which are held three times per year to ensure projects are on track. Each year the Committee reviews and updates as appropriate the entire PPI, including this Flood Insurance Coverage Plan (Appendix 4). The updates are submitted to the BOCC annually as well.

Flood insurance coverage will be re-assessed for every three years prior to the Town's CRS verification cycle visit. The flood insurance information used in the assessment will be updated with data from the year of the cycle visit. The new information will be used to update the level of coverage and the recommendations. The document will be revised accordingly and submitted to the community's governing body.

A. Town of Redington Shores Flood Warning and Response Outreach Procedures

Primary flood warning and response outreach is implemented County-wide by Pinellas County. The County has numerous projects to disseminate pertinent information to residents, businesses, visitors, and people in areas subject flood hazard based on each event. County messages and projects are detailed in the Pinellas County PPI (www.pinellascounty.org/flooding/pdf/PinellasCounty_PPI.pdf).

The Town provides supplemental and Town specific flood warning and response information. The Town’s flood warning and response messages (Table 5) will be disseminated at the time indicated through the Town’s flood warning and response projects by specified staff (Town of Redington Shores Flood Warning and Response Projects).

B. Town of Redington Shores Flood Warning and Response Messages

Table 16 Town of Redington Shores Flood Warning and Response Messages

Dissemination	Topic		Message	Outcome
Impending - Watch	1	Know your flood hazard	M01 Stay connected – Sign up to receive emergency alerts at www.pinellascounty.org/emergency/stayconnected	O01 Residents, businesses, and visitors will be aware of the hazard
Impending - Watch	1	Know your flood hazard	M03 Tune in to your local news (cable TV, Internet, radio, etc) in order to receive updated information on the status of [Event]	O01 Residents, businesses, and visitors will be aware of the hazard
Impending - Watch	2	Insure your property for your flood hazard	M05 Take photos or video of your home’s interior and your personal property. Click here for more information: https://www.fema.gov/media-library-data/1409252356253-ee460a21e69333f01eea03a8f55eb3c6/F-687_ClaimsHandbook_508XI_Aug2014.pdf	O03 Residents and businesses will be able to file an accurate flood insurance claim
Impending - Watch	3	Protect people from the hazard	M06 Fill up your automobile gas tank and make sure your prescriptions are filled.	O07 Fewer stranded vehicles
Impending - Watch	3	Protect people from the hazard	M09 Get your Pinellas County Sheriff’s office reentry pass now at town hall to ensure that you can return to your home after an evacuation (click here for more info – including what will be needed to obtain your pass)	O09 Residents and businesses will be able to return to their property after the storm

Dissemination	Topic	Message	Outcome	
Impending - Watch	4	Protect your property from the hazard M13	Clear any debris from drains in your neighborhood or parking lot. O10	Reduced storm drain blockages and pollution.
Impending - Watch	4	Protect your property from the hazard M16	Make plans now to relocate or store boats and other watercraft. O12	Fewer damaged or lost watercraft
Impending - Watch	6	Protect natural floodplain functions M13	Clear any debris from drains in your neighborhood or parking lot. O10	Reduced storm drain blockages and pollution.
Impending - Watch	6	Protect natural floodplain functions M21	Trim your trees and remove any yard debris to help keep storm drains clear during severe weather event. O10	Reduced storm drain blockages and pollution.
Impending - Watch	7	Hurricane preparedness M23	You are in an evacuation Zone A. Look up shelter locations now at http://egis.pinellascounty.org/apps/knowyourzone/ O16	People will be better prepared.
Impending - Watch	8	General preparedness M24	Download the The Official All-hazard Guide for Pinellas County, Surviving the Storm, at http://www.pinellascounty.org/emergency/pdf/survive-the-storm.pdf O16	People will be better prepared.
Impending - Watch	8	General preparedness M25	GET A PLAN! Make sure that you have an emergency plan for you, your loved ones, and your pets. Visit www.flgetaplan.com to make yours. O16	People will be better prepared.
Impending - Watch	10	Protect your pet from flood hazards M28	If you have a pet, visit www.pinellascounty.org/emergency/petpreparedness or call (727) 582-2150 to register for a Pet-Friendly Public Shelter. O19	Fewer lost and stranded animals.
Impending - Warning	1	Know your flood hazard M01	Stay connected – Sign up to receive emergency alerts at www.pinellascounty.org/emergency/stayconnected O01	Residents, businesses, and visitors will be aware of the hazard
Impending - Warning	1	Know your flood hazard M03	Tune in to your local news (cable TV, Internet, radio, etc) in order to receive updated information on the status of [Event] O01	Residents, businesses, and visitors will be aware of the hazard
Impending - Warning	3	Protect people from the hazard M08	Follow your evacuation orders. O08	Fewer stranded people and pets
Impending - Warning	3	Protect people from the hazard M10	Pack your emergency go bag (click here for details) O04	People will be better prepared
Impending - Warning	4	Protect your property from the hazard M13	Clear any debris from drains in your neighborhood or parking lot. O10	Reduced storm drain blockages and pollution.

Dissemination	Topic	Message	Outcome	
Impending - Warning	4	Protect your property from the hazard M14	Get your sandbags at town hall now. O11	Less property damage
Impending - Warning	4	Protect your property from the hazard M17	Secure your outdoor property (lawn furniture, grills, trash cans, etc) or bring it inside. O11	Less property damage
Impending - Warning	6	Protect natural floodplain functions M13	Clear any debris from drains in your neighborhood or parking lot. O10	Reduced storm drain blockages and pollution.
Impending - Warning	7	Hurricane preparedness M22	You are in an evacuation Zone A. Follow evacuation instructions. O08	Fewer stranded people and pets
Impending - Warning	8	General preparedness M26	Let friends and family know your evacuation plans. O17	Fewer misplaced or lost people
Impending - Warning	10	Protect your pet from flood hazards M30	You are in an evacuation Zone A. If you have a pet, prepare travel package that includes pet food and pet medications. O21	People will be better prepared to care for their pets
During	1	Know your flood hazard M01	Stay connected – Sign up to receive emergency alerts at www.pinellascounty.org/emergency/stayconnected O01	Residents, businesses, and visitors will be aware of the hazard
During	1	Know your flood hazard M03	Tune in to your local news (cable TV, Internet, radio, etc) in order to receive updated information on the status of [Event] O01	Residents, businesses, and visitors will be aware of the hazard
During	3	Protect people from the hazard M11	Turn around and don't drown. O05	Fewer stranded vehicles, people, and pets
After	1	Know your flood hazard M02	Stay tuned to local news for updates on flooded areas, road closures, and re-entry points. O01	Residents, businesses, and visitors will be aware of the hazard
After	2	Insure your property for your flood hazard M04	File your flood insurance claim now. Click here for more information: https://www.fema.gov/media-library-data/1409252356253-ee460a21e69333f01eea03a8f55eb3c6/F-687_ClaimsHandbook_508XI_Aug2014.pdf O02	People will not miss the 60 day deadline to file a claim.
After	2	Insure your property for your flood hazard M05	Take photos or video of your home's interior and your personal property. Click here for more information: https://www.fema.gov/media-library-data/1409252356253-ee460a21e69333f01eea03a8f55eb3c6/F-687_ClaimsHandbook_508XI_Aug2014.pdf O03	Residents and businesses will be able to file an accurate flood insurance claim

Dissemination	Topic	Message	Outcome	
After	3	Protect people from the hazard	M07 Follow reentry orders and avoid flooded areas.	O06 Reduced injuries.
After	3	Protect people from the hazard	M12 Use caution when returning home. Click here for a list of things you should be careful for: http://www.redcross.org/images/MEDIA_CustomProductCatalog/m14240163_ReturningHomeChecklist.pdf	O06 Reduced injuries.
After	4	Protect your property from the hazard	M15 If your home or business has flooded, remove wet contents immediately to prevent mold. Wet carpeting, furniture, bedding and other items holding moisture can develop mold within 24 to 48 hours. Click here for more information: https://www.floodsmart.gov/t	O03 Residents and businesses will be able to file an accurate flood insurance claim
After	5	Build responsibly	M18 Build back stronger and safer. Click here to learn how: https://www.fema.gov/media-library/assets/documents/29837	O13 Increase use of floodproof materials and more elevated equipment and/or buildings
After	5	Build responsibly	M19 Get building permits at town hall.	O14 Redevelopment will be to code
After	5	Build responsibly	M31 Hire a licensed contractor.	O22 Building requirements will be followed.
After	9	Flood Economics	M27 Look out for price gouging. It is illegal for anyone to sell necessary goods or services at higher than normal prices during a state of emergency. Visit http://www.pinellascounty.org/consumer/price_gouging.htm for more information.	O18 Residents and businesses will not get price gouged
After	10	Protect your pet from flood hazards	M29 Keep pets out of flooded areas and standing water.	O20 Fewer sick or injured pets.

C. Town of Redington Shores Flood Warning and Response Projects

The Town 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 (Table 17). 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 tools are detailed in the Town of Redington Shores Disaster Plan. The messages and outreach projects used to disseminate them are reviewed annually and updated as needed.

Table 17 Flood Warning and Response Projects

Project	Project Description	Assignment	Dissemination
Website	FWRP messages will be posted on the News Page of the Town website, townofredingtonshores.com.	Town Clerk or designee	Impending - Watch
			Impending - Warning
			During
			After
Social Media	FWRP messages will be posted on the Town's Facebook Page.	Town Clerk or designee	Impending - Watch
			Impending - Warning
			During
			After
Email Blasts	FWRP messages will be sent to email contact list.	Town Clerk or designee	Impending - Watch
			Impending - Warning
			During
			After
Messages for Town Phone Line	If Town Hall is required to close due to an evacuation, the Town's recorded phone message will be changed to include information and FWRP messages.	Town Clerk or designee	Impending - Warning
			During
			After

Project	Project Description	Assignment	Dissemination
TV Programming (Bright House channel 642)	The Town's regular TV scroll includes the Redington Shores 'What to Do Before, During, and After a Storm' information.	Town Clerk or designee	Impending - Watch Impending - Warning During After
Door Hangers	<p>After a flood happens, the Town does damage assessments for properties that experienced flooding. This provides Town staff an opportunity to relay flood response messages and information to owners of damaged homes. The Town has stuffed door hanger bags with the following pertinent flood response informational materials:</p> <ul style="list-style-type: none"> • Town of Redington Shores After the Flood Flyer • NFIP Flood Insurance Claims Handbook (FEMA F-687) • Flood Cleanup – Safety and Salvaging (ICC) • Build Back Stronger and Safer – What You Need to Know • Fact Sheet – Filing Your Flood Insurance Claim • After the Flood <p>These materials will be hung on the doors of individual homes and stacked in condominium building lobbies that are being assessed for damage.</p>	Building Official or designee	After
Informational Materials	<p>The Town has in stock the following pertinent flood response informational materials, which are available at Town Hall:</p> <ul style="list-style-type: none"> • Town of Redington Shores After the Flood Flyer • NFIP Flood Insurance Claims Handbook (FEMA F-687) • Flood Cleanup – Safety and Salvaging (ICC) 	Building Official or designee	Impending - Watch Impending - Warning

Project	Project Description	Assignment	Dissemination
	<ul style="list-style-type: none"> • Build Back Stronger and Safer – What You Need to Know • Fact Sheet – Filing Your Flood Insurance Claim • After the Flood 		During <hr/> After

Appendix 6 Town of Redington Shores Commission Approval



RESOLUTION NO. 10-16

A RESOLUTION OF THE BOARD OF COMMISSIONERS OF THE TOWN OF REDINGTON SHORES, FLORIDA, ADOPTING FOR THE TOWN A "PROGRAM FOR PUBLIC INFORMATION (PPI)" DATED OCTOBER 2016; PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Town of Redington Shores has prepared a Program for Public Information (PPI) dated October 2016 pertaining to information for flood and hazard mitigation; and

WHEREAS, the Board of Commissioners desires to adopt such program for the Town of Redington Shores.

NOW, THEREFORE, THE BOARD OF COMMISSIONERS OF THE TOWN OF REDINGTON SHORES, FLORIDA, DOES RESOLVE:

SECTION 1. That the attached "Program for Public Information (PPI)" dated October 2016 is hereby adopted by the Town of Redington Shores, Florida, and such Program for Public Information shall be effective within the Town of Redington Shores.


SECTION 2. This Resolution shall take effect immediately upon passage.

The foregoing Resolution was offered during regular session of the Board of Commissioners of the Town of Redington Shores, Florida, sitting on the 12th day of October 2016, by Vice Mayor Holmes, who moved its adoption; was seconded by Commissioner Kapper; and upon roll call, the vote was:

YEAS: 5

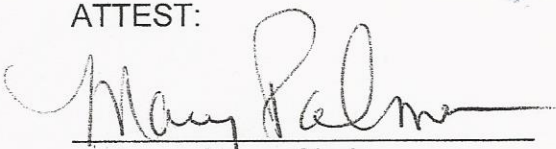
NAYS: 0

ABSENT OR ABSTAINING: 0



Mayor/Commissioner

ATTEST:



Town Clerk

Appendix 7 Annual Update Report



Redington Shores PPI 2017 Annual Review

The PPI Committee reviewed the 2016 PPI document in April. The most significant update was development of a Flood Insurance Plan, which was incorporated into the 2017 PPI document in Section 3.1, Section 6.7, and Appendix 4. Additionally, the following updates were made:

- Committee
 - Lee Holmes stepped down from the Committee and the newly elected District 4 Commissioner, Pat Drumm, joined the PPI Committee. Pat oversees the Town's Emergency Response efforts and all of the Town Commissioners serve as the Town's Public Information Officers.
- Target Audiences
 - Add Homeowners of Newly Constructed Homes
- Messages
 - Add new message to remind residents to not create a wake when driving through flooded areas.
- Projects
 - Add project to provide informational materials for Homeowners of Newly Constructed Homes.
 - Add project to provide Information for winter residents ('Snowbirds') to prepare their properties (bring in lawn furniture, lower shutters) and have a plan in place (provide Town with contact information) should an event occur in their absence.
 - Add Flood Insurance Plan additional projects, Flood and Insurance Information Workshop and Newsletters from Elected Officials.
- Initiatives
 - Discussed challenge of new homeowners purchasing noncompliant homes and agreed to request the County to add additional information to the Realtor training.
- FRP
 - Move "After" door hangers project from County-wide to Town project list

The status and evaluation for each target audience, message, project, initiative, and FRP projects are detailed in the following tables. The draft 2017 PPI document, including these updates, was submitted to the Town of Redington Shores Commission for review on September 13, 2017.

Table 18 Target Audiences

Audience	Flood Insurance Plan	2017 Annual Update
Residents and businesses in Repetitive Loss Areas	Yes	No Change
Residents and businesses in the Special Flood Hazard Area	No	No Change
Residents and businesses in the storm surge area	Yes	No Change
Residents and businesses in Flood Response Hazard Areas	Yes	No Change
Pre-Firm Residents and Businesses	Yes	No Change
Residents and businesses in Repetitive Loss or Severe Repetitive Loss properties that have been identified by FEMA as eligible to receive FEMA mitigation grants.	Yes	No Change
Buyers of real estate	Yes	No Change
Contractors and builders	No	No Change
Surveyors	No	No Change
Landscapers	No	No Change
Customers of Redington Shores services	Yes	No Change
Park and preserve patrons	No	No Change
English Speakers of Other Languages (ESOL)	No	No Change
Condominium associations and residents	No	No Change
Pet owners	No	No Change
Special interest	No	No Change
N/A	No	No Change
Real Estate professionals, Flood Insurance Providers, and/or Lenders	Yes	No Change
Homeowners of Newly Constructed Homes	Yes	New
Winter residents ('Snowbirds')	No	New

Table 19

Messages

	Message	Flood Insurance Plan	2017 Annual Update
A1	Find out what your flood risk is.	No	No Change
A2	Stay Connected	No	No Change
B1	Get flood insurance for your home, business, or rental.	Yes	No Change
C1	Turn Around Don't Drown.	No	No Change
C2	Stay Connected.	No	No Change
D1	Keep debris and trash out of the streets and drainage system.	No	No Change
D2	Clear storm drains to prevent flooding.	No	No Change
D3	Elevate your equipment, such as water heaters, AC units, etc.	No	No Change
D4	Brake, Don't Wake! Wake from vehicles traveling on flooded roads causes more damage than the rising water alone. You are liable for damages incurred from your wake.	No	New
E1	Find out what building permits you need.	No	No Change
E2	Build Smart	No	No Change
E3	Hire a licensed contractor.	No	No Change
F1	Only Rain Down the Drain.	No	No Change
F2	Do not walk on sand dunes or disturb vegetation; they protect beaches from erosion and help to lessen flooding during coastal storms.	No	No Change
G1	Know Your Zone. The Town of Redington Shores is located in Hurricane Evacuation Zone A.	No	No Change
H1	GET A PLAN! Make sure that you have an emergency plan for you, your loved ones, and your pets. Visit www.flgetaplan.com to make yours.	No	No Change
I1	Find out how much flood damage could cost you.	No	No Change
I2	Support the Town's participation in the NFIP CRS by getting involved with flood information outreach.	Yes	No Change
J1	Find the closest pet friendly accommodations for a flooding event.	No	No Change
J2	GET A PLAN! Make sure that you have an emergency plan for you, your loved ones, and your pets. Visit www.flgetaplan.com to make yours.	No	No Change

Table 20

Projects (Town)

Project		Flood Insurance Plan Project	2017 Annual Update
1	Flood Information Brochure	Yes	The brochure content was reviewed and no updates were needed. The brochure was distributed to all residents via the Beach Beacon newspaper twice and via direct mail twice. It was also distributed to RL area via mail.
2	Newsletters/eNewsletters	Yes	The Town continues to send newsletters, many with a message from one of the Town official. In the Feb, a newsletter titled "A Message From Mayor Adams" was distributed, which included information on flooding and insurance and invited residents to attend the Flood Insurance workshop, which was held later in the month.
3	Annual Hurricane and Flood Hazard Awareness Town Meeting	Yes	This meeting was a success, and included speakers from Pinellas County, the PPI Committee, Seminole Fire Rescue, Indian Shores Police, and Bay News 9 meteorologist. No changes were identified for next year.
6	Parks & Recreation Educational Materials	No	All parks were checked and the Flood Info brochures and Natural functions signs are on each park bulletin board.
5	General Flood Information TV Programming (Bright House channel 642)	No	The scroll was reviewed by the PPI Committee and did not need to be updated.
4	Flood Information on Social media (Facebook)	Yes	The Town posted PPI messages throughout the year and shared County and NWS related messages. The Town Clerk will continue making regular posts to FB.
7	Informational materials for Homeowners of Newly Constructed Homes	Yes	New Project, which has not yet been initiated, however the Building Official is currently compiling the packets.
8	Flood Information and Insurance Workshop	Yes	New Project, which was identified and implemented under the Flood Insurance Plan. This was a successful event, however, Town staff decided to offer snacks next year.
9	Newsletters from Elected Officials	Yes	New Project, which was identified and implemented under the Flood Insurance Plan. In Feb, a 'Message from the Mayor' that relayed PPI messages was distributed. In June the County sent a newsletter from the County Commissioner of the Town's District, which also relayed PPI messages.
10	Winter residents ('Snowbirds')	Yes	New Project to provide information for winter residents ('Snowbirds') to prepare their properties (bring in lawn furniture, lower shutters) and have a plan in place (provide Town with contact information) should an event occur in their absence to be distributed in Beach Beacon.

Table 21

Projects (County)

ProjectID Project	Description	Assignment Administrator	Schedule	2107_Update
2 E-News/E-Lert	Email blasts sent to registrants of the service. E-lert is a self-subscription monthly electronic newsletter that provides the latest emergency education information compiled from local and national sources. E-news is also a self-subscription, but is sent when there is County news or urgent messages. Press releases are also sent through e-news. Both are implemented via the Constant Contact service.	Floodplain Coordinator, Emergency Management, Marketing and Communications	In progress	Flood information messages and publicity about various services was disseminated in email blasts throughout the year. Additionally, flood hazard information was disseminated during storms.
4 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.	Floodplain Coordinator to provide info to Public Information Office	In progress	Flood information was disseminated in each issue of Utilitalk this past year, which included many PPI messages and publicity for Activities 540 and 610. We will continue incorporating messages and publicity in Utilitalk.
5 All Hazards Preparedness Guide	The Pinellas County All Hazards Preparedness Guide, was identified as a PPI project in 2015. Each year the comprehensive guide is reviewed and updated. The 2016 guide includes messages identified in the Pinellas County PPI. The guide is distributed County-wide and is available at County and municipal buildings, libraries, fire stations, and most Walgreens stores.	Emergency Management	Complete - Annual Evaluation	The guide was updated in English and Spanish and distributed county-wide.
6 Real Estate Agents Flood Disclosure and Information Brochure	The Real Estate Agents Flood Disclosure and Information Brochure is one of the Real Estate Agents Disclosure Program projects. The real estate centered flood informational brochure has a fillable section for agents to enter the property's flood hazard and insurance requirement information. Real estate agents will complete and	Floodplain Coordinator	Complete - Annual Evaluation	Real estate professionals are completing and distributing the brochures. Updates were made to the brochure to include Flood Insurance Plan messages. Brochures are provided to real estate professionals at the training and online. Agents have them in their offices as well.

ProjectID	Project	Description	Assignment Administrator	Schedule	2107_Update
		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.			
7	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 stakeholders, including lenders, insurance agents, and real estate agents.	Floodplain Coordinator	In progress	Three trainings were held over the past year, for real estate professionals, all of which were full. Additional flood insurance information was added to the training and it was extended an additional hour. Feedback from participants has been positive and additional trainings are being requested. This training will be a regularly scheduled class on the PRO calendar in July and January of each year, with an opportunity for additional trainings to be added. A pdf of instructions was developed for the new flood map service center, however the video is still on hold. Training for other target audiences will begin in the fall.
8	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.	Floodplain Coordinator and Building Department	Summer 2018	This project is on hold, but is the next project to be initiated.
23	Local Mitigation Strategy (LMS) Stakeholder Meetings	Public and stakeholder input is an important part of the LMS planning and update process. The Pinellas County PPI Committee provides support to the LMS Working Group by serving on the Stakeholder Working Group to providing input on the LMS during the planning and update process and assisting with outreach efforts.	Floodplain Coordinator, Planning, PPI Committee	Dec 2018	New - First meeting anticipated in January

Table 22 Initiatives

ID	Floodplain Management Planning	2017 Annual Update
1	Floodplain Management Planning	We are compiling the LMS stakeholder working group and plan to kick off the update process in late 2017.
2	Flood Information Branding	We are continuing to use the County "it's not all Sunshine" branding and use consistent messaging.
3	Flood Information Website	Content was reviewed. Some additional flood insurance content was added.
4	Flood Map Information	We continue to provide this service and have link to the County's online service.
5	Real Estate Disclosure Program	Three trainings were held and two per year (July and Jan) are scheduled as recurring trainings. We have received good feedback from participants and our real estate professionals are completing and distributing the brochures. Updates were made to the brochure to include Flood Insurance Plan messages.
6	Flood Protection Assistance and Advisory Service	We continue to provide this service.
7	Flood Insurance Coverage Improvement Plan	This was completed and is now included in the PPI Section 3.1.1 and Appendix 4. Technical Assistance service also implemented and publicized to target audience, real estate professionals.
8	Natural Functions Open Space Educational Materials	A Natural Functions information flyer was developed and posted on all of the park bulletin boards.
9	Stream Dumping Regulation	All storm drains were inspected to ensure they had Only Rain Down the Drain markers and the utili-talk contained information about the regulation
10	Emergency Notifications Publicity	Residents were notified via many projects how they will be notified in case of a flood or hurricane.

Table 23 FRP Projects (Town)

Project	Project Description	Assignment	Flood Insurance Plan	2017 Annual Update
1 Website	FWRP messages will be posted on the News Page of the Town website, townofredingtonshores.com.	Town Clerk or designee	No	No change; Implemented during Matthew

Project	Project Description	Assignment	Flood Insurance Plan	2017 Annual Update
2 Social Media	FWRP messages will be posted on the Town's Facebook Page.	Town Clerk or designee	No	No change; Implemented during Matthew
3 Email Blasts	FWRP messages will be sent to email contact list.	Town Clerk or designee	No	No change; Implemented during Matthew
4 Messages for Town Phone Line	If Town Hall is required to close due to an evacuation, the Town's recorded phone message will be changed to include information and FWRP messages.	Town Clerk or designee	No	No change; Not yet implemented
5 TV Programming (Bright House channel 642)	The Town's regular TV scroll includes the Redington Shores 'What to Do Before, During, and After a Storm' information.	Town Clerk or designee	No	No change
6 Door Hangers	<p>After a flood happens, the Town does damage assessments for properties that experienced flooding. This provides Town staff an opportunity to relay flood response messages and information to owners of damaged homes. The Town has stuffed door hanger bags with the following pertinent flood response informational materials:</p> <ul style="list-style-type: none"> • Town of Redington Shores After the Flood Flyer • NFIP Flood Insurance Claims Handbook (FEMA F-687) • Flood Cleanup – Safety and Salvaging (ICC) • Build Back Stronger and Safer – What You Need to Know • Fact Sheet – Filing Your Flood Insurance Claim • After the Flood <p>These materials will be hung on the doors of individual homes and stacked in condominium building lobbies that are being assessed for damage.</p>	Building Official or designee	No	No change; Not yet implemented, but hanger bags are stuffed and ready for distribution if needed
7 Informational Materials	<p>The Town has in stock the following pertinent flood response informational materials, which are available at Town Hall:</p> <ul style="list-style-type: none"> • Town of Redington Shores After the Flood Flyer • NFIP Flood Insurance Claims Handbook (FEMA F-687) • Flood Cleanup – Safety and Salvaging (ICC) • Build Back Stronger and Safer – What You Need to Know • Fact Sheet – Filing Your Flood Insurance Claim • After the Flood 	Building Official or designee	No	No change;

Table 24

FRP Projects (County)

TOOL	Trigger	WHAT IT IS	2017 Annual Update
Alert Pinellas	Any event where the public needs to be notified	Alert Pinellas is powered by an emergency alert mass notification via land line, mobile phones, sms message, and email. The system also posts to social media sites.	Implemented during Hermine.
Pinellas County Website (www.pinellascounty.org)	Large scale event; also used for smaller scale with the normal county homepage	County's main website and Emergency Mgmt.'s site, www.pinellascounty.org/emergency, supply Pinellas County residents/visitors with emergency information	Implemented during Hermine.
Elert	Monthly electronic newsletter	A self-subscription monthly newsletter that provides the latest emergency education information compiled from local and national sources.	Implemented during Hermine.
Press Release	Any event where the public needs to be notified	A press release is an official statement issued to media outlets giving information to the public on a particular matter. Pinellas County Communications Department maintains contacts and relationships with the local and regional media.	Implemented during Hermine.
PCC TV	During normal operations, PCC-TV carries county meetings & educational programs; During EOC activation, carries media briefings & emergency info.	PCC TV is the county's cable TV channel.	Implemented during Hermine.
Twitter	Any event where the public needs to be notified or county wants to inform.	Social Media using brief messages	Implemented during Hermine.
Facebook	Any event where the public needs to be notified or county wants to inform.	Social Media	Implemented during Hermine.
Instagram	Any event where the public needs to be notified or county wants to inform.	Social Media generally used for promotional topics and targeted to younger audience	Implemented during Hermine.
NextDoor	Any event where the public needs to be notified	Social Media for neighborhoods	Implemented during Hermine.

TOOL	Trigger	WHAT IT IS	2017 Annual Update
E-News/Constant Contact	When Communications wants to post news or urgent messages	Press releases are sent through Constant Contact via e-mail.	Implemented during Hermine.
Media Alert	When Communications needs to get out urgent & timely info.	Delivery service free to government to inform major media outlets who pay to subscribe.	Implemented during Hermine.