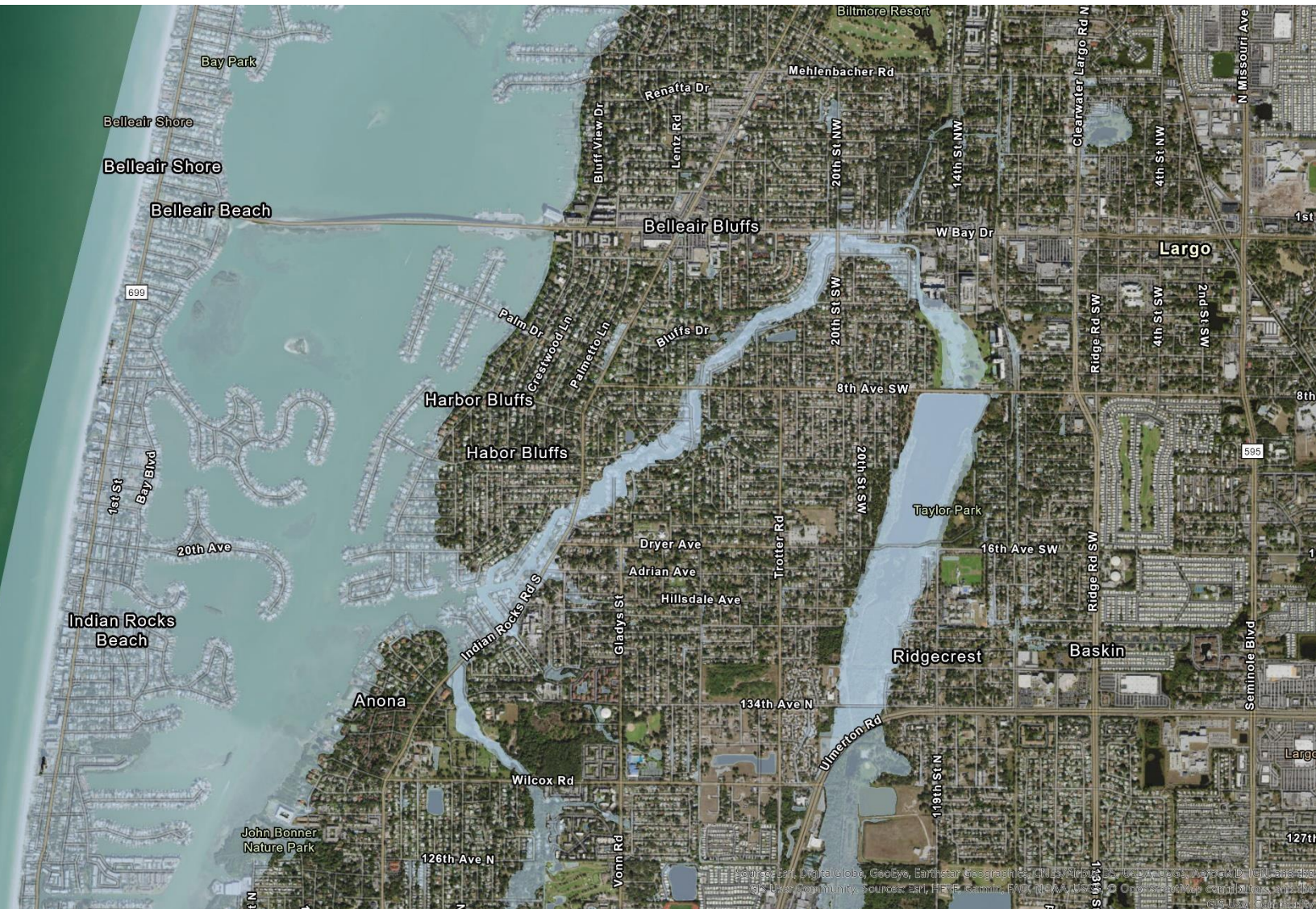


## **APPENDIX H – PROGRAM FOR PUBLIC INFORMATION**

This appendix includes the countywide Program for Public Information (CRS Activity 330).

# PINELLAS COUNTY MULTI-JURISDICTIONAL PROGRAM FOR PUBLIC INFORMATION

Pinellas County | January, 2025



**PINELLAS COUNTY  
MULTI-JURISDICTIONAL  
PROGRAM FOR PUBLIC INFORMATION**

**Prepared for:**

Pinellas County and Participating Municipalities  
22211 US Hwy. 19 N.  
Clearwater, FL 33765

**Prepared by:**

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

January, 2025

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## APPENDICES

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- Appendix B – Flood Insurance Improvement Plan
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- Appendix D – PPI Project Tracking



# 1 INTRODUCTION

Located on Florida's West Coast, Pinellas County is a 280-square mile peninsula bordered by the Gulf of Mexico and Tampa Bay, with 588 miles of coastline. There are numerous streams, creeks and drainage channels that run through the County. Of these, the County has identified 25 creeks and canals that serve as major drainage features. There are also several large lakes, including Lake Tarpon (2,534 acres), Lake Seminole (980 acres), Lake Maggiore (380 acres), Salt Lake (220 acres), Lake Del Oro (75 acres), Alligator Lake (77 acres), Lake St. George (50 acres) and Lake Chautauqua (50 acres).

Pinellas County is comprised of 24 municipalities, is home to nearly a million residents and is the most densely populated county in the state of Florida, with approximately 3,400 residents per square mile. As a low-lying, highly urbanized community the County is vulnerable to sea level rise, storm surge, and other extreme weather events.

The County is impacted by riverine, storm surge, and localized flooding in low lying and urban areas. Pinellas County has the overall goal to become more sustainable and resilient to current vulnerabilities and future flooding conditions, through both internal governmental practices and external community services, such as participation in the National Flood Insurance Program (NFIP) and Community Rating System (CRS) and implementing a Program for Public Information (PPI). The County and most of its municipalities have been actively participating in the National Flood Insurance Program's (NFIP) Community Rating System (CRS) since the early 1990's. The CRS program provides flood insurance premium reductions to participating communities. The reductions are based on the community's floodplain management programs, which include public information outreach activities, such as implementation of a Program for Public Information. The PPI was introduced by the Federal Emergency Management Agency (FEMA) as a new planning tool to provide a step-by-step coordinated approach to flood hazard outreach, which Pinellas County followed in developing their Unincorporated Pinellas County PPI, adopted in 2015 (Figure 1-1).

Pinellas County has numerous 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, some of which are countywide efforts. In addition, agencies, such as IFAS, Sea Grant and Tampa Bay Regional Planning Council, and the County's 24 municipalities have outreach centered on flood protection and awareness. As such, the County expanded their initial Program for Public Information (PPI) to include its municipalities in the 2025 PPI update to better coordinate public information activities and develop activities that will lead to more effective programs countywide. This Pinellas County Program for Public Information (PPI) includes all unincorporated areas of Pinellas County as well as 16 of its partner municipalities.

The County's purpose in developing this plan is to improve communication with residents, and to provide information about flood hazards, flood safety, flood insurance, and ways to protect property and natural floodplain functions to those who can benefit from it. Although this information is being effectively shared throughout the County, this program will better coordinate messages and materials, standardize the information being shared, and make it more

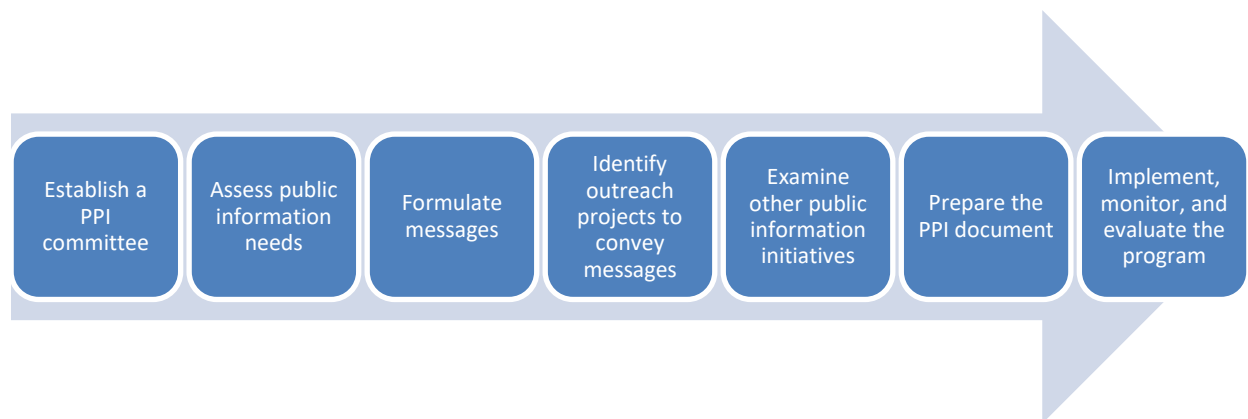
accessible to County staff as well as the other local governments and agencies within the County.

The geographic and jurisdictional scope of the Pinellas County PPI includes all unincorporated areas of Pinellas County and the following municipalities:

- Town of Belleair
- City of Belleair Beach
- City of Clearwater
- City of Gulfport
- City of Indian Rocks Beach
- Town of Indian Shores
- City of Madeira Beach
- City of Oldsmar
- City of Pinellas Park
- Town of Redington Beach
- Town of Redington Shores
- City of Safety Harbor
- City of South Pasadena
- City of St. Petersburg
- City of St. Pete Beach
- City of Tarpon Springs
- City of Treasure Island

This PPI offers a structure in line with the Program for Public Information activity of the CRS (Figure 1-1).

**Figure 1-1 PPI Planning Process**



## 2 PLANNING COMMITTEE

The role of the planning committee as it relates to this PPI is to provide input about target audiences, types and delivery of messages, and insight into ongoing efforts in the community. The efforts of the PPI can affect and be affected by other related activities such as development of the Flood Response Plan, Flood Insurance Improvement Plan and the Floodplain Management Plan, which is a component of the larger Local Mitigation Strategy (LMS). **This committee represents a unique opportunity to coordinate and improve consistency in messaging countywide and avoid duplication of efforts among the various initiatives to reduce flood risk and damage. This group will serve as the Pinellas County Flood Risk and Mitigation Public Information Working Group (FRMPIWG).** Not only will this committee be covering the basic CRS PPI requirements, but they will also be evaluating Flood Insurance Coverage, Floodplain Management, Flood Warning and Response, and providing input to the multi-jurisdictional LMS.

The multi-jurisdictional committee has members from both inside and outside the local government agencies. Unincorporated and municipal staff cover a variety of roles, maximizing the exposure and coordination among various department functions. The types of roles represented include Floodplain Management, Public Works, Marketing and Communications, Environmental Management, Planning and Development Services, and Department of Emergency Management. Many of these departments have designated Public Information Officers (PIOs). Community staff work together with active members of the community, including representatives of the insurance, real-estate, mortgage-lending industries, neighborhood associations, and Tampa Bay Regional Planning Council (TBRPC), to develop and implement this plan (Table 2-1). The working group meets several times each year to monitor and update the plan. On occasion, the working group may ask for input from other professionals or agencies for their input and specific expertise on various topics related to specific outreach initiatives (Table 2-2).

The committee first convened in October of 2018 to discuss the transition from a PPI that addressed primarily Unincorporated Pinellas County, to an inclusive multi-jurisdictional public information program.

| Jurisdiction Represented | Name              | Affiliation                                  |
|--------------------------|-------------------|--|
| Pinellas County          | Ali Rieman        | Pinellas County – Project Coordinator        |
| Pinellas County          | Anamarie Rivera   | Pinellas County - Environmental Management   |
| Pinellas County          | Brian Ellis       | Tampa Bay Regional Planning Council          |
| Pinellas County          | Cara Serra        | Tampa Bay Regional Planning Council          |
| Pinellas County          | Cheryl Morales    | Pinellas Public Library Cooperative (PPLC)   |
| Pinellas County          | CJ Reynolds       | Florida Housing Coalition                    |
| Pinellas County          | David Connor      | Pinellas County – Marketing & Communications |
| Pinellas County          | Dawn Forrest      | Wright Flood                                 |
| Pinellas County          | Gerry Evenwel     | National Flood Experts                       |
| Pinellas County          | Jessica McCracken | Pinellas County – Emergency Management       |
| Pinellas County          | Joe Farrell       | Pinellas/Pasco Realtor Organization (PRO)    |
| Pinellas County          | John Hibbard      | Weisner Insurance                            |
| Pinellas County          | Kelsey Grentzer   | Pinellas County – Marketing & Communications |



|                     |                     |  |
|---------------------|---------------------|--|
| Pinellas County     | Lindsey O'Donnell   | Florida Best Quote Insurance                               |
| Pinellas County     | Lisa Foster         | Pinellas County – Floodplain Administrator                 |
| Pinellas County     | Marty Sorensen      | Resident   |
| Pinellas County     | Mary Burrell        | Pinellas County - Emergency Management                     |
| Pinellas County     | Marq Caughell       | Pinellas County – Public Works Communications              |
| Pinellas County     | Scott Nappier       | Beach Access – Real Estate Brokerage                       |
| Pinellas County     | Smita Ambadi        | Pinellas County - Planning                                 |
| Pinellas County     | Zahra Andalib       | National Flood Experts                                     |
| Pinellas County     | Zorana Kojic        | StormSensor  |
| Belleair            | Debbie Darling      | Belleair CC  |
| Belleair            | Keith Bodeker       | Belleair - Town of Belleair                                |
| Belleair Beach      | Aaron Glanz         | Belleair Beach – Community Services Administrator          |
| Belleair Beach      | Frank Bankard       | Resident   |
| Clearwater          | Derek Smith         | Clearwater – Emergency Management                          |
| Clearwater          | Jared Leane         | Resident   |
| Clearwater          | Steve Kessler       | Resident   |
| Dunedin             | Michelle Monteclaro | City of Dunedin  |
| Gulfport            | Clark Streicher     | Gulfport - Building Official                               |
| Gulfport            | Karen Brodeur       | WhitCo Insurance Agency                                    |
| Hillsborough County | Christine Hummel    | Hillsborough County – CRS Coordinator                      |
| Indian Rocks Beach  | Coleen Olson        | Indian Rocks Beach – Public Works Administrative Assistant |
| Indian Rocks Beach  | Diane Flagg         | Resident   |
| Indian Shores       | Brian Rusu          | Indian Shores - Building Official                          |
| Indian Shores       | Robert E. Lyons     | Sunwest Construction LLC                                   |
| Madeira Beach       | Jenny Rowan         | Madeira Beach – Community Development Director             |
| Madeira Beach       | Lisa Sheuermann     | Madeira Beach – Community Development Program Coordinator  |
| Madeira Beach       | Vincent Gadrix      | Gulf Beaches Public Library Director                       |
| Oldsmar             | Daniel Simpson      | Oldsmar – Public Works Director                            |
| Oldsmar             | Doug Bevis          | Resident/Realtor   |
| Oldsmar             | Felicia Donnelly    | Oldsmar – City Manager                                     |
| Oldsmar             | Gregg Silliman      | Oldsmar - Code Enforcement Officer                         |
| Oldsmar             | James Wagner        | Oldsmar – Planning & Zoning                                |
| Oldsmar             | Mandi Clark         | Oldsmar – Floodplain & Building Coordinator                |
| Oldsmar             | Matt Jackson        | Oldsmar – Principal Planner                                |
| Oldsmar             | Mike Bolan          | Mike's Weather Page  |
| Oldsmar             | Tatiana Childress   | Oldsmar – Planning & Redevelopment Director                |
| Pinellas Park       | Erica Lindquist     | Pinellas Park – Planning & Development Services Director   |
| Pinellas Park       | Housh Ghovae        | Gateway Chamber of Commerce                                |
| Pinellas Park       | Suzanne Boisvert    | Pinellas Park – Emergency Management Coordinator           |
| Pinellas Park       | Terry England       | Gateway Chamber of Commerce                                |
| Pinellas Park       | Tiffany Menard      | Pinellas Park – Senior Planner                             |
| Redington Beach     | Annie Fleeting      | Next Home Beach Time Realty                                |
| Redington Beach     | Barry Scarr         | Insurance Professional                                     |
| Redington Beach     | Pat English         | Resident   |
| Redington Beach     | Tim Thompson        | JPM Chase  |
| Redington Shores    | Bill Blackburn      | Blackburn Coastal Realty                                   |

|                  |                    |   |
|------------------|--------------------|---|
| Redington Shores | Brian McClure      | Charter   |
| Redington Shores | Christy Herig      | Resident  |
| Redington Shores | Cynthia Hoyt       | Resident  |
| Redington Shores | Dave Motley        | Resident  |
| Redington Shores | Michael McGlothlin | Redington Shores – Town Administrator               |
| Safety Harbor    | Jessica Wilson     | Brightway Insurance                                 |
| Safety Harbor    | Marcie Stenmark    | Safety Harbor – Community Development Coordinator   |
| South Pasadena   | David Mixson       | South Pasadena – Fire Chief                         |
| South Pasadena   | Robin Miller       | Tampa Bay Beaches Chamber of Commerce               |
| St. Petersburg   | Angie Phillips     | St. Petersburg – Acting Floodplain Administrator    |
| St. Petersburg   | Brandi Gabbard     | City Council & Real Estate Broker                   |
| St. Petersburg   | Chris Dailey       | Shore Acres Civic Association                       |
| St. Petersburg   | Frank Malowany     | Smith & Associates                                  |
| St. Petersburg   | John Mason         | St. Petersburg Council of Neighborhood Associations |
| St. Pete Beach   | Julie Anderson     | St. Pete Beach – Building Division Manager          |
| St. Pete Beach   | Michael Welch      | Resident  |
| St. Pete Beach   | Mike Clarke        | St. Pete Beach – Public Works Director              |
| Tarpon Springs   | David Gilson       | Tarpon Springs - Building Official                  |
| Tarpon Springs   | Joan Jennings      | Resident  |
| Tarpon Springs   | Susan DeCose       | Resident  |
| Treasure Island  | Brian Ford         | Insurance Resources                                 |
| Treasure Island  | Maryellen Edwards  | Treasure Island – Assistant Director                |
| Consultant       | Chris Zambito      | Atkins  |
| Consultant       | Joan Van Stone     | CRS Max, Inc.                                       |
| Consultant       | Khan Boupfa        | Jones Edmunds                                       |

Table 2-3 provides an overview of the committee meetings. Key topics during the committee meetings include:

- Plan organization
- Coordination of projects (countywide and jurisdictional) to relay flood information
- Identification of flood risks and potential mitigation opportunities
- Identification of partnership opportunities
- Providing support to LMS WG
- Identification of priority areas for outreach
- Assessment of flood insurance coverage
- Determination of priority audiences for outreach activities
- Inventory and evaluation of other public information initiatives at the County as well as other agencies

- Development of outreach messages
- Review of possible outreach activities
- Plan implementation and update

**Table 2-1 FRMPIWG Core Members**

| <b>Jurisdiction Represented</b> | <b>Staff/Stakeholder</b> | <b>Name</b>          | <b>Affiliation</b>  |
|---------------------------------|--------------------------|----------------------|---|
| Pinellas County                 | Staff                    | John Carkeet         | Pinellas County Marketing & Communications – PIO            |
| Pinellas County                 | Staff                    | Maxine Moore         | Floodplain Technician                                       |
| Pinellas County                 | Stakeholder              | Ashley Tharp         | Wright Flood, Corporate Agent Training Manager              |
| Pinellas County                 | Stakeholder              | Cece McKiernan       | Florida Floodplain Managers Association, Executive Director |
| Belleair                        | Staff                    | Greg Lauda           | Floodplain Manager  |
| Belleair                        | Stakeholder              | Tom Shelly           | Florida Real Estate Broker                                  |
| Belleair Beach                  | Staff                    | Kyle Riefler         | Community Services Administrator                            |
| Belleair Beach                  | Stakeholder              | Marv Behm            | Resident  |
| Clearwater                      | Staff                    | Sarah Kessler        | City of Clearwater  |
| Clearwater                      | Stakeholder              | Bill Jonson          | Former Councilmember  |
| Gulfport                        | Staff                    | Michael Taylor       | Community Development Principal Planner                     |
| Gulfport                        | Stakeholder              | Mike Whitman         | WhitCo Insurance Agency                                     |
| Indian Rocks Beach              | Staff                    | Dean Scharmen        | Public Services Director                                    |
| Indian Rocks Beach              | Stakeholder              | Ron Sacara           | Resident  |
| Indian Shores                   | Staff                    | William Jones        | Building Clerk  |
| Indian Shores                   | Stakeholder              | Katrena Hales-Claver | Calusa Vacations LTD  |
| Madeira Beach                   | Staff                    | Marci Forbes         | Community Development Engineer                              |
| Madeira Beach                   | Stakeholder              | Vincent Gadrix       | Neighborhood Construction                                   |
| Oldsmar                         | Staff                    | Deb Vitrali          | Marketing Specialist / PIO                                  |
| Oldsmar                         | Stakeholder              | Paula Saracki        | Resident/Business Owner                                     |
| Pinellas Park                   | Staff                    | Derek Reeves         | Planning & Development Services Principal Planner           |
| Pinellas Park                   | Stakeholder              | Linda Yang           | FL Strategic Insurance                                      |
| Redington Beach                 | Staff                    | Adriana Nieves       | Deputy Clerk  |
| Redington Beach                 | Stakeholder              | Thomas Dorgan        | Resident  |
| Redington Shores                | Staff                    | Jolie Patterson      | Deputy Town Clerk   |
| Redington Shores                | Stakeholder              | Kimberly Harr        | Harr & Associates, Inc.                                     |

| Jurisdiction Represented | Staff/Stakeholder | Name               | Affiliation                      |
|--------------------------|-------------------|--------------------|----------------------------------|
| Safety Harbor            | Staff             | Troy Wilcox        | Civil Designer                   |
| Safety Harbor            | Stakeholder       | Damon Lister       | Southern Life Realty             |
| South Pasadena           | Staff             | Terri Sullivan     | Building Official                |
| South Pasadena           | Stakeholder       | Collin Baranick    | Elance at Pasadena               |
| St. Petersburg           | Staff             | Hannah Rebholz     | Floodplain Coordinator           |
| St. Petersburg           | Stakeholder       | Jake Holehouse     | HH Insurance                     |
| St. Pete Beach           | Staff             | Mark Vasquez       | Building Official                |
| St. Pete Beach           | Stakeholder       | Chris Hollands     | Local Business Owner             |
| Tarpon Springs           | Staff             | Megan Araya        | Development Services Coordinator |
| Tarpon Springs           | Stakeholder       | Barbara Mamouzelos | Resident                         |
| Treasure Island          | Staff             | Jesse Miller       | Principal Planner                |
| Treasure Island          | Stakeholder       | Clyde Smith        | General Manager, Bilmar Resort   |

**Table 2-2 FRMPIWG Additional Support**

| Jurisdiction Represented | Name              | Affiliation                                       |
|--------------------------|-------------------|---|
| Pinellas County          | Ali Rieman        | Pinellas County – Project Coordinator             |
| Pinellas County          | Anamarie Rivera   | Pinellas County - Environmental Management        |
| Pinellas County          | Brian Ellis       | Tampa Bay Regional Planning Council               |
| Pinellas County          | Cara Serra        | Tampa Bay Regional Planning Council               |
| Pinellas County          | Cheryl Morales    | Pinellas Public Library Cooperative (PPLC)        |
| Pinellas County          | CJ Reynolds       | Florida Housing Coalition                         |
| Pinellas County          | David Connor      | Pinellas County – Marketing & Communications      |
| Pinellas County          | Dawn Forrest      | Wright Flood                                      |
| Pinellas County          | Gerry Evenwel     | National Flood Experts                            |
| Pinellas County          | Jessica McKracken | Pinellas County – Emergency Management            |
| Pinellas County          | Joe Farrell       | Pinellas/Pasco Realtor Organization (PRO)         |
| Pinellas County          | John Hibbard      | Weisner Insurance                                 |
| Pinellas County          | Kelsey Grentzer   | Pinellas County – Marketing & Communications      |
| Pinellas County          | Lindsey O'Donnell | Florida Best Quote Insurance                      |
| Pinellas County          | Lisa Foster       | Pinellas County – Floodplain Administrator        |
| Pinellas County          | Marty Sorensen    | Resident  |
| Pinellas County          | Mary Burrell      | Pinellas County - Emergency Management            |
| Pinellas County          | Marq Caughell     | Pinellas County – Public Works Communications     |
| Pinellas County          | Scott Nappier     | Beach Access – Real Estate Brokerage              |
| Pinellas County          | Smita Ambadi      | Pinellas County - Planning                        |
| Pinellas County          | Zahra Andalib     | National Flood Experts                            |
| Pinellas County          | Zorana Kojic      | StormSensor                                       |
| Belleair                 | Debbie Darling    | Belleair CC                                       |
| Belleair                 | Keith Bodeker     | Belleair - Town of Belleair                       |
| Belleair Beach           | Aaron Glanz       | Belleair Beach – Community Services Administrator |



|                     |                     |  |
|---------------------|---------------------|--|
| Belleair Beach      | Frank Bankard       | Resident   |
| Clearwater          | Derek Smith         | Clearwater – Emergency Management                          |
| Clearwater          | Jared Leane         | Resident   |
| Clearwater          | Steve Kessler       | Resident   |
| Dunedin             | Michelle Monteclaro | City of Dunedin  |
| Gulfport            | Clark Streicher     | Gulfport - Building Official                               |
| Gulfport            | Karen Brodeur       | WhitCo Insurance Agency                                    |
| Hillsborough County | Christine Hummel    | Hillsborough County – CRS Coordinator                      |
| Indian Rocks Beach  | Coleen Olson        | Indian Rocks Beach – Public Works Administrative Assistant |
| Indian Rocks Beach  | Diane Flagg         | Resident   |
| Indian Shores       | Brian Rusu          | Indian Shores - Building Official                          |
| Indian Shores       | Robert E. Lyons     | Sunwest Construction LLC                                   |
| Madeira Beach       | Jenny Rowan         | Madeira Beach – Community Development Director             |
| Madeira Beach       | Lisa Sheuermann     | Madeira Beach – Community Development Program Coordinator  |
| Madeira Beach       | Vincent Gadrix      | Gulf Beaches Public Library Director                       |
| Oldsmar             | Daniel Simpson      | Oldsmar – Public Works Director                            |
| Oldsmar             | Doug Bevis          | Resident/Realtor   |
| Oldsmar             | Felicia Donnelly    | Oldsmar – City Manager                                     |
| Oldsmar             | Gregg Silliman      | Oldsmar - Code Enforcement Officer                         |
| Oldsmar             | James Wagner        | Oldsmar – Planning & Zoning                                |
| Oldsmar             | Mandi Clark         | Oldsmar – Floodplain & Building Coordinator                |
| Oldsmar             | Matt Jackson        | Oldsmar – Principal Planner                                |
| Oldsmar             | Mike Bolan          | Mike’s Weather Page  |
| Oldsmar             | Tatiana Childress   | Oldsmar – Planning & Redevelopment Director                |
| Pinellas Park       | Erica Lindquist     | Pinellas Park – Planning & Development Services Director   |
| Pinellas Park       | Housh Ghovae        | Gateway Chamber of Commerce                                |
| Pinellas Park       | Suzanne Boisvert    | Pinellas Park – Emergency Management Coordinator           |
| Pinellas Park       | Terry England       | Gateway Chamber of Commerce                                |
| Pinellas Park       | Tiffany Menard      | Pinellas Park – Senior Planner                             |
| Redington Beach     | Annie Fleeting      | Next Home Beach Time Realty                                |
| Redington Beach     | Barry Scarr         | Insurance Professional                                     |
| Redington Beach     | Pat English         | Resident   |
| Redington Beach     | Tim Thompson        | JPM Chase  |
| Redington Shores    | Bill Blackburn      | Blackburn Coastal Realty                                   |
| Redington Shores    | Brian McClure       | Charter  |
| Redington Shores    | Christy Herig       | Resident   |
| Redington Shores    | Cynthia Hoyt        | Resident   |
| Redington Shores    | Dave Motley         | Resident   |
| Redington Shores    | Michael McGlothlin  | Redington Shores – Town Administrator                      |
| Safety Harbor       | Jessica Wilson      | Brightway Insurance  |
| Safety Harbor       | Marcie Stenmark     | Safety Harbor – Community Development Coordinator          |
| South Pasadena      | David Mixson        | South Pasadena – Fire Chief                                |
| South Pasadena      | Robin Miller        | Tampa Bay Beaches Chamber of Commerce                      |
| St. Petersburg      | Angie Phillips      | St. Petersburg – Acting Floodplain Administrator           |
| St. Petersburg      | Brandi Gabbard      | City Council & Real Estate Broker                          |

|                 |                   |   |
|-----------------|-------------------|---|
| St. Petersburg  | Chris Dailey      | Shore Acres Civic Association                       |
| St. Petersburg  | Frank Malowany    | Smith & Associates                                  |
| St. Petersburg  | John Mason        | St. Petersburg Council of Neighborhood Associations |
| St. Pete Beach  | Julie Anderson    | St. Pete Beach – Building Division Manager          |
| St. Pete Beach  | Michael Welch     | Resident  |
| St. Pete Beach  | Mike Clarke       | St. Pete Beach – Public Works Director              |
| Tarpon Springs  | David Gilson      | Tarpon Springs - Building Official                  |
| Tarpon Springs  | Joan Jennings     | Resident  |
| Tarpon Springs  | Susan DeCose      | Resident  |
| Treasure Island | Brian Ford        | Insurance Resources                                 |
| Treasure Island | Maryellen Edwards | Treasure Island – Assistant Director                |
| Consultant      | Chris Zambito     | Atkins  |
| Consultant      | Joan Van Stone    | CRS Max, Inc.                                       |
| Consultant      | Khan Boupfa       | Jones Edmunds                                       |

**Table 2-3 FRMPIWG Meetings**

| Date                    | Discussion Topics   |
|-------------------------|---|
| <b>January 31, 2020</b> | Committee reviewed the status of the LMS and Multi-Jurisdictional PPI. The committee revisited several priority areas and audiences, discussed other public information efforts and reviewed the status of projects. The PPI resource toolbox is complete, and a demonstration was provided to the members. This tool will assist participating communities to document their PPI projects.   |
| <b>May 29, 2020</b>     | Committee reviewed the status of the LMS and Multi-Jurisdictional PPI, along with their adoption status of the 5-year plan update. The committee also reviewed the Flood Insurance Improvement Plan for revisions. The committee discussed the publicity requirements for outreach initiatives. A toolbox was developed to help communities track outreach materials. Other outreach project initiatives were discussed including making elevation certificates available to the public and standardizing the outreach messages for social and regular media under different weather scenarios. |
| <b>October 16, 2020</b> | The committee reviewed and identified updates to the LMS, PPI, FIA and FRP, including adding new projects and messages. The committee also discussed the status and effectiveness of each outreach project for the municipalities. The plans were updated, and the annual reports were developed following this meeting.  |
| <b>January 29, 2021</b> | The committee reviewed the updates to the LMS that had been submitted to the state. They also reviewed the ongoing project, blue-sky social media messaging, the SharePoint toolkit. They discussed potential projects like letters to utility companies, veterinarian outreach, Tampa Bay newspaper, the Business Flood and Hurricane Outreach Summit and EC digitization. A focus group was created to come up with a post-flood checklist to help residents compile damage to valuables.   |

|                          |  |
|--------------------------|--|
| <b>May 21, 2021</b>      | The committee reviewed the annual LMS report and the updated PPI report, Appendix H. They also discussed the ongoing projects and details on how there are countywide projects and jurisdiction specific projects, highlighting how the OP matrix is a great tool for tracking that kind of info. New messages were created in response to Hurricane Eta. They also discussed Blue-sky messaging, the flood map service, collaboration with Sarasota County on Floody the Frog, engagement stats on social media messaging, and hurricane awareness week. They reviewed FRMPIWG tasks accomplished by municipalities like the real estate disclosure program, the SharePoint toolkit training, Emergency Management Annual Summits, and Elevation Certificate upload applications. Ideas for new projects were also discussed. |
| <b>October 22, 2021</b>  | The committee was informed that Pinellas County had recently received a Class 3 CRS rating and discussed how the new flood insurance discount would impact all of the involved communities. They reviewed the Annual Report for the PPI and discussed Public Information Needs, Potential Target Audiences, Messages and Outcomes, and Outreach Projects. There was then open discussion on the LMS for the annual reports and that all municipalities need to update related to their respective communities. They also formed a messaging task force.  |
| <b>January 28, 2022</b>  | The committee reviewed Real Estate Disclosure Program Training, FRP Messages, Flood Guide Updates, Blue-Sky Social Media messages, Elevation Certificate Digitization and EC Entry Application, FloodApplication, Flood Map Service Review and Survey, and new outreach projects, including the audiences, and possible outcomes.  |
| <b>May 6, 2022</b>       | The committee discussed the status of the Real Estate Disclosure Program Training, FRP Messages, Flood Guide Updates, Blue-Sky Social Media messages, Elevation Certificate Digitization and EC Entry Application, FloodApplication, Flood Map Service Review and Survey, and new outreach projects, including the audiences, and possible outcomes.   |
| <b>October 28, 2022</b>  | The committee evaluated the public information needs. The messages, target audiences and outcomes were re-evaluated, along with the status of existing and future projects. The annual report was also reviewed.   |
| <b>February 17, 2023</b> | The committee reviewed the LMS annual report, which serves as the County's floodplain management program report, and provided feedback. The accomplishments of the PPI were also reviewed to determine effectiveness and next steps. The committee and stakeholders updated the status of each project.  |
| <b>May 19, 2023</b>      | The PPI committee reviewed the status of projects undertaken by the County as well as participating municipalities.  |
| <b>October 20, 2023</b>  | The committee evaluated the public information needs. The messages, target audiences and outcomes were re-evaluated, along with the status of existing and future projects. The LMS annual report was also reviewed.   |
| <b>January 26, 2024</b>  | The PPI group reviewed the LMS annual report and the PPI annual report. In anticipation of the 5-year update for the PPI, the committee reflected back on the accomplishments of the program and what will be needed for the 5-year update. This included an assessment of projects developed by the County and the municipalities, with input from stakeholders. New projects discussed include storm surge signage, an update on the vulnerability assessment being conducted county-wide and the needs of municipalities for outreach.  |

|                      |   |
|----------------------|---|
| <b>May 10, 2024</b>  | The PPI reviewed the status of current projects and potential new projects. In addition, the committee re-evaluated the flood outreach topics and outcomes. Stakeholder projects were also reviewed to determine the status and future needs.   |
| <b>February 2025</b> | The September meeting was postponed due to the impact of back-to-back hurricanes, Helene and Milton, which nearly made direct landfall in Pinellas County and its surrounding areas. In the aftermath, County and local government staff prioritized community recovery and rebuilding efforts, making it impossible to meet as originally scheduled. The working group now plans to reconvene in February. |

Meeting notes and sign-in sheets for the above meetings and subsequent meetings to update the plan are provided in the attachments that accompany this PPI (Appendix A). FRMPIWG meetings are advertised on the County's website and are open to the public.

### 3 ASSESSMENT OF PUBLIC INFORMATION NEEDS

With almost one million residents, Pinellas County is the most densely populated County in Florida with over 3,400 people per square mile. Much of the development in the County occurred prior to implementation of floodplain management and flood damage prevention requirements in the 1970s. Additionally, much of that development occurred in areas that are now classified as Special Flood Hazard Areas (SFHA) on the FEMA Flood Insurance Rate Maps (FIRM), County identified flood hazard areas, and storm surge areas.

The County and its municipalities are exposed to flooding from hurricanes, tropical storms, storm surges, as well as stormwater runoff resulting from heavy rainfall. The latest FIRMs show approximately 105,000 acres of SFHA in the County, of which over 25,200 acres are in the unincorporated areas. There are almost 354,000 structures within Pinellas County and its municipalities. Approximately 86,000 structures in Pinellas County and its municipalities are within the SFHA. Over 55,000 of these structures in the SFHA were built before 1975, when federal floodplain regulations had not yet been adopted in most jurisdictions.

In addition to the SFHA flood risk identified in the FIRMs, there is a risk of flooding from storm surge in Pinellas County. Although many of the properties in the storm surge area are included in the SFHA, there are some that are not. There are also historically flood prone areas throughout the County, some of which are located outside of the SFHA and storm surge areas, such as low-lying areas where conveyance is susceptible to back up from tidal tailwater. In total, there are over 225,000 structures within Pinellas County and its municipalities that can potentially be affected by flooding due to heavy rain or storm surge. This represents approximately 64% of the structures in Pinellas County. Additionally, there are repetitive loss areas, which 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.

#### PRIORITY AREAS

Pinellas County is mostly flat, and due to its geographic location in the subtropics, the entire county is vulnerable to damage caused by flooding from tropical storms, hurricanes and heavy rainfall. To identify priority areas of concern, the County and many of its municipalities have been tracking historical flooding issues using Geographic Information Systems (GIS) and have delineated Repetitive Loss Areas (RLA). In addition, Pinellas County and its municipalities have developed and maintained comprehensive watershed management plans for the region. These plans include stormwater models developed to describe the flooding potential for areas within the county. The results of these plans help to identify those areas that are vulnerable to flooding from small storms or less frequent, larger storms.

Areas susceptible to flood hazards include the SFHA and the other flood hazard areas identified through the watershed management plans (Figure 3-1). Based on the communities' assessment of flood hazards, priority areas include the following:

- Coastal Lands – These areas have experienced flooding and erosion resulting from severe weather systems such as hurricanes, tropical storms, intense rainfall and surge.



During several hurricanes, high tides and surge have caused damage to many homes, seawalls, and roads along the Pinellas coastline.

- 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). Figure 3-2 shows the pre-FIRM and Post-FIRM development across the County.
- Storm Surge Affected Areas – Certain areas can also be significantly impacted by storm surge as depicted by the County's Storm Surge map (Figure 3-3), with Zone A being the most vulnerable.
- Localized flooding areas of concern throughout the county were also identified through the County's watershed management plans. These areas have been delineated in GIS.
- Repetitive Loss Areas – A repetitive loss area is an area within a community that includes buildings on FEMA's list of repetitive losses and nearby properties that may be subject to the same or similar flooding conditions. Pinellas County and participating municipalities identified and delineated these areas using the most recent repetitive loss properties data from FEMA. In addition, Pinellas County performed a repetitive loss area analysis (RLAA) in which detailed building information is collected through field visits to develop an understanding of the exact causes of repetitive flood damage at those sites. The Repetitive Loss Areas Summary and Pinellas County RLAA can be found in the LMS.

**Figure 3-1 Flood Prone and Repetitive Loss Areas**

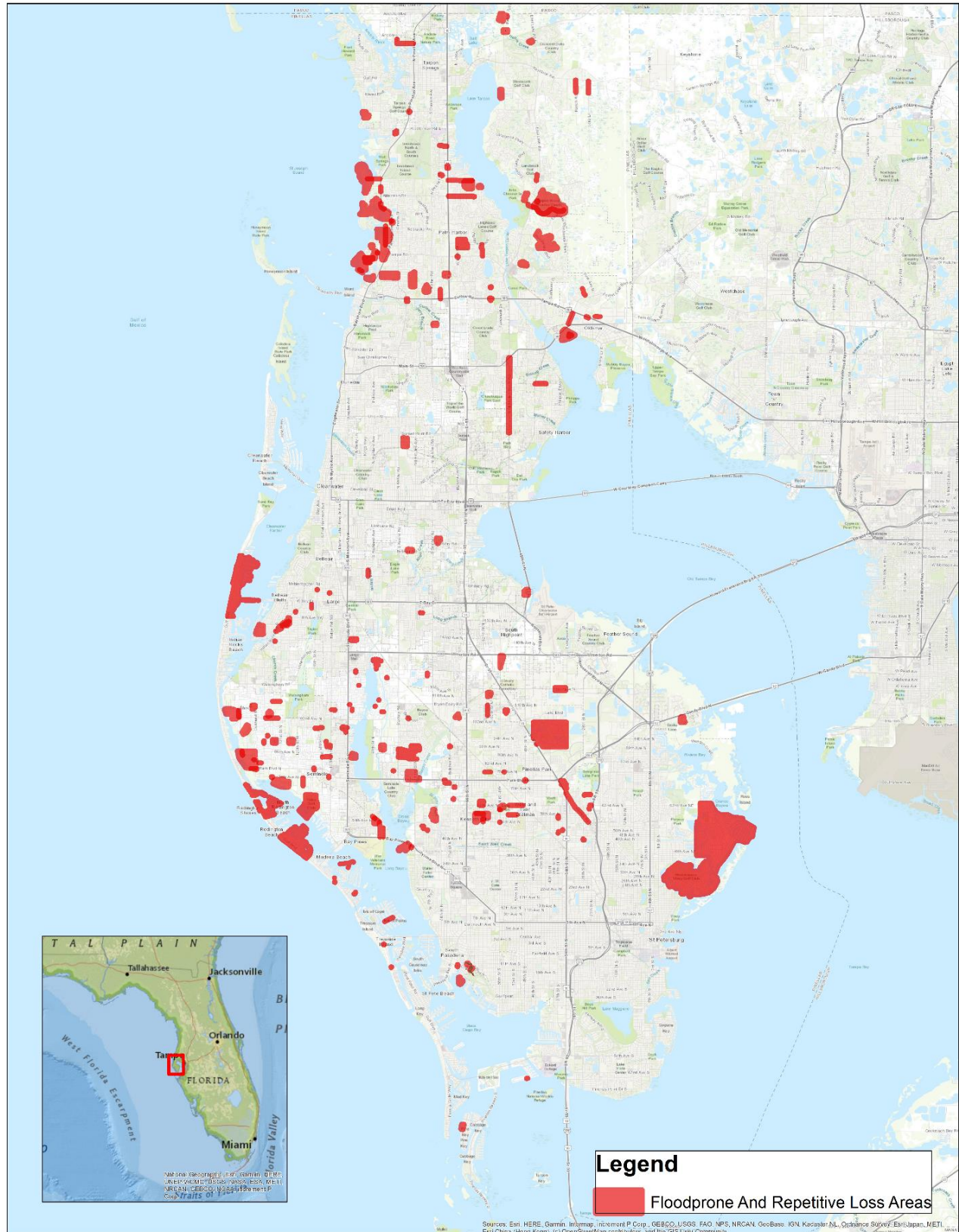


Figure 3-2 Pinellas County Age of Development

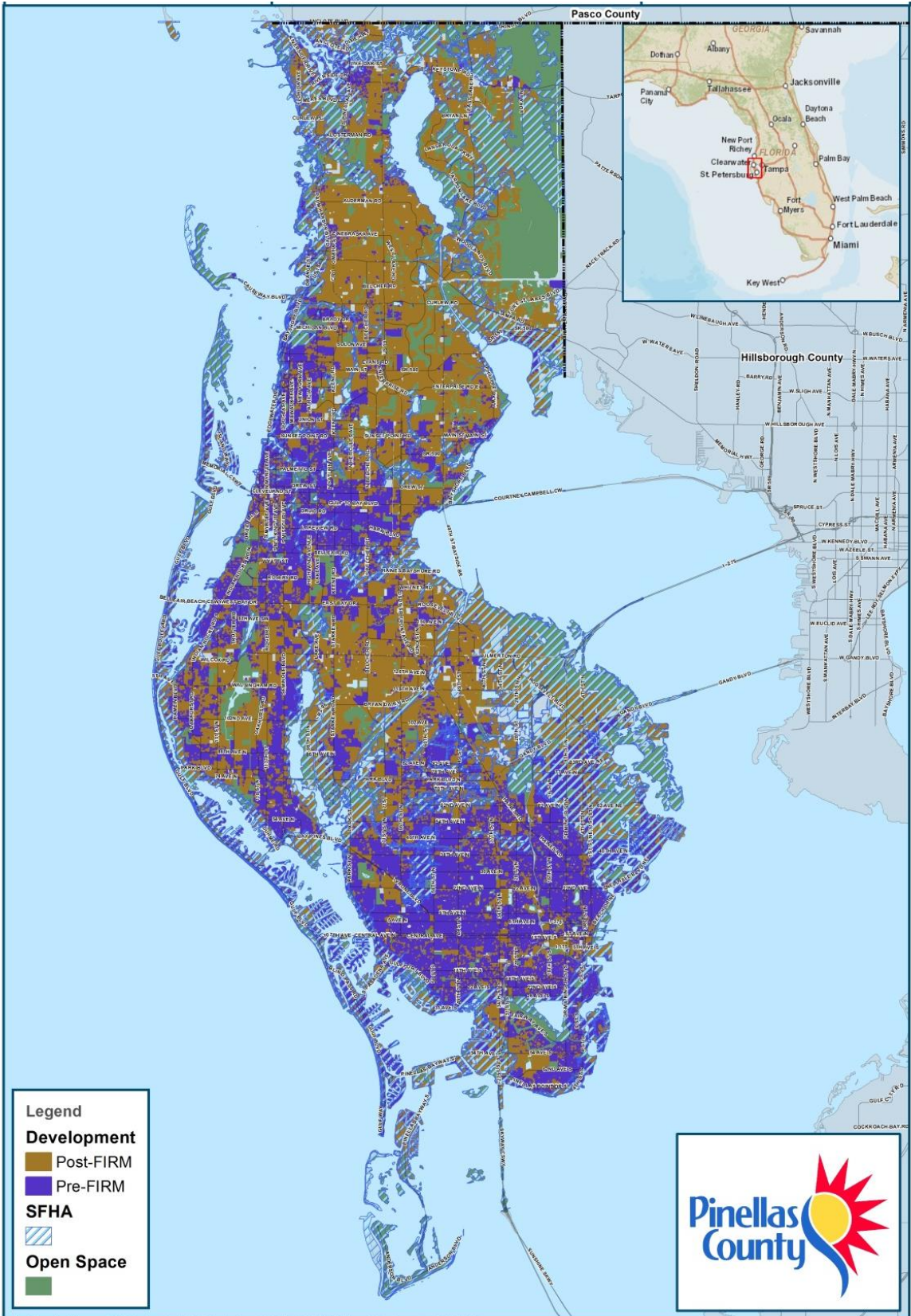
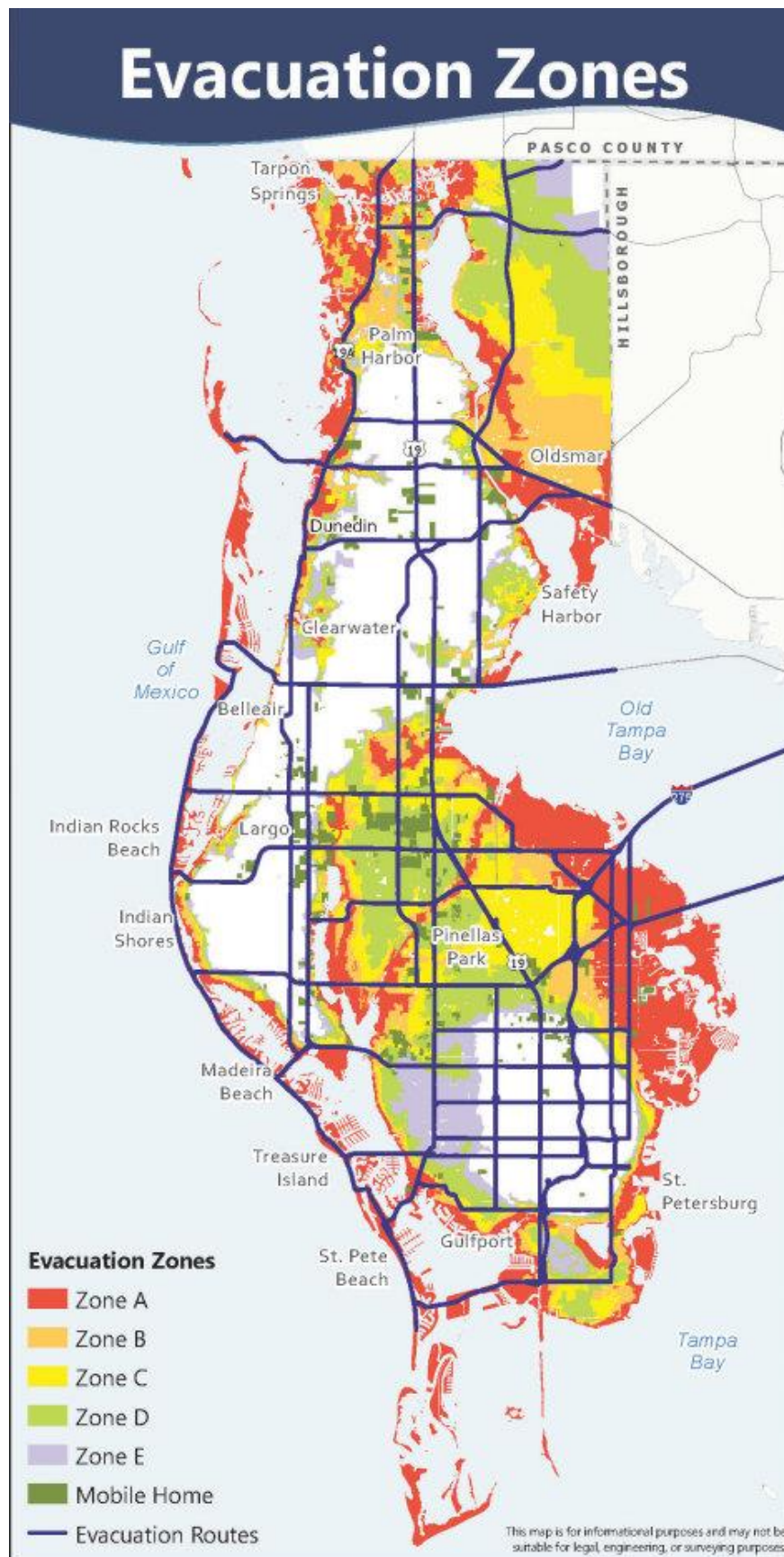




Figure 3-3 Storm Surge



## FLOOD INSURANCE COVERAGE ASSESSMENT

There are approximately 130,000 policies with \$33 billion of flood insurance in force within Pinellas County and its municipalities.

Pinellas County and its municipalities evaluated the number of structures in each FIRM flood zone compared to the policy summary by zone. From this information the FRMPIWG was able to identify several target audiences and areas, such as the VE zone, to include in the Flood Insurance Improvement Plan (Appendix B). Based on the flooding and development information described above, the Committee identified the residents and businesses within certain areas as target audiences to whom projects should be directed. In addition to identifying these audiences based on their location and flood insurance coverage information the Committee identified additional groups of stakeholders from across the County that would also benefit from information on flood related topics. For example, people looking to purchase properties in the County, should be apprised of their flood risk and flood insurance requirements.

Flood insurance policy data was provided by FEMA to the County in October 2023. The provided data included the community's name, address, and policy effective date for active contracts. The 2023 data lacked additional information that was provided in past years, such as premium amounts. Additionally, there were 19,008 Policies in Force (PIF) with the community's name listed as 'UNKNOWN'. As such, these addresses were geocoded and spatially joined to parcel data to estimate the community. There were 1,721 provided addresses that were not located.

Of the approximately 72,824 policies currently in-force within Pinellas County and its municipalities, about 53,860 of those policies are for properties within the SFHA, indicating that there is a significant number of homeowners that opted to carry flood insurance even though they may not be required to. It should be noted that policies from private flood insurance companies are not reported to the County or municipalities. Additionally, condos and other multi-family structures may have many policies associated with each building. Overall, most of the policies in force are for single-family homes – about 64,010 properties with policies. The County maintains insurance for facilities that it owns, including flood insurance for facilities that are shown to be at risk for flooding.

Since Risk Rating 2.0 began in 2021, there has been a decrease in NFIP policy counts year to year for most of the Pinellas County communities. It is unclear how many people dropped NFIP policies to purchase flood insurance through a private insurer or how many people chose to not renew their NFIP policies because of increased rates. The consistent decreasing number of NFIP policies is concerning and the working group will continue to identify, improve, and implement outreach to educate the public about the benefits of insurance coverage following a flood.



Table 3-1 summarizes the NFIP policies for Pinellas County and its municipalities. As indicated by the data, although the number of policies and total number of losses are greatest in the largest municipalities, significant losses are also found in the communities along the gulf coast as well as many inland areas adjacent to major tributaries. Outreach projects need to target these audiences to educate them on the flood risks, ways to mitigate, and flood insurance.

**Table 3-1 Summary of Insurance for Municipalities (September 2023)**

| Community Name (Number)              | PIF<br>FEMA<br>Dec 2021 | Premiums<br>FEMA<br>Dec 2021 | PIF<br>FDEM<br>July 2022 | Premiums FDEM<br>July 2022 | PIF FEMA<br>Sept 2023 | Total<br>Number<br>of Losses | Premiums FEMA<br>Sept 2023      |
|--------------------------------------|-------------------------|------------------------------|--------------------------|----------------------------|-----------------------|------------------------------|---------------------------------|
| Belleair Beach, City Of (125089)     | 893                     | \$1,560,881                  | 841                      | \$1,345,584                | 621                   | 12,846                       | No Data Provided By FEMA        |
| Belleair Bluffs, City Of (120239)    | 158                     | \$56,996                     | 126                      | \$39,031                   | 40                    | 272                          | No Data Provided By FEMA        |
| Belleair Shore, Town Of (125090)     | 32                      | \$109,047                    | 29                       | \$80,676                   | 30                    | 118                          | No Data Provided By FEMA        |
| Belleair, Town Of (125088)           | 726                     | \$432,809                    | 710                      | \$387,549                  | 242                   | 2                            | No DATA Provided By FEMA        |
| Clearwater, City Of (125096)         | 11,267                  | \$8,426,272                  | 10,680                   | \$7,252,485                | 4,305                 | 484                          | No Data Provided By FEMA        |
| Dunedin, City Of (125103)            | 3,973                   | \$3,683,880                  | 3,635                    | \$3,083,703                | 2,262                 | 6,962                        | No Data Provided By FEMA        |
| Gulfport, City Of (125108)           | 2,693                   | \$1,847,712                  | 2,471                    | \$1,564,287                | 1,311                 | 1,711                        | No Data Provided By FEMA        |
| Indian Rocks Beach, City Of (125117) | 2,599                   | \$2,472,764                  | 2,475                    | \$2,216,738                | 1,554                 | 1,382                        | No Data Provided By FEMA        |
| Indian Shores, Town Of (125118)      | 2,742                   | \$1,610,169                  | 2,687                    | \$1,374,573                | 538                   | 1,045                        | No Data Provided By FEMA        |
| Kenneth City, Town Of (120245)       | 225                     | \$147,271                    | 206                      | \$130,062                  | 162                   | 2,204                        | No Data Provided By FEMA        |
| Largo, City Of (125122)              | 1,939                   | \$1,362,598                  | 1,896                    | \$1,338,335                | 2,234                 | 63                           | No Data Provided By FEMA        |
| Madeira Beach, City Of (125127)      | 3,049                   | \$3,483,043                  | 2,937                    | \$3,142,950                | 1,268                 | -295                         | No Data Provided By FEMA        |
| N. Redington Beach, Town Of (125133) | 942                     | \$884,361                    | 1,144                    | \$889,380                  | 379                   | 1,781                        | No Data Provided By FEMA        |
| Oldsmar, City Of (120250)            | 2,192                   | \$1,977,153                  | 2,116                    | \$1,924,680                | 2,793                 | 563                          | No Data PROVIDED By FEMA        |
| Pinellas County * (125139)           | 30,187                  | \$20,997,595                 | 27,917                   | \$17,524,450               | 17,341                | -601                         | No Data Provided By FEMA        |
| Pinellas Park, City Of (120251)      | 2,771                   | \$1,999,020                  | 2,582                    | \$1,749,831                | 2,586                 | 185                          | No Data Provided By FEMA        |
| Redington Beach, Town Of (125140)    | 677                     | \$1,371,739                  | 583                      | \$1,223,179                | 585                   | 92                           | No Data Provided By FEMA        |
| Redington Shores, Town Of (125141)   | 1,622                   | \$1,196,693                  | 1,611                    | \$1,126,617                | 679                   | 943                          | No Data Provided By FEMA        |
| Safety Harbor, City Of (125143)      | 1,132                   | \$630,994                    | 1,057                    | \$585,077                  | 917                   | 215                          | No Data Provided By FEMA        |
| Seminole, City Of (120257)           | 918                     | \$452,696                    | 1,111                    | \$591,036                  | 1,161                 | -243                         | No Data Provided By FEMA        |
| South Pasadena, City Of (125151)     | 2,777                   | \$2,123,167                  | 2,665                    | \$1,839,217                | 438                   | 2,339                        | No Data Provided By FEMA        |
| St. Pete Beach, City Of (125149)     | 6,493                   | \$8,326,899                  | 6,286                    | \$7,487,171                | 2,774                 | 3,719                        | No Data Provided By FEMA        |
| St. Petersburg, City Of (125148)     | 34,754                  | \$35,746,131                 | 32,564                   | \$31,572,823               | 22,674                | 12,080                       | No Data Provided By FEMA        |
| Tarpon Springs, City Of (120259)     | 3,291                   | \$2,978,912                  | 2,928                    | \$2,583,057                | 2,322                 | 969                          | No Data Provided By FEMA        |
| Treasure Island, City Of (125153)    | 4,898                   | \$5,165,872                  | 4,683                    | \$4,748,136                | 1,887                 | 3,011                        | No Data Provided By FEMA        |
| <b>Countywide Total</b>              | <b>122,950</b>          | <b>\$109,044,674</b>         | <b>115,940</b>           | <b>\$95,800,627</b>        | <b>71,103</b>         | <b>122,950</b>               | <b>No Data Provided By FEMA</b> |

## CURRENT PUBLIC INFORMATION EFFORTS

The FRMPIWG discussed ongoing efforts to prepare, implement and monitor a range of flood related public information activities. The committee reviewed these projects to assess potential revisions to improve the messaging and its reach to the intended audiences. These activities included efforts initiated by the County as well as other agencies. These projects are described below.

### Property Appraiser Records

The Property Appraiser website is highly utilized by home buyers, realtors and many others. The committee is working with the Property Appraiser to provide flood risk information in conjunction with the parcel data.

### Flood Information workshops

Several communities conduct regular workshops throughout Pinellas County. These are general presentations with Q&A sessions for the public. Subjects covered in the workshops include flood risk information and flood insurance. There is an opportunity for the committee to develop and incorporate more CRS messages.

### Flood Information Branding

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

### Flood Information Website

Each participating municipality has developed their own website for delivering flood information to the public. In addition, in order to promote consistency and provide a coordinated and unified approach to the messages for flood risk information, the websites provide links to flood information resources available at Pinellas County. The Pinellas County Flood Information website ([//pinellas.gov/flooding](http://pinellas.gov/flooding)) was identified as a project in the 2014 PPI. The content was revised to elaborate on all the CRS priority topics and the additional messages developed by the FRMPIWG (Section 0). The content also includes publicity for flood-related County services and regulations. The County also included interactive flood maps on the "Flood Map Service"

section of the site. Real-time gage information is included as well for users to see current water levels for both riverine and tidal systems.

The structure and hierarchy of the site and of each page were revised to ensure the pathways to specific information are concise and easily navigable. Additionally, the flood information site is linked directly from the Pinellas County homepage ([pinellas.gov](http://pinellas.gov)) 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 and all links are checked monthly and updates as needed.

The website 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
- Evacuation routes
- Shelter locations
- Flood Safety precautions

The website is continually edited and updated and each month hyperlinks are checked and fixed if needed. Each year the FRMPIWG reviews the site in detail and content is updated if needed.

### Flood Map Service

The FRMPIWG developed an online Flood Map Service to provide 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 or map location. The Flood Map Service webpage also includes additional maps to find out potential storm surge depth, evacuation zones, shelter locations, and current water levels. Additionally, the County has a flood information phone line with a designated option to get flood map information from County, City, or Town staff during regular business hours. The online Flood Map Service is publicized in the widely distributed Hurricane Guide and in the flood information guide. **The FRMPIWG recognizes that awareness of the flood risk and insurance requirements for potential investments is of the utmost importance for buyers of real estate and identified real estate agents as the target audience to receive information about the Flood Map Service.** The County sends information about the Pinellas County Flood Map Service to the Pinellas/Pasco REALTOR® Organization (PRO) to distribute in their newsletter annually. Additionally, the County provides at least two Real Estate Disclosure and Online Map Service training in coordination with PRO each year.

### Flood Information Phone Line

Pinellas County designated a phone number for all flood information phone calls, 727-464-7700, which is displayed on the flood information website. The line contains a directory to ensure callers are connected with the proper department to address inquiries. Callers inquiring about properties in one of the participating municipalities will be provided the contact information for

the appropriate city or town. The recorded menu message includes the Flood Information Services hours and directs callers to [www.pinellas.gov/flooding](http://www.pinellas.gov/flooding) for additional information. The directory options include:

1. Report ditch obstruction or flooding issue
2. Flood Zone Information or Elevation Certification
3. Hurricane and flood preparedness and evacuation
4. Other Flood Related Requests

### Real Estate Disclosure Program

The Pinellas County Real Estate Agents Disclosure Program is a joint effort between the County, municipalities and its real estate agents, through the Pinellas/Pasco REALTOR® Organization (PRO), which covers the entire County, including its municipalities. 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 FRMPIWG identified two projects:

- Real Estate Flood Information and Disclosure Brochure
- Real Estate Disclosure and Flood Map Service Training

With input from representatives of PRO, the County developed a real estate centered flood disclosure and information brochure with a fillable section for agents to enter the property's flood hazard and insurance requirement information. The County provides training to agents on using the online Flood Map Service to obtain flood information and how to complete the brochure. The training sessions are taught by County staff in coordination with PRO at least once per year. The County also developed a flyer, which is distributed by PRO to publicize the training and brochure.

Real estate agents will advise potential buyers about the flood hazard and provide the brochure to clients interested in purchasing properties located in the SFHA, countywide, so that they are made aware of the flood hazard and the flood insurance purchase requirement.

### Flood Protection Assistance and Advisory Service

Pinellas County 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 Pinellas County 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 County's Flood Information website and in the Flood Guide. **Those most likely to experience flooding and benefit from this assistance include residents and businesses in repetitive loss areas. Therefore, a letter and the Flood Guide, containing information about the service is**

**mailed directly to residents and businesses in Repetitive Loss Areas annually.**

Additionally, the Real Estate Flood Information and Disclosure Brochure which also includes information about this service, will be provided by real estate agents to home buyers.

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 \(Section 9.1\)](#)
- FEMA - [Reducing Flood Risk to Residential Buildings That Cannot Be Elevated](#)
- FEMA - [Homeowner's Guide to Retrofitting - Six Ways to Protect Your Home from Flooding](#)

### Floodplain Management Planning

Pinellas County, its municipalities, and other stakeholders have developed a Multi-jurisdictional Local Mitigation Strategy (LMS) through a systematic process of identifying hazards, including flooding, their causes, and planning preventive and corrective measures to reduce the risk of current and future hazards. This strategy also serves as the County's and many municipality's floodplain management plans. The Pinellas County LMS has been in effect since 1998 and is reviewed and updated annually. Public and stakeholder input is an important part of the planning and update process. The Pinellas County FRMPIWG also serves on the LMS Stakeholder Working Group and offers support to the LMS Working Group by providing input on the LMS during the planning and update process, and assisting with outreach efforts to inform the public, stakeholders, and other organizations about the LMS.

### Natural Functions Open Space Educational Materials

The County and its municipalities have a great number of parks and preserves that provide natural floodplain functions, recreation, and educational opportunities for many. For example, the parks may provide venues to educate visitors about the importance of floodplains and emphasize the County's "Only Rain Down the Drain" campaign.

Pinellas County and its municipalities implement numerous outreach projects at parks and preserves throughout the County, such as bulletin board information, brochures and educational materials, educational tours, and highlight pollution control measures, such as water goats.

### Stream Dumping Regulation

The County 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, drainage, and conveyance systems. They are not



required, but it is highly recommended for them to attend the training to attend the Pinellas County Landscape BMP Certification classes, which include information about the regulation and about protecting natural floodplain functions. Stormwater managers facilitate distribution of the County-wide “Only Rain Down the Drain” campaign materials and information within their jurisdictions. The campaign includes outreach to publicize this regulation and educate businesses, residents, and visitors about natural floodplains such as how to protect watersheds and prevent flooding caused by drainage system blockages.

This outreach includes storm drain markers, door hangers, vehicle and bus wraps, movie theater PSAs (including the new “Don’t Feed the Beast” campaign), videos, informational website, brochures, and neighborhood presentations.

### Emergency Warnings and Notifications

The extent of the damage caused by a flood is related not only to its severity, but also the level of public awareness and preparedness including early warning systems, and dissemination of timely and effective information to the public. As such, the efforts by the County and its municipalities to reduce flood loss are focused on education and outreach, early warning systems, and distributing information that enables people and communities to respond when severe weather hits.

The annual flood and hurricane information outreach informs the public about flood zones, storm surge, evacuation zones, how they will be warned, and the safety measures they should take, should a hurricane and/or flood event occur. The most effective way to reach the community, at large, is through a combination of communication tools; therefore, this information is provided to the public throughout the year via:

- Hurricane Guide
- Flood Guide
- Utility Bill Insert(s)
- E-News and E-Lert
- Social Media
- County Website
- Presentations/Events
- Videos
- Ready Pinellas App

Pinellas County Emergency Management (EM) participates with the National Weather Service (NWS) alert system, which is an automated flood warning system; the County uses this as its primary means of notification of impending flood. County EM staff evaluate each NWS notification and responds as appropriate, which may include notifying emergency management

partners, the media, and/or residents via one or more of the County's several notification avenues.

The Pinellas County Flood Warning and Response Preparations Package (Appendix C) includes numerous messages and outreach projects that are prepared in advance, but not implemented until a flood is impending or occurs. The public will be warned via numerous Flood Warning and Response Preparation outreach projects, such as press releases, Alert Pinellas, and social media.

### CRS Communities Coordination

Although the CRS Community of Pinellas County only encompasses the unincorporated area, many of the County's floodplain management efforts extend county-wide, which benefits its municipalities. One of the goals of this multi-jurisdictional Pinellas County PPI is to develop outreach projects with consistent messages and services that may serve all of Pinellas County, including its municipalities. This will save municipal resources and support consistent flood information across the County. Pinellas County, for example, included flood map data for the entire county, including its municipalities, when they developed their online flood map service. Pinellas County also provides flood warning and response services county-wide. The County developed a PPI toolbox to provide resources to municipalities and organize the outreach activities and messaging countywide. Additionally, the Tampa Bay Regional CRS Users group meetings provide a platform for coordination of floodplain management activities, not only among Pinellas County jurisdictions, but also neighboring communities.

### Flood Guide

The Pinellas County Marketing and Communications Department developed a Flood Guide to highlight the CRS topics. The 8-panel guide was developed with the objective of remaining simple by providing concise messaging, showing available resources, and providing contact information. Subjects covered in the flyer include flood risk information, building responsibly, flood insurance, flood safety, flood protection, natural floodplain functions, and more. The guide contains messaging developed by the FRMPIWG and is has been translated into Spanish and will be translated into Vietnamese.

In addition to the initiatives described in this section, the FRMPIWG has reviewed many other programs by the County, stakeholders and others documented in Appendix D. Table 3-2 highlights some of these projects and initiatives from Non-County Sources.

**Table 3-2 Non-County Flood Information Outreach**

| Organization | Outreach              | Type                         | URL   |
|--------------|-----------------------|------------------------------|---|
| FEMA         | Multiple              | Publications, Website, Tools | <a href="https://www.fema.gov/national-flood-insurance-program">https://www.fema.gov/national-flood-insurance-program</a>                   |
| FDEM         | Multiple              | Publications and Website     | <a href="https://www.floridadisaster.org/hazards/floods/">https://www.floridadisaster.org/hazards/floods/</a>                               |
| FDEM         | Flood Info Rack Cards | Publication                  | <a href="https://www.floridadisaster.org/dem/mitigation/floodplain/crs/">https://www.floridadisaster.org/dem/mitigation/floodplain/crs/</a> |

| Organization         | Outreach  | Type                           | URL   |
|----------------------|---|--------------------------------|---|
| FDEP                 | Multiple  | Publications and Website       | <a href="https://floridadep.gov/rcp/beaches">https://floridadep.gov/rcp/beaches</a>   |
| FDEP                 | <i>Building Near the Beach?</i>                     | Interactive Map                | <a href="https://ca.dep.state.fl.us/mapdirect/?focus=beaches">https://ca.dep.state.fl.us/mapdirect/?focus=beaches</a>   |
| Municipalities       | Flood Information Websites and Brochures            | Publications and Website       | multiple  |
| UF IFIS Extension    | Multiple  | Publications and Website       | <a href="https://sfyl.ifas.ufl.edu/">https://sfyl.ifas.ufl.edu/</a>   |
| UF IFIS Extension    | Disasters: Preparation and Recovery                 | Publications and Website       | <a href="https://sfyl.ifas.ufl.edu/disaster-prep-and-recovery/">https://sfyl.ifas.ufl.edu/disaster-prep-and-recovery/</a>   |
| UF IFIS Extension    | Homeowner's Handbook to Prepare for Natural Hazards | Publications and Website       | <a href="https://sfyl.ifas.ufl.edu/archive/pdf/FL_homeowners_handbook.pdf">https://sfyl.ifas.ufl.edu/archive/pdf/FL_homeowners_handbook.pdf</a>   |
| SWFWMD               | Watershed Management Program Floodplain Map Viewer  | Interactive Map                | <a href="https://www.swfwmd.state.fl.us/projects/floodplain_viewer">https://www.swfwmd.state.fl.us/projects/floodplain_viewer</a>   |
| SWFWMD               | Federal Flood Map Updates General Information       | Publications and Website       | <a href="https://www.swfwmd.state.fl.us/sites/default/files/medias/documents/fema-generalinfo.pdf">https://www.swfwmd.state.fl.us/sites/default/files/medias/documents/fema-generalinfo.pdf</a>                           |
| Sea Grant            | Multiple  | Publications and Website       | <a href="https://www.flseagrant.org/climate-change/">https://www.flseagrant.org/climate-change/</a>   |
| Sea Grant            | Volunteer Recruitment                               | Events and Research            | <a href="https://www.flseagrant.org/climate-change/coastalplanning/">https://www.flseagrant.org/climate-change/coastalplanning/</a>   |
| Sea Grant            | Social media  | Web                            | <a href="https://twitter.com/pinellaseagrant">https://twitter.com/pinellaseagrant</a>   |
| Storm Team 8 WFLA-TV | Hurricane-Ready                                     | Website                        | <a href="https://www.wfla.com/tracking-the-tropics/">https://www.wfla.com/tracking-the-tropics/</a>   |
| Storm Team 8 WFLA-TV | Hurricane-Ready Guide 2020                          | Publication                    | <a href="https://www.wfla.com/weather/hurricane-ready/2020-hurricane-guide/">https://www.wfla.com/weather/hurricane-ready/2020-hurricane-guide/</a>   |
| Storm Team 8 WFLA-TV | Surviving the Storm                                 | Website                        | <a href="https://www.wfla.com/weather/tracking-the-tropics/watch-storm-team-8-special-surviving-the-storm-2/">https://www.wfla.com/weather/tracking-the-tropics/watch-storm-team-8-special-surviving-the-storm-2/</a>     |
| Storm Team 8 WFLA-TV | News and weather                                    | TV, social media, Website      | <a href="https://www.facebook.com/WFLANewsChannel8/">https://www.facebook.com/WFLANewsChannel8/</a>   |
| Bay News 9           | News and weather                                    | TV, social media, Website, App | <a href="https://www.facebook.com/likebn9">https://www.facebook.com/likebn9</a>   |
| Bay News 9           | Hurricane Season 101: FAQs                          | Publications and Website       | <a href="https://www.baynews9.com/fl/tampa/weather/2017/10/20/hurricane-season-101--frequently-asked-questions">https://www.baynews9.com/fl/tampa/weather/2017/10/20/hurricane-season-101--frequently-asked-questions</a> |
| Bay News 9           | Hurricane Center                                    | Publication                    | <a href="https://www.baynews9.com/fl/tampa/weather/hurricane-center">https://www.baynews9.com/fl/tampa/weather/hurricane-center</a>   |
| Tampa Bay Times      | Hurricane Page                                      | Website                        | <a href="https://www.tampabay.com/hurricane/">https://www.tampabay.com/hurricane/</a>   |

| Organization        | Outreach  | Type  | URL   |
|---------------------|---|---|---|
| Tampa Bay Times     | 2020 Hurricane Preparation Guide Series                       | Newspaper                                   | <a href="https://www.tampabay.com/hurricane/2020/06/01/hurricane-2020-the-cdcs-tips-for-this-pandemic-hurricane-season/">https://www.tampabay.com/hurricane/2020/06/01/hurricane-2020-the-cdcs-tips-for-this-pandemic-hurricane-season/</a>     |
| ABC Action News     | Personalized Hurricane Survival Information                   | Interactive Map                             | <a href="https://www.abcactionnews.com/hurricane">https://www.abcactionnews.com/hurricane</a>   |
| ABC Action News     | Storm Shield: Get severe weather alerts for ANY type of phone | App   | <a href="https://www.abcactionnews.com/storm-shield-get-severe-weather-alerts-for-your-ios-and-android-device">https://www.abcactionnews.com/storm-shield-get-severe-weather-alerts-for-your-ios-and-android-device</a>                         |
| ABC Action News     | News and weather  | TV, social media, Website, App              | <a href="https://www.abcactionnews.com/">https://www.abcactionnews.com/</a>   |
| CBS Tampa Bay, CW44 | Hurricane Guide   | Website                                     | <a href="https://tampa.cbslocal.com/hurricane-guide/">https://tampa.cbslocal.com/hurricane-guide/</a>   |
| CBS Tampa Bay, CW45 | News and weather  | TV, social media, Website, App              | <a href="https://tampa.cbslocal.com/">https://tampa.cbslocal.com/</a>   |
| Duke Energy         | Hurricane Recovery Assistance                                 | Social media, Website, Emails               | <a href="https://news.duke-energy.com/releases/duke-energy-florida-is-here-to-help-customers-impacted-by-hurricane-helene">https://news.duke-energy.com/releases/duke-energy-florida-is-here-to-help-customers-impacted-by-hurricane-helene</a> |
| Duke Energy         | Protecting Environment & Wildlife                             | Duke Energy Foundation Grants               | <a href="https://foundation.duke-energy.com/grants/florida">https://foundation.duke-energy.com/grants/florida</a>   |
| Duke Energy         | Hurricane Preparation   | Social media, Website, Emails               | <a href="https://www.facebook.com/duke.energy/">https://www.facebook.com/duke.energy/</a>   |
| Duke Energy         | Storm Center  | Website, App, Emails                        | <a href="https://www.duke-energy.com/Safety-and-Preparedness/Storm-Safety">https://www.duke-energy.com/Safety-and-Preparedness/Storm-Safety</a>   |
| Duke Energy         | Flooding and Electrical Safety                                | Website, App, Emails                        | <a href="https://www.duke-energy.com/safety-and-preparedness/storm-safety/flooding-electrical-safety">https://www.duke-energy.com/safety-and-preparedness/storm-safety/flooding-electrical-safety</a>   |
| Publix              | Hurricane Preparation Checklists                              | Emails, Website, social media, Store Fronts | <a href="https://ww4.publix.com/pages/publix-storm-basics">https://ww4.publix.com/pages/publix-storm-basics</a>   |
| BayCare             | Medical Safety and Preparedness During Hurricane Season       | Emails, Website                             | <a href="https://baycare.org/about-us/medical-safety-and-preparedness-during-hurricane-season">https://baycare.org/about-us/medical-safety-and-preparedness-during-hurricane-season</a>   |

## 4 TARGET AUDIENCES

The FRMPIWG identified target audiences, including residents and businesses for which outreach projects can be developed. Over 91,150 buildings are currently in the SFHA and more if we account for the flood risks identified through the County's watershed management plans and Repetitive Loss Areas Analysis (RLAA). Residents and businesses in these areas should be aware of the flood risks and insurance options. **In addition to the target audiences identified for at-risk areas, the FRMPIWG also reviewed the insurance data and determined that certain specific audiences can benefit from a flood insurance outreach initiative.** Each of the stakeholders also identified specific audiences they had direct contact with and can provide valuable assistance for reaching those audiences. Table 4-1 describes the target audiences.

**Table 4-1 Target Audiences**

| Audience(s) |   | Flood Insurance Plan Audience |
|-------------|---|-------------------------------|
| 1           | Residents and businesses in Repetitive Loss Areas (RLAs)                                      | Yes                           |
| 2           | Real Estate Professionals   | Yes                           |
| 3           | Buyers of Real Estate   | Yes                           |
| 4           | Residents and businesses in the Storm Surge (Cat 2), but outside of the FEMA SFHA (X & Surge) | Yes                           |
| 5           | Home Inspectors   | Yes                           |
| 6           | County/City Building Inspectors   | Yes                           |
| 7           | Architects/designers; contractors/builders  | Yes                           |
| 8           | County/City Call Center staff   | Yes                           |
| 9           | Landscapers   | No                            |
| 10          | Surveyors   | Yes                           |
| 11          | Customers of Pinellas County and City services  | Yes                           |
| 12          | English Speakers of Other Languages (ESOL)  | Yes                           |
| 13          | Doctors, dialysis staff, home healthcare providers  | No                            |
| 14          | Residents and businesses in Flood Response Hazard Areas                                       | No                            |
| 15          | Owners of substantially damaged buildings   | Yes                           |
| 16          | Residents and businesses that will be affected by flood map changes                           | Yes                           |
| 17          | County/City staff   | Yes                           |
| 18          | Sea Level Rise impacted areas   | No                            |
| 19          | Boat owners/Marinas   | No                            |
| 20          | Pet owners  | No                            |
| 21          | Seasonal residents  | Yes                           |
| 22          | Insurance providers   | Yes                           |
| 23          | Condo Association Management Companies  | Yes                           |
| 24          | Homeowners Association  | Yes                           |
| 25          | Universities, Colleges, and Vocational Programs (trade schools)                               | Yes                           |
| 26          | FDIC insured banks / lenders / mortgage   | Yes                           |
| 27          | Local Bar Association - Legal   | No                            |
| 28          | Large companies (e.g. HSN, Valpak, Jabil, etc.)   | No                            |
| 29          | Public school students, faculty, staff, parents   | No                            |
| 30          | PSTA/Trolley  | No                            |

| Audience(s) |  | Flood Insurance Plan Audience |
|-------------|--|-------------------------------|
| 31          | St. Pete / Clearwater Airport                      | No                            |
| 32          | Veterinarians                                      | No                            |
| 33          | Renters  | Yes                           |
| 34          | Mobile Homes / Mobile Parks                        | Yes                           |
| 35          | Churches/Houses of Worship                         | No                            |
| 36          | Community-Based Groups (VFW, American, Elks, etc.) | No                            |
| 37          | Private Schools                                    | No                            |
| 38          | Daycare Facilities                                 | No                            |
| 39          | Aquarium   | No                            |
| 40          | Girl Scouts/Boy Scouts                             | No                            |
| 41          | Property Appraisers                                | No                            |

The list of audiences has grown since the previous PPI update, now including additional groups such as churches, private schools, and aquarium staff, among others. During the recent FRMPIWG meeting, members not only identified potential new audiences but also explored project ideas. They also emphasized the importance of engaging these groups as future stakeholders. Many of the identified audiences share similar interests, allowing for activities that can effectively address multiple groups. Key recommendations from the working group are outlined below:

**Builders** – The working group aims to prioritize identifying an outreach project tailored to this audience in the upcoming year.

**Surveyors** - **Project Idea #1:** Target specific locations post-storm for collecting flood information from willing residences and businesses. **Project Idea #2:** Develop a flyer for DIY high water marking.

**Pinellas County Emergency Management** – **Project Idea #1:** Review and update emergency plans for healthcare facilities. **Project Idea #2:** Conduct training sessions for healthcare facilities to enhance storm event preparedness.

**Residents and Businesses Affected by Flood Map Changes** - **Project Idea #1:** Implement an outreach program when new Watershed Management Plans (WMP) are completed and adopted.

**Boat Owners/Marinas** - **Project Idea #1:** Create an outreach brochure focusing on state-wide marine debris and emergency planning for mariners. **Project Idea #2:** Provide long-term information for boats and trailers registration. **Project Idea #3:** Emphasize the need for private mariners to have emergency plans and develop a handout for dock permits. **Project Idea #4/State Engagement:** Collaborate with the Clean & Resilient Marina program (Florida DEP).

**Pet Owners** - **Project Idea #1:** Develop targeted messaging in dog parks, local pet stores, and kennels/boarding facilities.

**Homeowners Associations (HOAs)** - **Project Idea #1:** Continue annual outreach projects and explore bi-monthly meetings to increase involvement. **Project Idea #2:** Identify and support current HOA projects and outreach initiatives.

**FDIC Insured Banks/Lenders/Mortgage** - **Project Idea #1:** Explore forbearance options for homeowners affected by storms (Committee Member to send examples).



**Large Companies (e.g., HSN, Valpak, Jabil) - Project Idea #1:** Partner with Valpak for in-kind inserts in envelopes. **Project #2/Chamber of Commerce Engagement:** Strengthen collaboration with the Chamber of Commerce and encourage participation in PPI meetings.

**Key Contacts:**

- Chris Steinhocker, President of St. Pete Chamber
- Michael Welch, communication liaison
- Damon Lister, Treasurer for Safety Harbor Chamber

**Public School Students, Faculty, Staff, Parents - Project Idea #1:** Use PeachJar through the PC School Board to send flyers. **Project Idea #2:** Distribute hurricane guides to schools and charter schools annually.

**PSTA/Trolley - Project Idea #1:** Develop and implement messaging at bus and trolley stops.

**Girl Scouts/Boy Scouts - Project Idea #1:** Introduce a badge program focused on flood knowledge and preparedness.

**Property Appraisers - Project Idea #1/Training:** Conduct annual training sessions for private property appraisers with Continuing Education Credits (CEC).

## 5 MESSAGES AND OUTCOMES

Outreach campaign messages must be accurate and concise to result in action and positive outcomes. The FRMPIWG developed specific topics, messages, and expected outcomes based on the NFIP CRS floodplain management topics. Topics included the six themes that recur throughout the CRS manual: know your flood hazard; insure your property for your flood hazard; protect people from the hazard; protect your property from the hazard; build responsibly; and protect natural floodplain functions. The Committee also identified four additional topics with messages and outcomes for flood information projects that are implemented throughout the year. The County encourages all of its municipalities to incorporate all of these messages into their outreach efforts to promote message recognition throughout the County.

Specific objectives for certain audiences were also discussed. These objectives were identified as unmet needs by the stakeholders as they relate to their respective professions. The objectives address issues often encountered during their interactions with clients, organizations, consumers and others. Specific objectives included:

- County leaders and/or Commissioners; Elected Officials – Educate this audience about flood risks and encourage flood insurance; Encourage consistent and programmatic approach to educate residents about flood risks.
- Home builders/developers – Educate this audience about code requirements (including zoning) vs FEMA requirements vs risk.
- Mortgage brokers association – Provide information about flood risk topics and resources available at the county.
- Schools – Provide education materials about flood risk.

- Consumers – Educate consumers to ask the right questions of builders. Know that savings may offset extra construction costs; Do not let flood insurance policy lapse; Understand map changes before they happen and save; Risk is not identified on a map; Know the sources of information related to flood risk, including existing highwater marks.
- Real estate agents – Educate agents to ask or relay information about flood risk.
- Homebuyers – Educate buyers about flood risk.
- Utility customers – Provide information about flood risk topics and available resources in utility bill inserts. Information should be short and concise.

Guided by the topics and objectives above, the FRMPIWG developed key messages and outcomes. The Key Messages for each topic are outlined in **Appendix E**. Since the last update, messages have been added, removed and revised to best convey these objectives.

## TOPIC 1: KNOW YOUR FLOOD HAZARD

In Pinellas County, flooding and other drainage problems can result after several inches of rain in a short period of time or after several days of continued rain. Certain areas within Pinellas County are classified as high flood risk areas. In addition to the flood risk areas identified on the FEMA maps, Pinellas County has also delineated other areas that are at risk for flooding that were identified through their watershed management plans. Residents and property owners need to be aware of the flood risks in their area.

### Outcomes

- Better prepared and informed residents and businesses.
- Informed property owners and buyers.

## TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD

Property owners in Pinellas County and its municipalities should take measures to protect their investment, including purchasing flood insurance. For some homeowners, flood insurance may be required if the property is located in a Special Flood Hazard Area (SFHA) and they have a government-backed loan. Property owners should also be aware that even though their property may not be in a SFHA, it may still be subject to flooding and that most homeowner's insurance do not cover flood. Homeowners who have flood insurance often recover quicker from a flooding event than those without flood insurance. Flood insurance is also available for renters. Flood insurance technical assistance from flood insurance "advocates" is also available. These are professionals in the insurance field who can provide you with reliable information about your flood risk and flood insurance options.

### Outcomes

- Increased number of flood insurance policies.

- Faster recovery from flooding event.

### **TOPIC 3: PROTECT PEOPLE FROM FLOOD HAZARD**

Floods can occur quickly, and people should be prepared. There are certain steps that people can take before, during and after a storm that will help protect themselves and their family and minimize damage to their properties. Several resources can help them prepare, including preparation guides and automated alert systems.

#### **Outcomes**

- Save lives.

### **TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD**

Approximately 55,300 structures in Pinellas County were built before there were flood regulations or flood maps (prior to December 1971, these structures are called “Pre-FIRM”) that are in the Special Flood Hazard Areas. Because they are in a high-risk flood zone, these structures are the most vulnerable to flood risks. There are certain measures that can be taken when constructing or improving a home to reduce the risk of flood damage. They include modifications to the structures themselves as well as other types of activities that do not include the structure, such as keeping drainage ditches clean and inlets clear of debris.

#### **Outcomes**

- Reduced localized flooding.
- Reduced flood insurance claims.
- Reduced property loss from flooding.

### **TOPIC 5: BUILD RESPONSIBLY**

Pinellas County enforces specific building regulations in the SFHA to protect people and buildings from flooding while maintaining natural floodplain functions. Builders should contact Pinellas County to find out what permits are required before starting the project.

#### **Outcomes**

- Increased compliance.
- Reduced flood losses.

### **TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS**

Increased development has led to increased stormwater runoff and resulted in flooding in many areas. However, there are areas that naturally flood and benefit our community. Areas such as wetlands, preserves, and other types of floodplains perform many natural functions and provide recreational benefits in the community. Residents and developers should be aware of these benefits and are encouraged to protect these resources and incorporate natural designs.

## Outcomes

- Improvement in water quality.
- Improvement in natural storage capacity.

## TOPIC 7: HURRICANE PREPAREDNESS

Hurricane season starts in June and runs through November with the worst months being from late August until October. Residents need to be aware of the evacuation zones and heed evacuation orders. Residents also need to know the difference between flood zones and evacuation zones.

## Outcomes

- Improved efficiency of hurricane evacuations.
- Minimized loss of life and injury.
- Minimized damage to property and belongings.

## TOPIC 8: PET PREPAREDNESS

Residents should assess their risks and know their home's vulnerability to storm surge, flooding and wind and locate pet friendly shelters in advance. People should develop a plan for protecting themselves, their homes and pets

## Outcomes

- Reduce loss life for both people and pets due to people not wanting to leave their pets behind.

## TOPIC 9: FLOOD ECONOMICS

Making homes and infrastructure more flood-proof provides positive economic, environmental, and social benefits for communities. Residents should be aware of the potential costs related to damage from flood. Communities should build with the future in mind, providing benefits that include minimizing loss of property and infrastructure, enhancing the natural systems and improving public spaces to attract businesses and recreational enthusiasts.

## Outcomes

- Increase in awareness of the expense of flooding.

## TOPIC 10: RESILIENCY AND SUSTAINABILITY

In Pinellas County, communities must be able to anticipate, prepare for, respond to and recover from flood events by incorporating long term strategies that reduce flood risk while also concerning environmental, social, and economic factors. Residents should not only be aware of their current flood risk but should be aware that their risk can change or even be heightened in the future. The impacts of sea level rise, future climate and development conditions aren't

included in FEMA maps, so communities should prioritize how to understand and then inform residents on future risk and activities to mitigate it.

### Outcomes

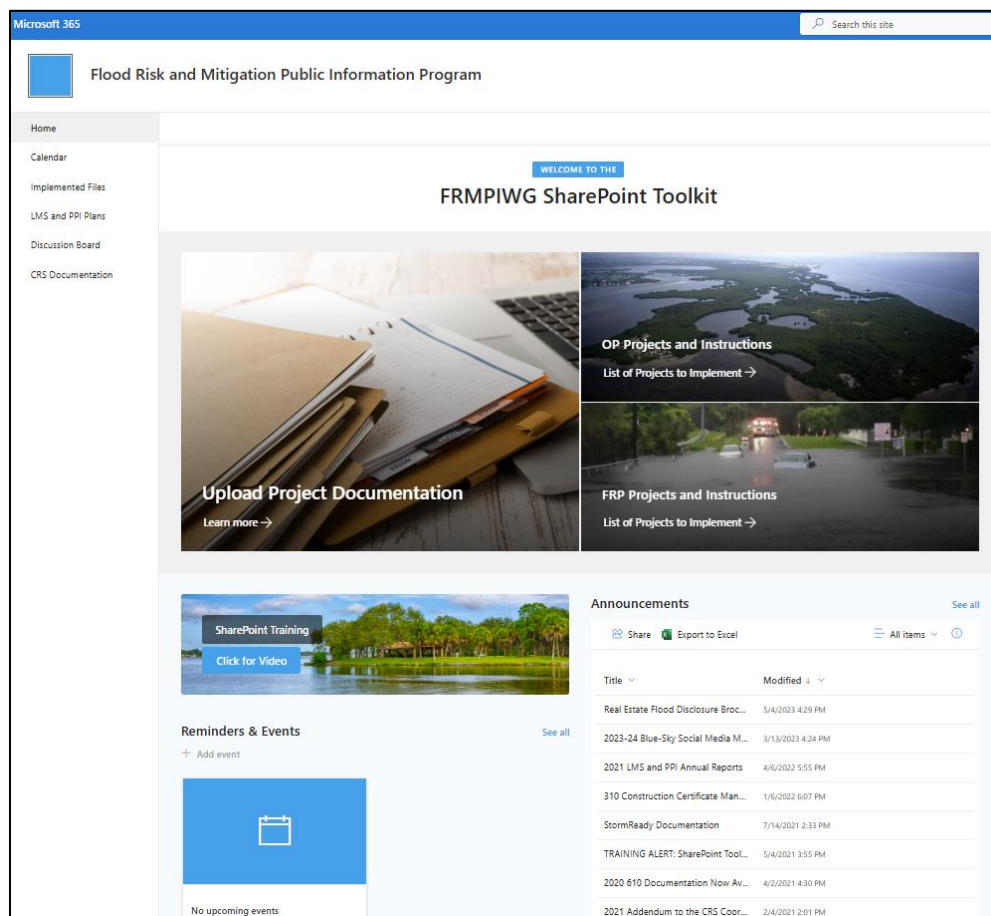
- Increased understanding of future flood risk.
- Future reduced localized flooding.
- Future reduced flood insurance claims.
- Future reduced property loss from flooding.

## 6 PROGRAM FOR PUBLIC INFORMATION (PPI) PROJECTS

The FRMPIWG evaluated each jurisdiction's existing outreach projects to determine whether they could be improved as well as identified opportunities to consolidate similar individual projects into countywide projects and identified new projects to increase flood awareness and educate residents about the resources available throughout the County. Research has shown that the credibility and visibility of outreach messages are enhanced if they are sent by numerous sources. As such, several projects are delivered by stakeholders, which are organizations or agencies other than County and municipal staff, such as real estate agents. Additionally, several projects are directed to specific audiences such as, buyers of real estate.

The committee tracks specific information about current projects, including the audience, specific messages and outcomes, distribution methods, stakeholders, and assigned staff using a web application. The web application is accessible to members of this multi-jurisdictional committee and allows for better tracking and organizing of the outreach projects across the participating municipalities. It also serves as a calendar of reminders as to when a project is due. Figure 6-1 illustrates the project tracking portal and Figure 6-2 illustrates an example of uploading an outreach project to the system. Appendix D summarizes the status of the PPI projects.

**Figure 6-1 PPI Project Tracking System**





**Figure 6-2 PPI Project Upload**

The screenshot shows a Microsoft 365 web application interface. At the top, there's a search bar and the title 'Flood Risk and Mitigation Public Information Program'. A left sidebar contains navigation links: Home, Calendar, Implemented Files (highlighted), LMS and PPI Plans, Discussion Board, and CRS Documentation. The main content area is titled 'Upload Project Documentation' and features a blue background with white text. It includes an 'Overview' section with instructions on uploading documents for the Community Rating System (CRS). Below this is a 'Properties Description' section with fields for Municipality, Project Name, Title, Implementation, Implementation Date, Name, Prerequisite/Publicity Activity, Modified, and Modified By. At the bottom, there's a section for 'Implemented Files' with a 'See all' link and a 'Click UPLOAD below and follow the prompts to add proof that you did your project.' button.

## OUTREACH PROJECTS

Every year, the FRMPIWG makes recommendations and updates to the following priority projects, which affect all members of this multi-jurisdictional PPI.

- Flood risk and information letter mailed to Repetitive Loss Areas (RLAs)
- Utility bill insert containing flood information and a message from a County commissioner about flood insurance
- Flood Guide made available online, at libraries and County and Municipal buildings, and at events
- Hurricane Guide made available online, at libraries and County and Municipal buildings, and at events and distributed to private organizations for distribution (E.G. Walgreens, churches, etc.)
- Social Media
  - a. Facebook
  - b. Instagram
  - c. Twitter
  - d. NextDoor
- Real Estate Agents Flood Information and Disclosure Brochure completed and distributed by real estate professionals to new home buyers and renters

- Pinellas/Pasco Realtor Organization Newsletter
- Flood Map Service Training
- Landscape BMP Certification classes (English & Spanish)
- Events and Meetings via Pinellas County's Speakers Bureau
- Bus Wraps
- LMS and PPI Annual Update Press Release
- Hurricane Season Press Release

Additional projects are also implemented as resources are available. Not all municipalities may implement these projects. The Project Tracking System provides a portal for municipalities to track and upload these projects as they are implemented.

- Commissioner Newsletter
- CRS Users Group Meetings
- Local Mitigation Strategy (LMS) Stakeholder Meetings
- Outreach Materials for Speakers of Other Languages
- New Homeowner Brochure made available online and distributed by real estate and title companies
- Stakeholder Flood Insurance and Mitigation Techniques community workshops
- Hurricane Preparedness workshops
- Training for Contractors & Builders
- Training for Surveyors
- Parks & Recreation Educational Materials
- Informational Videos
- Homeowners Associations Meetings
- Tampa Bay Home Show
- Veterinarian email blasts to clients
- Email blast utility service customers
- Community newsletter/magazine
- TBN Weekly

- Storm drain Markers/Murals
- Vehicle Wraps
- Only rain down the drain signage
- Letters to Real Estate Professionals, Insurance Companies, and Landscapers

The FRMPIWG has also identified new Countywide and Jurisdiction specific projects which have not yet been implemented. These project ideas are highlighted below:

- Social Media – Podcast
- Home Inspector Training
- Insurance and Mortgage Association Training
- Veterinarian Email Blasts
- DIY High Water Marks Flyer
- Boat and Dock Handouts
- Letter to Homeowner Associations (HOA)
- Bus/Trolley Stop Posters
- Flood Knowledge Scout Badge

Each of the projects above were developed to deliver messages associated with one or more of the flood topics identified in Section 0 (

The list of audiences has grown since the previous PPI update, now including additional groups such as churches, private schools, and aquarium staff, among others. During the recent FRMPIWG meeting, members not only identified potential new audiences but also explored project ideas. They also emphasized the importance of engaging these groups as future stakeholders. Many of the identified audiences share similar interests, allowing for activities that can effectively address multiple groups. Key recommendations from the working group are outlined below:

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**PSTA/Trolley - Project Idea #1:** Develop and implement messaging at bus and trolley stops.

**Girl Scouts/Boy Scouts - Project Idea #1:** Introduce a badge program focused on flood knowledge and preparedness.

**Property Appraisers - Project Idea #1/Training:** Conduct annual training sessions for private property appraisers with Continuing Education Credits (CEC).

Messages and Outcomes). See Appendix D for the detailed list of all projects by jurisdiction, including those implemented by stakeholders and those implemented for particular targeted audiences. **In the coming year, the committee aims to update the New Homeowner Brochure. Additionally, the County plans to develop a complementary webpage to enhance accessibility and provide further support for new homeowners.**

## Pinellas County Flood Map Service

In 2020, Pinellas County developed a new comprehensive Flood Map Service that improves the dissemination of flood risk data and available measures for homeowners and residents of Pinellas County and its municipalities. The intent of the service is to:

- Make flood risk information and measures more accessible to the public.
- Develop ADA compliant content.
- Better organize the content in a way that is easier to understand and navigate to the needed information.
- Provide data that is more specific to the user by allowing to search by an address and providing site specific information.
- Educate the public about the various nature of flood hazards, including riverine flooding, hurricanes, coastal hazards, natural floodplains and other pertinent information.
- Provide the public the ability to search and download elevation certificates.
- Describe the service available from the County, such as the access to the County's flood insurance advocates and flood protection technical assistance.

Figure 6-3 and Figure 6-4 illustrate the new and improved flood map service.

Figure 6-3 Pinellas County Flood Map Service Main Page

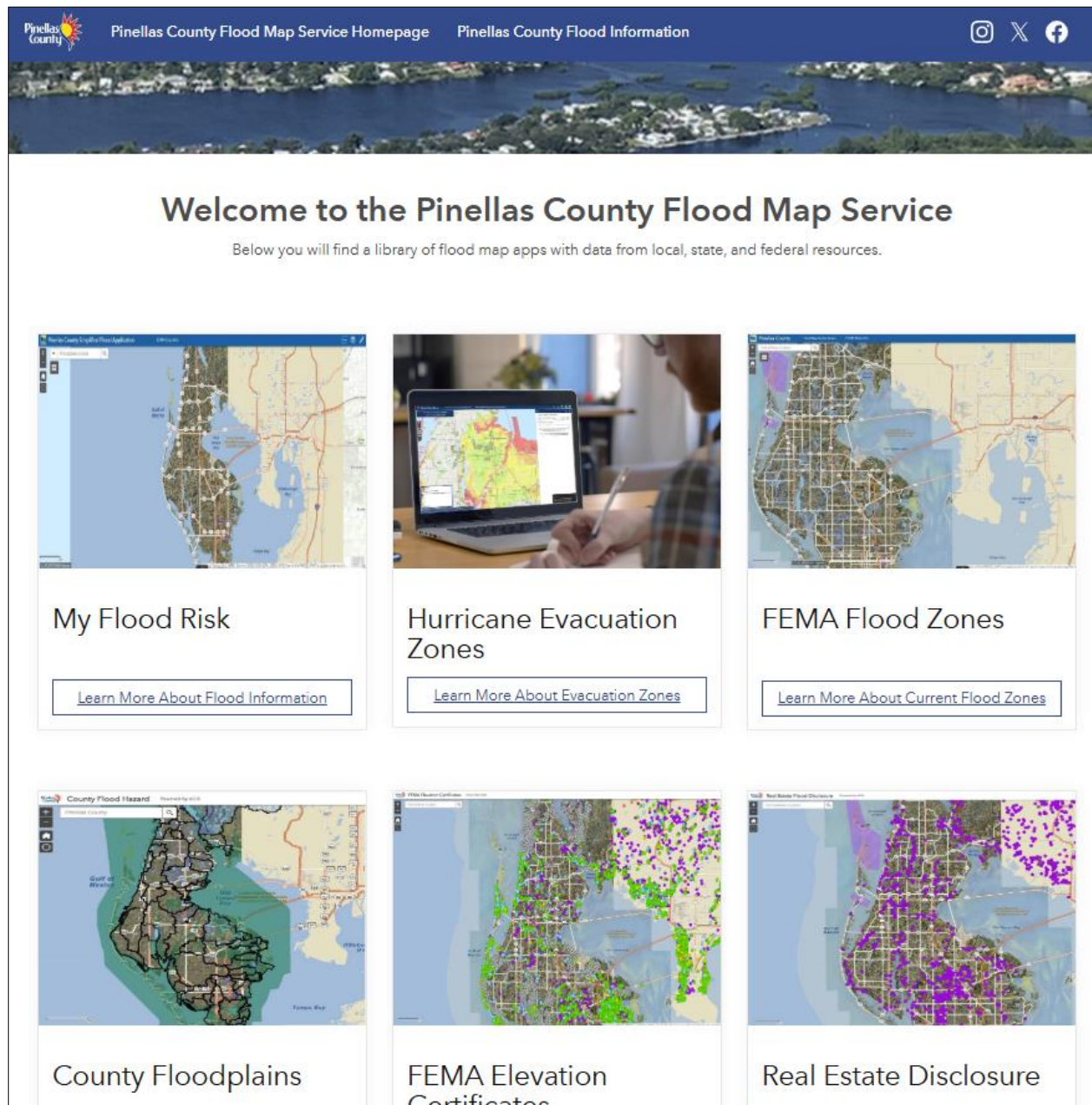








Figure 6-4 Pinellas County Flood Map Service Flood Risk Page



Pinellas County Flood Map Service Homepage
Pinellas County Flood Information

## Know Your Risk for Flooding


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

### My Flood Risk Map App




Provides an overview of your flood risk and flood insurance requirement by clicking on your property.

### All-In-One Flood Map App



Provides detailed flood information in one map app by clicking on your property and turning data layers on and off.



### Additional Information

> Flood Zones and Hurricane Evacuation Zones are Different!

> Understanding Flood Maps

> Protect your home or business and your belongings with a flood insurance policy

> Flood Insurance Discounts are available in Pinellas County and most of its municipalities

> Elevation Certificates have all of the information needed to write a flood policy

> Protect Your Property

Note: Click on the linked heading text to expand or collapse accordion panels.

## Blue Sky and Gray Sky Messaging

Pinellas County previously had a messaging toolbox for flood response planning that includes:

- Messages for before, during and after flooding events.
- Messages for the appropriate types and severity of hazards.
- Appropriate distribution channels for the hazards (i.e., social media, billboards, door hangars, TV, etc.)

In 2020, the committee recognized that a similar comprehensive toolbox should be developed for blue-sky and gray-sky conditions. These messages should be regularly distributed to homeowners and residents during non-emergency conditions in order to promote better preparation for hazards. Messages are intended to better prepare residents and seasonal visitors alike. Social media is also a widely used medium that the County can develop messages for. The County tailored the blue-sky messages for different types of social media, ensuring that it meets specific topics and length requirements for each. In addition, the PPI committee worked with the communications department to develop optimized schedules for distributing information in a timely manner including before the hurricane season, during the hurricane season, as well as considering seasonal residents.

The blue-sky and gray-sky messaging toolkits can be found in Appendix C.

## Distribution Methods

Pinellas County uses several methods to publicize the flood information and the services that the County offers. These methods include advertising in newspapers, websites, social media, utility bill inserts, flyers and brochures, and presentations to the public. Certain methods are more costly than others, while others may be more effective in publicizing the information. The publicity and distribution methods for each project will depend on the type of project, how much information needs to be included, cost of implementation, and target audience. Direct mail that includes too much information can be lost to the audience and ultimately thrown in the trash – especially if that mail is accompanied by other advertisements and clippings often included in our daily mail these days. This method is also costly.

Today, most people, including senior citizens, 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*).

Although Pinellas County and its municipalities use the direct mail method, the preferred method would:

- minimize the probability of information being discarded
- increase the frequency of distribution
- minimize cost so that resources can be used to increase frequency of distribution and/or provide for multiple distribution methods instead

Based on the criteria above and recent trends in technologies, the FRMPIWG concluded that the most effective way to reach the community is through a combination of communication tools, including:

- Pinellas County Flood Information Website
- Pinellas County Social Media (Facebook, Twitter, NextDoor, Instagram)
- Email blasts (e-Lert, e-News)
- Utility Bill Insert(s)
- Informational materials at static locations and events throughout the County
- Direct mail to select target audiences
- Flood and Hurricane Information events
- Professional training sessions
- Press Releases for Flood Warning and Response

To conserve resources, both environmental and financial, the use of print materials will be reduced and will contain succinct information and direct residents to the flood information website for additional information. 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 and about 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.

## FLOOD RESPONSE PROJECTS

The FRMPIWG identified new, or improvements to existing, public information activities prepared in advance of the next flood. There are key messages that need to be disseminated before, during, and after a flood. The County's flood response messages and the tools used to disseminate them are consolidated into a Flood Warning and Response Messaging Toolkit (Appendix C). The messages and dissemination tools in this package are centered on flood warning and response. They were prepared in advance and will not be delivered until a flood is impending or occurs. The procedures for implementing the materials should be followed in accordance with the Pinellas County Emergency Management Warning and Notification Standard Operating Guidelines (SOG), and the Marketing and Communications Emergency Support Function (ESF) #14 - Public Information Office SOG, which are part of the County's overall flood warning and response plan. Both the procedures and the project materials are reviewed annually and updated as needed.

Following the implementation of the initial messaging, the County recognized the need for more targeted communication at specific times. In 2024, the committee convened to discuss enhancements to the tool to better serve the community. It became clear that messaging solely focused on the periods before and after a storm was insufficient, as different stages of an event require distinct communication strategies. Recognizing this, the County revamped its gray-sky messaging by introducing additional timeframes. What was once limited to "before" and "after" has now been expanded to include "before (days)," "before (hours)," "during," "after (days)," and "after (hours)," ensuring more precise and effective communication throughout all phases of an event.

The FRMPIWG makes recommendations and updates to the Flood Warning and Response Projects, which is a coordinated effort affecting all the participating municipalities. The following projects are included in the Flood Response Preparations Package:

- Emergency Alert System (EAS) via EMNet
- Alert Pinellas
- Wireless Emergency Alerts (WEA)
- Intelligent Transportation System (ITS)
- Billboard Emergency Alert System
- Digital Billboards
- Pinellas County Website ([www.pinellas.gov/](http://www.pinellas.gov/))
- E-News
- Press Release(s)
- Media Alert(s)

- PCC TV
- Social Media
  - Facebook
  - NextDoor
  - Twitter
  - Instagram
- Substantial Damage Door Hanger
- After the Flood Brochure
- Ready Pinellas App
- Citizen Information Center (Call Center)

These tools will be used to disseminate select flood warning and response messages on an as-needed basis depending on the time and type of event.

Appendix C contains the Flood Warning and Response messages reviewed.

## EXAMINATION OF OTHER PUBLIC INFORMATION INITIATIVES

The FRMPIWG looked at other public information activities in addition to outreach projects. This included how best to set up a website on flood protection (CRS Activity 350). In addition to the six priority CRS topics, Pinellas County will include on their flood protection website information relating to hurricane preparedness, flood economics and Sea Level Rise. The County will also provide links to real-time gage data and post elevation certificates on their website.

The FRMPIWG also examined the types of technical assistance that are needed throughout the community and the best ways to publicize these flood protection services (CRS Activities 320, 350 and 360). As a result, the County's flood protection website will list specific methods that can be used to protect a property or home. In addition, these services and contact information for these services will be listed on the flood flyers, county websites and advertisements in newspapers, television crawls, and social media. Resources for technical assistance will also be described and listed in letters sent to repetitive loss properties and other properties located in repetitive loss areas.

Projects developed through the FRMPIWG will ultimately enhance the County's CRS. Projects that can be related back to creditable activities in the CRS include:

### Activity 320 – Map Information Service

Flood Map Service - The Pinellas County Flood Map Service provides FIRM information, access to available elevation certificates, and other hazard information. This will improve the County's ability to query and distribute the information to the public. This service will be made available online and will be linked to the County's web map service, which is publicized on a brochure will be distributed annually through several media outlets. County staff and other municipalities also

use this service to provide information to people who call in, email or visit in-person to inquire about their flood risk. Flood Map Service trainings are also provided.

**The FRMPIWG recognizes that awareness of the flood risk and insurance requirements for potential investments is of the utmost importance for buyers of real estate and identified real estate agents as the target audience to receive information about the Flood Map Service.** These real estate agents service all the areas encompassing Pinellas County and its municipalities. Written content for the publicity was developed by the committee and sent to ISO for review before being sent to the recipients. In addition, the content will also be publicized in the utility bill inserts that goes out to its residents. Other municipalities not serviced by the County's utility will use the content in their own newsletters as well.

#### Activity 340 – Hazard Disclosure

Real Estate Agents Flood Information and Disclosure Brochure – Real estate professionals will have access to the County's flood information tools and provide valuable FIRM information to potential buyers. The committee discussed ways to disseminate the flood risks to potential buyers and reviewed several disclosure forms and brochures which real estate agents provide to potential buyers. In this program, real estate agents will advise house hunters about the flood hazard and provide the brochure to clients interested in purchasing properties located in the SFHA, countywide, so that they are made aware of the flood hazard and the flood insurance purchase requirement.

The committee developed a brochure that agents can fill out with flood hazard information specific to the property and providing that to potential buyers. In addition, the committee also conducts outreach through local realtor organizations for training on flood risk topics, and on what resources are available at the county to help fill out the brochure that they can give their home buyers. Real estate professionals are contacted at least annually, and representatives are members of this PPI committee.

#### Activity 350 – Flood Protection Information

Flood Protection Information Website – The FRMPIWG reviewed the County's website to be sure messages are consistent with the CRS topics. The committee discussed several messages to convey to the public with regards to the topics as discussed in Section 5. The committee evaluates the flood protection content on a regular basis to make sure the information is still relevant, is easy to understand and add new information as needed. Since the website and map information service has been developed, there have been many revisions to the content based on feedback from this committee. At first, the website was not consistent in the messages related to flood risk and mitigation. The layout was not intuitive enough. The committee received feedback from users regarding the effectiveness of the website and map information services, including functionality, ease of use, and content. The committee has made many recommendations to both the flood protection website and related flood map information services that were implemented. Changes initiated by the committee to improve the websites' effectiveness have included layout changes, additional functionality, and additional content. The flood protection website and map information services are publicized annually through several media outlets, including letters to lenders, real estate and insurance agents, brochures, newsletters and social media.



### Activity 360 – Flood Protection Assistance

Flood Protection Assistance – The FRMPIWG will review the County’s property protection advice (PPA), property advice provided after a site visit (PPV), and financial assistance advice (FAA) procedures. The committee will also review ways to publicize the County’s services for PPA, PPV and FAA on an annual basis.

Currently, Pinellas County and all of the participating municipalities provide one-on-one consultations, and site visits as appropriate, to advise inquirers about property protection measures, such as retrofitting techniques and drainage improvements.

This service is available to all residents, regardless of whether they call, email, write or walk in to receive the service. The service is publicized on the County’s Flood Information website and in the Flood Guide. The committee evaluated several other methods to publicize the service in such a way that the information will be received by homeowners and motivate them to take action. Methods that were used to publicize the service included sending out flyers and utility bill inserts to all property owners. Having piloted this approach, the County received many requests for consultations for properties without drainage issues. These consultations took away from County resources that otherwise would have been used to help residents with drainage issues. The committee decided that a more effective approach that targets the property owners who most need this service will be a more efficient use of the available resources. This will translate into more advice and visits to areas that need and will benefit from the service and have the greatest potential to reduce risk and damage due to flooding throughout the County and its municipalities.

**Those most likely to experience flooding and benefit from this assistance include residents and businesses in repetitive loss areas (RLAs). It is critical that these homeowners know the options that are available to them to help prevent further losses. Therefore, the FRMPIWG decided that a letter containing information about this service should be mailed directly to residents and businesses in Repetitive Loss Areas annually.**

Additionally, the Real Estate Flood Information and Disclosure Brochure, which also includes information about this service, will be provided by real estate agents to home buyers. These two target audiences have the greatest potential to help reduce the risk and damage from flooding as well as educate homeowners and buyers who may have plans to renovate or improve their property.

Repetitive Loss Property / Repetitive Loss Area Letter – The committee reviewed the current repetitive loss property/areas letters to identify improvements that can be made to disseminate information about flood protection assistance services that the County offers. The letter is sent out annually to property owners.

### Activity 370 – Flood Insurance Promotion

Flood Insurance Coverage Evaluation – Pinellas County and participating municipalities performed a flood insurance coverage evaluation to determine the level of coverage and needs. The flood insurance coverage assessment, messages and projects were developed as part of a Flood Insurance Coverage Improvement Plan currently being implemented.



Flood Insurance Technical Assistance – The County provides valuable information about flood insurance through the flood protection information website, including information about flood insurance requirement, rates, eligibility, the claims process, and other resources to help homeowners. In addition, flood insurance providers on the committee also serve as insurance advocates to the County and municipalities to advise people who have questions about flood insurance. There are currently seven (7) flood insurance professionals ready to provide technical assistance to homeowners and renters. The FRMPIWG developed messages to promote flood insurance and publicizes the messages and services through various methods, including newsletters, web and direct mailouts. A critical target audience are those homeowners that are most affected by flooding, including repetitive loss properties, so that they can be better prepared. Therefore, letters to properties in repetitive loss areas must include the topic of insurance and the availability of this service. Pinellas County unincorporated and barrier island residents receive utility bill insert(s) from Pinellas County Utilities, while other municipalities send similar newsletters via their utility departments. Newsletters provide an opportunity to develop attractive content that can engage readers to action. Numerous departments have already taken advantage of the newsletter with great results, and it has proven to be an effective method to drive the reader's attention to important news and services. The committee decided, therefore, that the service should also be publicized in newsletters that go out to homeowners once a year or more. The committee also decided to publicize the service in the flood brochure.

Pinellas County and its municipalities are proactive in identifying flood risk and developing projects to mitigate those risks. **Commissioners recognize the importance of having a robust capital improvement program and outreach program centered around flood risk mitigation. The FRMPIWG worked with county commissioners to develop a newsletter with a focus on promoting flood insurance.** A newsletter from a county commissioner will be included in the utility bill insert and released to the press annually. These newsletters go out to residents of both unincorporated Pinellas County and municipalities. Many services at the County are available countywide.

#### **Activity 540 – Drainage System Maintenance**

Drainage System Maintenance – The FRMPIWG reviewed and suggested improvements to the messages for regulations prohibiting dumping in streams and ditches. These messages were also sent to ISO for review and revised based on their feedback. The committee evaluated the “Only Rain Down the Drain” campaign as an effective way to educate the public about the importance of maintaining the drainage systems. This campaign focuses on consistency in messaging across several media outlets such as social media, web, newsletters and other initiatives. Newsletters provide an effective way to publicize the regulation in a way that the public can easily understand. The committee discussed additional ways to publicize the service, including vehicle wraps and drain markers, which are also effective because they direct attention to the source. Because lawn clippings, foliage and other debris can significantly degrade the functionality of storm drains, ponds, and ditches, the committee decided that incorporating training for landscapers will be a very effective method to publicize the regulation and educate the landscapers about why it is important.

## **7 IMPLEMENTATION, MONITORING AND EVALUATION**

The FRMPIWG meets three times a year to implement, monitor, and evaluate the progress of the projects. The committee evaluates each project's effectiveness and revises the project as necessary to achieve the desired goals. The projects are updated as necessary to reflect changes to the status or implementation of the projects. The FRMPIWG develops an annual evaluation noting the status of existing projects and/or provide information on new initiatives. The annual evaluation will be incorporated into the PPI report, which will serve as a living document that is updated on an annual basis. The annual evaluation report will be submitted to the governing body of each participating community. Appendix D summarizes the status of the PPI projects.

The PPI is part of the County's multi-jurisdictional Local Mitigation Strategy (LMS). Each year the updated PPI is approved by the committee and submitted to the Pinellas County Board of Commissioners as part of the LMS annual update.

## 8 PPI ADOPTION

The Pinellas County Multi-Jurisdictional PPI was adopted by the Pinellas County Board of Commissioners on April 21, 2020. The committee submits an annual update to the board.

The following municipalities also adopted this PPI through their local elected officials.

**Table 8-1 PPI Adoption**

| Municipality               | Adoption Date     |
|----------------------------|-------------------|
| Town of Belleair           | April 7, 2020     |
| City of Belleair Beach     |                   |
| City of Clearwater         | May 7, 2020       |
| City of Gulfport           | April 21, 2020    |
| City of Indian Rocks Beach | June 20, 2020     |
| Town of Indian Shores      | June 9, 2020      |
| City of Madeira Beach      | June 30, 2020     |
| City of Oldsmar            | September 3, 2020 |
| City of Pinellas Park      | June 25, 2020     |
| Town of Redington Beach    | May 6, 2020       |
| City of Safety Harbor      |                   |
| City of South Pasadena     |                   |
| Town of Redington Shores   | May 13, 2020      |
| City of St. Pete Beach     | June 23, 2020     |
| City of Tarpon Springs     | August 4, 2020    |
| City of Treasure Island    | August 4, 2020    |

## 9 BIBLIOGRAPHY

Kristen Purcell, L. R. (2010). *Understanding the participatory news consumer*. Washington, DC : Pew Research Center.

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# APPENDIX A

## PPI Meeting Minutes



## Flood Risk and Mitigation Public Information Working Group (FRMPIWG)

Friday, January 31<sup>st</sup>, 2020

Tampa Bay Regional Planning Council

### AGENDA

11:00 AM Collect lunch and be seated

11:05 AM Call meeting to order – Introduction of participants (by jurisdiction)

11:15 AM Status of FRMPIWG

- Review and clarification of 1:1 official staff/stakeholder ratio for documentation purpose
- Review of future time and attendance commitment

11:20 AM Status of LMS and PPI

- 5-year plan content overview (Chris Z – LMS; Khan - PPI)
- LMS website and story map (Smita or Lisa)
- CRS/ISO courtesy review (Khan)
- Annual LMS and PPI (unincorporated) update reports (Smita or Lisa)

11:50 AM Implementation – Next Steps

- Review of steps local jurisdictions need to take to use the PPI document (Lisa)
  - Toolbox Update
- FRMPIWG Needs
  - Municipality project sheet – missing data (Cece)
  - Review of projects all municipalities have committed to (Lisa):
    - Utility Bill Insert
    - Repetitive Loss Area Mailing
    - Flood guide
    - Hurricane Guide
    - Real Estate flood disclosure brochure
    - Library materials
    - Web content - Muni links to County Flood website
    - Only Rain Down Drain – storm drain markers, publicity
    - Providing flood map information – keep log

- Providing property protection information and site visits as needed – keep log
- Social media – blue sky and gray sky
- FWRPs
- Community Newsletter/Beach Newspaper - Need content and coordination lead
- Veterinarian Email Blast - Need content and documentation steward

12:50 PM Reminders

- Follow Sunshine Meeting Standards

1:00 PM Discuss any additional needs from Municipalities

1:30 PM Public Comment

1:45 PM New Action Items/Tasks/Next Meeting

2:00 PM Adjourn

2:00-3:00 Toolbox how-to for municipal staff





## MEETING MINUTES

**PROJECT NAME:** CRS Support/Flood Risk and Mitigation Public Information Working Group (FRMPIWG)  
**MEETING DATE:** Friday, January 31<sup>st</sup>, 2020  
**LOCATION:** Tampa Bay Regional Planning Council

### 1.0 INTRODUCTION OF PARTICIPANTS (CECE)

- Cece went through the sign in sheet and had jurisdictions stand with their stakeholders. Meeting participants are listed on the sign-in sheet.
- Cece reiterated the importance of the 1:1 staff/stakeholder ratio in order to meet requirements for carrying forward the PPI (Program for Public Information) and LMS (Local Mitigation Strategy) Working Group effort.
- Cece also discussed future meetings this year (May & October, and perhaps one in late summer) and asked for a commitment from participants. All agreed.
- Cece also introduced the Flood Insurance Advocates as a resource for everyone and Lisa reminded them that they must attend this meeting for a year to qualify to be listed on the Pinellas County website. We also discussed how they keep a log of the calls received for documentation purposes.

### 2.0 STATUS OF LOCAL MITIGATION STRATEGY (LMS) AND FLOOD RISK AND MITIGATION PUBLIC INFORMATION WORKING GROUP (FRMPIWG)

- Lisa explained the additional applications of this group in addition to the PPI (Program for Public Information). This group will serve as the working group for the FRP (Flood Response Plan), FIP (Flood Insurance Plan) and FMP (Floodplain Management Plan), which is a component of the larger LMS. This is available for each local jurisdiction to use in their CRS reviews.
- Chris Zambito, Atkins Global, provided an overview of the current status of the LMS and the "official" version of that presentation is attached. We saw the "fun" version.
  - Chris indicated that the draft update had been submitted to Florida Division of Emergency Management (FDEM) and that FDEM has provided recommended and required revisions.
  - The revised version with updated language is scheduled to be resubmitted to FDEM before the end of February.
  - The FRMPIWG had no additional comments regarding the 5-year update.
  - Chris noted that Pinellas County also received their notice from FDEM indicating that the annual LMS status update (required by Florida Administrative Code) is compliant for the 2020 year.
  - Chris and Lisa Foster demonstrated the online [StoryMap](#).
  - Lisa noted that the LMS had also been submitted to ISO for review
- Khan Boupcha, Jones Edmunds, explained the latest activities regarding the Community Rating System (CRS)/Insurance Services Office (ISO) review of the new PPI document. We are waiting for the results of that review. Pinellas County is hoping to adopt the document at the March Commission Meeting. Municipalities can move forward with their own adoption processes at that time as well.

- We have been asked by ISO to come up with our own scoring sheet that will be used by the County as well as the municipalities. The score sheet is under development and will be shared with the communities once completed.
- Khan explained that the PPI report can serve as the official multi-jurisdictional PPI, but the communities still need to track their activities. He highlighted examples of how communities should document their activities.

### 3.0 IMPLEMENTATION

- PINELLAS RESOURCES TOOLBOX
  - Lisa demonstrated the new and improved toolbox which will allow all the participating communities to not only access the sharable resources compiled by Pinellas County but also upload their documentation of completed projects making Community Rating System (CRS) reviews by Insurance Services Office (ISO) easier and automated! Webinar training will be planned in the coming weeks.
- FRMPIWG NEEDS
  - Municipality project sheet – Cece reviewed the following items
  - Review of priority areas and audiences
    - The committee discussed an additional audience of condo associations and their residents, and how best to reach them. Options included a combination of contacting the condo management agencies as well as providing links and/or attachments in the emails sent out to utility bill customers.
    - Community Newsletter/Beach Newspaper – This is a project that targets multiple audiences and areas, including the priority areas along the Gulf Coast. Need content and coordination – Cece will take the lead on this (May/Anamarie)
    - Veterinarian Email Blast – The committee will develop, and review PPI messages targeted for pet owners. Need content and documentation steward – (Sarah Kessler)
    - Small businesses were identified as a target audience and a potential project was discussed by Mary Burrell (see below).
  - Review of other public information efforts
    - Annual Community Meetings – Document Topics, Agenda and Photo – Mary Burrell offered Pinellas’ Speaker’s Bureau to all the Municipalities for their use.
    - She also mentioned Small Business Workshops will be offered which Municipalities may get credit for if they are held in their communities.
  - Review of projects all municipalities have committed to:
    - Utility Bill Insert
    - Repetitive Loss Area Mailing
    - Flood Guide
    - Hurricane Guide – Mary Burrell provided and update
    - Real Estate Flood Disclosure Brochure
    - Library Materials
    - Web Content – Muni links to County Flood website
    - Only Rain Down Drain – storm drain markers, publicity – Anamaria mentioned the TBRPC funding opportunity for Municipalities to get copies of Door Hangers and Placards.
    - Providing flood map information – keep log

- Providing property protection information and site visits as needed – keep log
- Social Media – blue sky and gray sky
- Flood Warning Response Plans

#### 4.0 **REMINDERS**

- We continue to follow Sunshine Meeting Standards
- All documents on the web must be ADA compliant, linking to the Pinellas County website for communication of your flood risk information meets requirements

#### 5.0 **NEEDS/TASKS**

- Cece asked if the communities had any additional needs, none were heard.
- The floor was opened for public comment, no comments were heard.
- Please provide any feedback on the Floodplain Management Plan, Flood Response Plan and PPI to Lisa asap!

The FRMPIWG meetings for 2020 will be held May and October (with one late summer meeting possibly). You will be notified once the dates are selected and finalized.

Adjourn



## Flood Risk and Mitigation Public Information Working Group (FRMPIWG)

Friday, May 29, 2020

Virtual

Join from your computer, tablet or smartphone. <https://global.gotomeeting.com/join/926724509>

You can also dial in using your phone. United States: +1 (312) 757-3121

- One-touch: <tel:+13127573121,,926724509#> Access Code: 926-724-509

### AGENDA

12:00 PM Call meeting to order – Identify Communities meeting 50/50 Staff/Stakeholder Split (Cece)

12:15 PM Status of PPI (Khan)

- LMS, which includes our PPI and RLAA, was adopted by the County on April 22nd!
- Local jurisdictions need to adopt the LMS and/or PPI document.
- Review of Flood Insurance Coverage Improvement Plan

12:30 PM Update on LMS (Chris Zambito)

- The following communities have adopted the 2020 LMS Plan:
  - Town of Belleair
  - City of South Pasadena
  - City of Gulfport
  - City of Belleair Beach
  - City of Largo
  - Town of Redington Beach
  - Town of North Redington Beach
  - City of Seminole
  - City of Clearwater
  - City of St. Petersburg (When last asked, they were waiting to get their signed resolution to send to the State.)
  - Pinellas County

Open floor for input from jurisdictions who have done this and what steps they took.

**GREEN** - sent to the State and received FEMA and FDEM letters

**BLUE** - transmitted to FDEM and FEMA, waiting on the letter.

Still in process: City of Belleair Bluffs, City of Indian Rocks Beach, Pinellas Park, Oldsmar, and Treasure Island.

- **Each jurisdiction still needs to formally adopt the 2020 LMS Plan, to individually qualify for mitigation grant funding.**

For those of you who are preparing for the LMS adoption process, please contact Smita Ambadi, Pinellas County Principal Planner at [sambadi@pinellascounty.org](mailto:sambadi@pinellascounty.org) if you have any questions or need help.

Once adopted, all the signed resolutions will be added to Appendix F of the 2020 LMS Plan.

1:00 PM Pinellas Resources Toolbox Update (SharePoint) (Lisa)

- Access issues
- Review of critical resources
- Encourage local governments to upload documentation
- Demo after the meeting adjourns today for those who want to review

1:15 PM Elevation Certificate Entry Application for Municipalities (Lisa)

1:30 PM Discuss any additional needs from Municipalities (Cece)

1:40 PM Public Comment

1:45 PM New Action Items/Tasks/Next Meeting (September 25<sup>th</sup>, 12 – 2pm, Virtual?) (Cece)

2:00 PM Adjourn



## 1.1 MEETING MINUTES

**PROJECT NAME:** CRS Support/Flood Risk and Mitigation Public Information Working Group (FRMPIWG)  
**MEETING DATE:** Friday, May 29, 2020  
**LOCATION:** GoTo Meeting

## 2.0 INTRODUCTION OF PARTICIPANTS (CECE)

- Cece welcomed everyone to the Virtual meeting and Lisa encouraged participants to share their cameras so we could see as many participants as possible.
- Cece checked attendance to verify that each participating community met the required 1:1 staff/stakeholder ratio.
- Cece reiterated the importance of the 1:1 staff/stakeholder ratio requirement to ensure success with the CRS PPI (Program for Public Information) and LMS (Local Mitigation Strategy) Working Group effort.
- Cece shared that the October meeting for this year would most likely be Virtual as well. All agreed. A date of October 16<sup>th</sup> from 12:00 – 2:00 was tentatively set.

## 3.0 STATUS OF PPI

- Khan Bouphe, Jones Edmunds, reviewed the current status of the multijurisdictional LMS, which includes the multijurisdictional PPI and RLAA (Repetitive Loss Area Analysis) countywide overview and detailed unincorporated analysis. He thanked everyone for their input and advised that ISO had conducted a courtesy review. He noted that:
  - Highlighted projects must have specific precise publicity language.
  - Each jurisdiction's Annual Evaluation Report must be submitted to their own governing body for approval and submitted as part of their Annual Recertification.
  - Local jurisdictions need to adopt the LMS and/or PPI document and since our last meeting the County has shared specific language that ISO (Insurance Service Office) will be looking for in the Adoption Resolutions and the resolutions must be submitted to Cece so she can assist with getting them to ISO for approval. Per ISO, the communities that participate in the MJ PPI and have an LMS adoption resolution worded as specific as the Pinellas County resolution, will receive the PPI credit (assuming they implement their projects). The specific language is in the County toolbox. Let Cece or Lisa know if you are having trouble finding it.
  - Lisa sent the Flood Insurance Coverage Improvement Plan to FEMA for approval and FEMA acknowledged receipts and clarified that they were not required to approve the plan, but will offer suggestions that benefit Pinellas County.

- Lisa elaborated on the FEMA approval issue and showed the communities the projects for 2020 that she is compiling and showed where documentation is being kept. Social media is being saved as screen shots and communities may have to do their own social media so check with your ISO specialist to confirm what they will approve.
- Municipalities should have the Flood Guide and All Hazard Preparedness Guide at each of their events and should modify it with their specific logos and contact information.
  - Mary Burrell discussed an outreach effort that will be hosted by Pinellas County for the Barrier Island Zoom Webinar on June 4<sup>th</sup>.

#### 4.0 **STATUS OF LOCAL MITIGATION STRATEGY (LMS) AND FLOOD RISK AND MITIGATION PUBLIC INFORMATION WORKING GROUP (FRMPIWG)**

- Chris Zambito, Atkins Global, provided an overview of the current status of the LMS
  - The Plan was approved
  - He reviewed a list of communities and where they are in the adoption process.
- Chris reviewed the CRS scoring for CRS FMP credit from ISO based on their review of the LMS Plan.

#### 5.0 **IMPLEMENTATION**

- **PINELLAS RESOURCES TOOLBOX UPDATE**
  - Lisa again reviewed the toolbox which will allow all the participating communities to not only access the plethora of sharable resources compiled by Pinellas County but also upload their documentation of completed projects making CRS outreach project reviews by ISO easier
- **INFORMATION AVAILABLE**
  - Standardized messages for social and regular media in different weather scenarios.
  - Real Estate Disclosure Program email promotion content available, municipalities need to make an effort to connect with their local area Real Estate agents to further the success of this project for them.
  - Calendar is available, dates that are set are recommendations. Reminders are being sent.

#### 6.0 **ELEVATION CERTIFICATE ENTRY APPLICATION FOR MUNICIPALITIES**

- Elevation Certificates are currently being uploaded to the Pinellas County website ECs from the FDEM database are also on the map but have not been reviewed for quality.
- Municipal ECs are being added to another map service by a contractor. Once complete, the municipalities will need to upload their ECS to the map service via the City EC Entry Application developed by the County. CRS credit is available to communities that make ECs available online and in a database. Pinellas County will hold a training on the EC app. Send Lisa your login for ArcGIS online or the name of the person that will be doing this upload for you so we can add them as



a user to the application. Each community should have one user for EC uploading.

#### 7.0 **STORM SEASON**

- Lisa asked meeting participants to visit the Pinellas County COVID-19 information How to Help to see how you can help the communities with the upcoming storm season.
- Lisa asked the meeting participants to think about what messaging should be used for this year specifically.
  - Mary talked about people in cars being such a risk driving into water of unknown depth, is “Turn Around Don’t Drown” not working anymore? Don’t Drive, Stay Alive?
  - Mary talked about the Host Homes program that allows for people to evacuate and not have to go to a community shelter.

#### 8.0 **REMINDERS**

- We will continue to post agendas and minutes on the website, although it may not be required.
- All documents on the web must be ADA compliant, linking to the Pinellas County website for communication of your flood risk information meets requirements.

#### 9.0 **NEEDS/TASKS**

- Cece asked if the communities had any additional needs, none were heard.
- The floor was opened for public comment.
  - Sally Bishop talked about using our tools and good data to help residents assess their vulnerability so they can decide during the time of COVID-19 if they really need to evacuate during a storm.
  - Katrena from Indian Shores talked about continuing work on information for the tourists that provide listing of hotels available for emergency housing. We need to connect Katrena with Mary and Lisa to develop a packet. The hotel owners will be making the plan that they would give to the visitors.

The next FRMPIWG meeting will be Virtual and will be held on October 16 from 12 – 2 pm.

Adjourn



## Flood Risk and Mitigation Public Information Working Group (FRMPIWG)

Friday, October 16<sup>th</sup>, 2020

Virtual

Join from your computer, tablet or smartphone. <https://global.gotomeeting.com/join/304000061>

You can also dial in using your phone.  
(872) 240-3212 Access Code: 304-000-061

### AGENDA

12:00 PM Call meeting to order – Identify Communities meeting 50/50 Staff/Stakeholder Split (Cece)

12:15 PM Review PPI for Annual Report (Khan)

12:45 PM Review components for LMS for Annual Report (Khan)

- 2020 LMS Plan Adoption Status
  - Identify if sent to the State and received FEMA and FDEM letters
    - Town of Belleair
    - City of South Pasadena
    - City of Gulfport
    - City of Belleair Beach
    - City of Largo
    - Town of Redington Beach
    - Town of North Redington Beach
    - City of Seminole
    - City of Clearwater
    - City of St. Petersburg
    - Pinellas County

Open floor for input from jurisdictions who have done this and what steps they took.

Once adopted, all the signed resolutions will be added to Appendix F of the 2020 LMS Plan.

1:00 PM Review of which FRMPIWG tasks have been accomplished by municipalities and uploaded to SharePoint (Everyone)

- Demo after the meeting adjourns today for those who want to review or look at what is already uploaded

1:20 PM Discuss any new project ideas (Lisa & Cece)

- Disseminate letters to utilities companies concerning tanks that must be elevated or anchored and heating, ventilation, and air conditioning (HVAC) equipment that must be elevated above BFE
- Tampa Bay Newspapers publicity
- Business Flood and Hurricane Outreach Program (Mary & Brian)

1:30 PM Discuss any additional needs from Municipalities (Cece)

1:40 PM Public Comment

1:45 PM New Action Items/Tasks/Next Meeting (January 2021, Virtual?) (Cece)

Virtual Real Estate Training – PRO, Oct 27<sup>th</sup> (see below) – Need Insurance Advocates to participate

2:00 PM Adjourn

Real Estate Flood Disclosure Program at PRO  
October 27 via Zoom

10:30am - 12:30pm – Pinellas County Real Estate Flood Disclosure and Flood Map Service Center Training

The Pinellas County Real Estate Flood Disclosure Program is a joint effort between Pinellas County Government and the Pinellas REALTOR® Organization, to help ensure that real estate professionals understand flood risk and insurance requirements and know how to look up the information to provide to their clients. Join Pinellas County Floodplain Administrator, Lisa Foster, for an overview of the program, information about flood risks, maps and insurance, and instruction to use the Pinellas County Online Flood Map Information Service Application and Flood Disclosure and Information brochure.

12:30pm – 1:30pm – Pinellas County Property Appraiser Essentials

Join Pinellas County Property Appraiser, Mike Twitty, as he discusses several topics designed to help real estate professionals. Learn how to best estimate taxes for buyers, understand portability and locate often overlooked website features. Other topics include value trends, upcoming tax saving constitutional amendments and common missteps relating to homestead and portability.



## MEETING MINUTES

**PROJECT NAME:** CRS Support/Flood Risk and Mitigation Public Information Working Group (FRMPIWG)  
**MEETING DATE:** Friday, October 16, 2020  
**LOCATION:** GoTo Meeting

### 1.0 INTRODUCTION OF PARTICIPANTS (CECE)

- Cece welcomed everyone to the Virtual meeting and Lisa encouraged participants to share their cameras so we could see as many participants as possible.
- Cece assessed the RSVP list to assure the 1:1 staff/stakeholder ratio. A review after the meeting indicated that all communities met this requirement.
- Cece reiterated the importance of the 1:1 staff/stakeholder ratio to meet requirements for carrying forward the PPI (Program for Public Information) and LMS (Local Mitigation Strategy) Working Group effort.
- Cece shared that the January meeting for 2021 would most likely be Virtual as well. A date of January 15<sup>th</sup> from 12:00 – 2:00 was tentatively set.

### 2.0 STATUS OF PPI

- Khan Bopha, from Jones Edmunds, reviewed the current messaging in the PPI document. There were comments on the following messages:
  - Insurance
  - Road Flooding and DOT (we were given contact information for this issue)
  - Safety Tips
  - Resiliency messaging will replace the additional insurance-related topics for messaging which we currently have. All insurance messaging will be combined into one topic.
- Khan discussed the need for municipalities to give us feedback on the projects they implemented this year. An Excel spreadsheet will be sent to everyone to make it easier to report this information. Once Khan receives that information, he will create the Annual Evaluation Report.
- Documentation for each municipality's projects should be entered in the Pinellas County SharePoint site to assist with facilitation of ISO reviews of communities.
- Each jurisdiction's Annual Evaluation Report must be submitted to their own governing body for approval and submitted as part of their Annual Recertification.
- Feddy Azofeifa from Pinellas County demonstrated the Social Media Messaging Toolkit that is available to all municipalities. Mary Burrell highlighted the wide variety of messages available in the Toolkit.

### 3.0 STATUS OF LOCAL MITIGATION STRATEGY (LMS) AND FLOOD RISK AND MITIGATION PUBLIC INFORMATION WORKING GROUP (FRMPIWG)

- Khan talked about the LMS report updates. The documents were provided as attachments to the meeting invitation. Municipalities were asked to review the report to see if there were projects missing from each municipality and to review the project rankings.

- A web story map was created for the LMS to improve the LMS goals and objectives, current status and other hazard-related information to the public.
- Khan recently reviewed the LMS report with ISO. It received a very good score compared to previous versions. Congratulations to everyone that have contributed to the report.

#### 4.0 **POTENTIAL PROJECTS**

- Tampa Bay Newspaper – Commissioner Robinson explained what they did in Redington Shores.
  - This weekly newspaper could be used for one of the publicity projects.
  - Cost share ideas were raised.
  - Prices will be determined and sent out via email at a later date.
- Mary Burrell talked about an effort to work with Businesses to have them assist with flood and hurricane outreach messages
  - CJ Reynolds from Tampa Bay Regional Planning Council (TBRPC) is interested in getting involved in this effort, especially for minority businesses.
- Lisa asked Cece to research the letters to utility companies project idea further.
- There was discussion about connecting with Home Inspectors regarding flood risk so they could assist in communicating information through their inspection reports.
  - It was recommended to first contact the people that serve as instructors for the Home Inspector program to find out how to make this part of the inspection reporting basics.

#### 5.0 **MAP SERVICE**

- Lisa demonstrated the new Pinellas County Flood Map Service that provides simplified access to flood risk and other important information.

#### 6.0 **NEEDS/TASKS**

- Cece asked if the communities had any additional needs, none were heard.
- The floor was opened for public comment.
- Lisa asked if municipalities needed the information page on the website that was created to explain the FEMA letters that residents have been receiving about insurance. No communities are sending residents to this page anymore and FEMA has stopped sending the letters out.
- CJ Reynolds from TBRPC invited participation in their Regional Resilience Plan Working Group. Interested parties can contact CJ at [cjreynolds@tbrpc.org](mailto:cjreynolds@tbrpc.org).

#### 7.0 **REMINDERS**

- We continue to follow Sunshine Meeting Standards.
- All documents on the web must be ADA compliant, linking to the Pinellas County website for communication of your flood risk information meets requirements.

The next FRMPIWG notice for January 2021 will be send out as soon as the date is confirmed.

Adjourn



## Flood Risk and Mitigation Public Information Working Group (FRMPIWG)

Friday, January 29, 2021

Virtual

Join from your computer, tablet or smartphone. <https://www.gotomeet.me/CeceMcKiernan>

You can also dial in using your phone.

United States: +1 (646) 749-3131

Access Code: 812-108-797

### AGENDA

12:00 PM Call meeting to order – Identify Communities meeting 50/50 Staff/Stakeholder Split (Cece)

12:15 PM Review Annual Report - PPI, LMS, Flood Insurance Improvement Plan, Flood Response Plan (Khan)

- Schedule to submit to BOCC and muni commissions
- Schedule to publish LMS on pinellaslms.org
- Schedule for press release

1:00 PM Review of which projects have been accomplished by municipalities and uploaded to SharePoint (Everyone)

- Post Eta discussion
  - FRP items that worked
  - FRP items that did not work
- Updated FRP toolkit (workbook)
- Updated OP social media toolkit (workbook)
- Projects on hold
  - Disseminate letters to utility companies concerning tanks that must be elevated or anchored and heating, ventilation, and air conditioning (HVAC) equipment that must be elevated above BFE
  - Veterinarian outreach
- Demo after the meeting adjourns today for those who want to review or look at what is already uploaded

1:20 PM Discuss any new project ideas (Lisa & Cece)

- Tampa Bay Newspapers publicity – get it into FY 22 budget to implement in February 2022
- Business Flood and Hurricane Outreach Program (Mary & Brian)

- Flood and Hurricane Preparedness Webinar Series
- Elevation Certificate (EC) Digitalization and EC Entry Application for Municipalities

1:30 PM Discuss any additional needs from municipalities (Cece)

1:40 PM Public Comment

1:45 PM New Action Items/Tasks/Next Meeting in May 2021 (Cece)

- Should we have a virtual meeting option?

2:00 PM Adjourn





## MEETING MINUTES

**PROJECT NAME:** CRS Support/Flood Risk and Mitigation Public Information Working Group (FRMPIWG)  
**MEETING DATE:** Friday, January 29, 2021  
**LOCATION:** GoTo Meeting

### 1.0 INTRODUCTION OF PARTICIPANTS (CECE)

- Cece welcomed everyone to the Virtual meeting and Lisa encouraged participants to share their cameras so we could see as many participants as possible. Lisa also explained the purpose of the FRMPIWG.
- Cece assessed the RSVP list to assure the 1:1 staff/stakeholder ratio. Upon review of attendees, all communities met this requirement.
- Cece reiterated the importance of the 1:1 staff/stakeholder ratio to meet requirements for carrying forward the PPI (Program for Public Information) and LMS (Local Mitigation Strategy) Working Group effort.
- Cece shared that the May meeting for 2021 may be a hybrid event (virtual and in person). A date of May 21<sup>st</sup> from 12:00pm – 2:00pm was tentatively set. We will wait until the end of March to assess the situation and determine if the meeting will be only virtual or a hybrid event.

### 2.0 STATUS OF PPI

- Khan reviewed the content of the Annual Report and demonstrated the revised format. Khan also informed the group that the LMS annual update had been submitted to the state. Once approved, the LMS, which serves as the Floodplain Management Plan for many jurisdictions, and the PPI annual report must be submitted to each participating jurisdiction's commission. The County will issue a press release that the annual update is complete and available online at [PinellasLMS.org](http://PinellasLMS.org).
- Maxine Moore reviewed the current project matrices (excel spreadsheets) that outlines which municipalities are completing projects. These matrices were a request from ISO to be submitted with the PPI documentation. They will also make it easier on the municipalities to ensure outreach projects are being completed annually and allow for the municipalities to see which projects are completed countywide.
- Maxine also discussed the resource that Pinellas County has created for Blue-Sky Social Media communications. This resource provides messaging for all topics outlined in the PPI documentation to meet ISO requirements along with suggested scheduling. Pinellas County has scheduled these messages to post on Fridays along with #FloodplainFriday to elevate their social media campaign and provide easy searching. Maxine encourages other municipalities to utilize this resource as a template to update their Blue-Sky Social Media communications.
- There was a lengthy conversation regarding messaging before and after Tropical Storm Eta and how effective it was as well as many questions regarding assistance for damaged properties. Lisa and the team at Pinellas County have updated the previously created Flood Response Preparations (FRP) Messaging Toolkit to include additional messages for "Flooding Recovery" based on the response after Tropical Storm Eta. The updated toolkit will be sent to the committee after the meeting along with other documents for review.

- Maxine informed members that all mentioned documentation will be also added to the FRMPIWG SharePoint Toolkit and encouraged the municipalities to utilize the SharePoint toolkit to its fullest potential. There will be a demo of the toolkit after the meeting for those who are interested or new to the group.

### 3.0 **POTENTIAL PROJECTS**

- Letters to Utility Companies – is on hold awaiting further information. This project would entail disseminating letters to utility companies about tanks that must be elevated or anchored. The letters would also discuss requirements for elevating heating, ventilation, and air conditioning (HVAC) equipment above the base flood elevation (BFE).
- Veterinarian Outreach – is on hold awaiting further information. This project would entail disseminating information to local veterinarians about pet preparedness for all hazards. The messaging would also encourage veterinarians to house pets for owners who need to shelter during storms and to remain open during storms to assist with emergency needs.
- Tampa Bay Newspaper – this continues to be on the wish list with hopes for implementation in February 2022. Anamarie Rivera mentioned that she already advertises in this publication for Environmental Management and could work with Floodplain Management to add some flood-related messaging. There was also a recommendation to look into the possibility of publishing content in some local Family Magazines. Deb Vitraelli will gather information and pricing for the magazines she had in mind to present at the next meeting.
- Mary Burrell discussed the Business Flood and Hurricane Outreach Summit which is an effort from Pinellas County Emergency Management to work with businesses to help them develop response plans and continuity plans. Emergency Management has scheduled a series of webinars for Hurricane Preparedness focusing on different audiences, such as Mobile Home Parks, condominiums, faith-based organizations, barrier islands, and small lodging. For instance, the small lodging summit will allow for the managers/owners to create and establish a hurricane readiness plan they can utilize in their businesses. The dates for these webinars will be posted on the Pinellas County website and a flyer will be sent out.
- Allison demonstrated the Elevation Certificate Digitization and EC Entry Application for the municipalities. If you still need access contact Maxine or Cece and we will get your information to Allison at Pinellas County.

### 4.0 **NEEDS/TASKS**

- Cece asked if the communities had any additional needs, none were heard.
- Lisa discussed the SBA Disaster Loan Program. It was suggested that we need to do some outreach to educate how to collect damage data, how to document loss and provide resources to the community regarding availability of funds when disaster strikes. Pinellas is planning a press release on this topic.
- Keith Bodeker requested some type of checklist that can be given to residents after a flooding event to help them quickly compile damage to valuables. Perhaps our insurance advocates already have something that can be utilized or revised to fit our needs. Lisa suggested creating a focus group with the insurance advocates, Keith, and others to work on this request.

- A few municipalities requested SharePoint Toolkit training. Maxine reiterated that there will be a demo of the toolkit at the end of the meeting, but that Pinellas County would schedule a full training in March.
- The floor was opened for public comment.

#### 5.0 **REMINDERS**

- We continue to follow Sunshine Meeting Standards.
- All documents on the web must be ADA compliant.

The next FRMPIWG notice for May 21<sup>st</sup>, 2021 will be sent out after an assessment of meeting conditions is made at the end of March.

Adjourn



## Flood Risk and Mitigation Public Information Working Group (FRMPIWG)

Friday, May 21, 2021

Virtual

Join from your computer, tablet, or smartphone. <https://www.gotomeet.me/CeceMcKiernan>

You can also dial in using your phone.

United States: +1 (646) 749-3131

Access Code: 812-108-797

### AGENDA

12:00 PM Call meeting to order – Identify communities are meeting 50/50 Staff/Stakeholder Split (Cece)

12:15 PM Review PPI Annual Report and projects (Maxine)

- LMS and PPI Annual Reports submitted to Pinellas County BOCC on April 27<sup>th</sup> Meeting
- Review of project matrix (OP)
- Flood Response Projects (FRP) Spreadsheets
- Blue-Sky Social Media Messaging Toolkit
- Pinellas County Flood Map Service
- Flood Awareness Week recap
- Hurricane Awareness Week recap – Mary Burrell
- Issues or questions from Local Governments

1:00 PM Review of FRMPIWG tasks accomplished by municipalities (Everyone)

- Real Estate Disclosure Program – Uploaded brochures and postponed training
- Emergency Management Annual Summits (Faith-Based, MHPs, Businesses, Condominiums, Barrier Islands, and Small Lodging) – Mary Burrell
- SharePoint Toolkit Training on May 17<sup>th</sup> at 2pm
  - Toolkit feedback from municipalities
- Flood Awareness Week Social Media Campaign in conjunction with Sarasota County
- Maxine demonstrated the Elevation Certificate Digitization and EC Entry Application for the municipalities. Two trainings were conducted.

1:20 PM Discuss any new project ideas (Maxine & Cece)

- 2021 Hurricane Outreach –
  - Hurricane Guide
  - Emergency Management Annual Summits
  - City Flood/Hurricane workshops
  - Hurricane Preparedness Week Social Media
  - FRP Messages Toolkit
  - Other projects going on?
  - Other needs or ideas?

1:30 PM Discuss any additional needs from municipalities (Cece)

1:40 PM Public Comment

1:45 PM New Action Items/Tasks/Next Meeting October 2021 (Cece)

2:00 PM Adjourn



## MEETING MINUTES

**PROJECT NAME:** CRS Support/Flood Risk and Mitigation Public Information Working Group (FRMPIWG)  
**MEETING DATE:** Friday, May 21, 2021  
**LOCATION:** GoToMeeting

### 1.0 INTRODUCTION OF PARTICIPANTS (CECE)

- Cece welcomed everyone to the Virtual meeting and Lisa encouraged participants to share their cameras so we could see as many participants as possible.
- Cece assessed the RSVP list to assure the 1:1 staff/stakeholder ratio. Upon review of attendees, all communities met this requirement.

### 2.0 REVIEW PPI ANNUAL REPORT AND PROJECTS

- Maxine Moore, Pinellas County, welcomed the City of Belleair Beach to the group as they have just recently joined. Khan Bouphe, Jones Edmunds, reviewed the PPI Annual Report that was submitted to the Pinellas County BOCC on April 27<sup>th</sup>. Khan will update the PPI as needed based on projects that have been added in SharePoint. Khan highlighted that information sharing is going on with Sarasota County to help inventory other public information efforts as well as provide opportunities to coordinate messages.
- Maxine presented the LMS annual report submittal to the BOCC. The PPI is included in Appendix H of the LMS.
- Maxine discussed the project matrix for OP and FRP, showed the matrix and asked the communities to make changes to reflect what was accomplished and the status of the projects. Not all projects in the PPI are required for each community and communities can add their own specialty projects. Maxine will send the updated projects list out to the communities to plan for 2021 projects. FRP projects implemented by Pinellas County are usually countywide initiatives; however, local governments can also implement their own using the tools provided by the County. Lisa asked the group to look at the flood response package and add any additional activities that are being done. The matrix is great for the community to give to their public information staff to use for different situations. The flooding recovery tab was added this past year and Maxine encouraged people to add to the matrix. Some new messages were created based on lessons learned from Hurricane Eta.
- Maxine updated members about the Blue-Sky Social Media Messaging Toolkit, which the committee was in support of developing, to help with pushing out regular messages throughout the year. Local governments can use this schedule or make their own, but it is coded (#FloodplainFriday) to make the messaging easier to identify. The messages often incorporate upcoming holidays to allow for the general public to easily relate to the message as well as providing a shortened web link for more information. Communities may contact Maxine if they have difficulty accessing these messages.
- Maxine showed the Pinellas County Flood Map Service site, which is easy to view on tablets and phones based on the latest update. She highlighted the Real Estate Disclosure app as well as the Elevation Certificate upload site. Maxine provided the link to the communities and asked for feedback on use of site. Lisa mentioned that Pinellas County received the new FEMA FIRM data and that it will be getting loaded on the website soon.

- Maxine talked about Pinellas County's collaboration with Sarasota County. One of the collaborative initiatives is the use of Floody the Frog for messaging for Flood Awareness Week. Pre-scripted messaging from the Florida Floodplain Managers Association (FFMA) was used for the week. If communities would like to use Floody the Frog messaging throughout the year, they can reach out to Sarasota County. Contact Maxine for the specific person to connect with.
- Maxine shared the engagement stats for all the social media messaging.
- Hurricane Awareness Week, starting May 9, 2021, was recapped by Mary Burrell of Pinellas County Emergency Management (PCEM). Using the National Weather Service (NWS), Pinellas County pushed consistent messages out during the week and provided messages in Spanish. Other municipalities can use the messaging and can add their website customization. Pinellas County uses #GetReadyPinellas for emergency-related planning messages. Mary discussed ways to get messages across to the general public and continuously reinforce them through multiple opportunities. Maxine took the messages Emergency Management released during Hurricane Awareness Week and put them into the SharePoint toolkit along with the associated images. The Hurricane Tax Free Holiday starts May 24, 2021. During this period, Pinellas County will be pushing out those messages too.

#### **REVIEW OF FRMPIWG TASKS ACCOMPLISHED BY MUNICIPALITIES**

- Maxine discussed the Real Estate Disclosure Program, which is an effort to work with our Stakeholder, Pinellas/Pasco Realtor Organization (PRO). The next training is June 15, 2021 at 9am and includes the Property Appraiser, Pinellas County Floodplain staff, and Flood Insurance Advocates as speakers. The training informs real estate professionals on how to use flood information to inform potential buyers of flood risk. Cece and Lisa both discussed the importance of each community connecting with local realtors to get training and become a community real estate stakeholder. This relationship will help to add value to the real estate professional's services to their clients as well as help the community spread the PPI messages. In addition, this will provide opportunities for the community to collect the brochures which apply to this project in the PPI and, in turn, allow the community to gain additional CRS credits. Lisa mentioned that Pinellas County reaches out twice a year to agents.
- Maxine discussed the recent SharePoint Toolkit Training and where to find the recording as well as highlighting the discussion board. Please reach out to Maxine if you still have questions.
- Mary Burrell discussed the Emergency Management Annual Summits which PCEM has been hosting and providing to various groups as in-person, virtual, or hybrid events. These summits bring experts together to talk with attendees about hurricane preparedness, provide resources such as hurricane guides, discuss past experiences, and lessons learned. Each summit is focused on a targeted audience such as barrier islands, mobile home parks, condominiums, businesses, small-lodging, and faith-based organizations. Pinellas County received several calls after the events asking for resources and provided positive feedback, which is an indication that the summits were effective. The Small-Lodging Summit will take place in June. Mary stated that these summits will occur annually since there was such positive feedback from the attendees. Lisa stated that since these events are targeted, will be occurring on an annual basis, and provide messaging supported by the PPI, communities could possibly receive CRS credit for them. The PPI will be revised to update the priority areas and audiences as necessary. Lisa wants to investigate how crediting would work for

these events and how the virtual events will be credited. Khan will check with ISO. Lisa asked for Mary to pull together a list of annual events PCEM provides/hosts/attends and to identify which ones will be virtual, in-person, or hybrid.

- Maxine talked about the Elevation Certificate (EC) Upload Application and told everyone about the training provided as well as upcoming trainings. Right now, bulk download of all attached certificates per municipality is not a capability, but Pinellas County will try to facilitate this in the future. Maxine reminded everyone that municipalities must keep track of their floodplain-related construction certificates, such as ECs, to satisfy the CRS requirement. Pinellas County is developing Standard Operating Guidelines (SOG) for how floodplain-related Construction Certificates are collected, maintained, and reviewed which is a new pre-requisite for a CRS Class 9 status. The County will share this once it is finalized. Lisa stressed that our Local Mitigation Strategy (LMS) is used as the Floodplain Management Plan and includes with it our Flood Warning and Response Plan, both of which are available through the SharePoint toolkit. Therefore, the toolkit is beginning to go beyond just outreach.

### 3.0 **NEW PROJECTS**

- Map update outreach plan under development
- Risk Rating 2.0 outreach plan to be developed
- Hurricane Guide for 2021 will be distributed May 27<sup>th</sup>.
  - Local governments shared their meetings as well.
- Maxine reviewed the Flood Response Program Toolkit (Tropical Storm Eta)
- The group is wanting to hold a Home Inspector training. If any municipality has a contact or knows the best way to get ahold of Home Inspectors, please let Pinellas County know.
- Pinellas County talked to Insurance and Mortgage Associations about flood hazards, maps, and development requirements. They may make this an annual event.
- The newspaper insert will start Fiscal Year 2021-2022 (FY22).
- Municipalities are looking for examples of permanent storm surge signs or markers. Several communities were mentioned such as Gulfport, Pinellas Park, Redington Shores, and Tarpon Springs. This will be added as a project in the PPI and will be added to the SharePoint for implementation documentation for communities that elect to implement.
- October 25, 1921 was the last major hurricane to hit Pinellas County. This was a literal 100-year storm event. This event created John's Pass and we should not maintain complacency. PCEM would like to use this as a teaching tool for the public and stress how important storm readiness is.

### 4.0 **REMINDERS**

- We continue to follow Sunshine Meeting Standards.
- All documents on the web must be ADA compliant per law. If a municipality or stakeholder is linking to the Pinellas County website for communication of your flood risk information, then the ADA requirement is met.

### 5.0 **ADDITIONAL NEEDS FROM THE MUNICIPALITIES**

- Make a list of floodplain-related awareness weeks with dates such as Hurricane Preparedness Week or Flood Awareness Week. Maxine will create an on-going list of the awareness weeks and place it on the SharePoint. Please send in any new ones and check out Ready.gov.



6.0 **PUBLIC COMMENT**

- There was no public comment.

7.0 **ACTION ITEMS**

- Maxine will send the updated projects list out to the communities to plan for 2021 projects.
- The next FRMPIWG notice for October 22nd, 2021 will be sent out after an assessment of meeting conditions is made at the end of the summer.



McKiernan  
CONSULTING SERVICES

**JonesEdmunds**

## Flood Risk and Mitigation Public Information Working Group (FRMPIWG)

Friday, Oct 22, 2021

Virtual

Join from your computer, tablet, or smartphone.

<https://us02web.zoom.us/j/9400362555?pwd=Wkp1VUFubWVERVFtNm0rOFV3Tk5iZz09>

or call 929-205-6099

Meeting ID: 940 036 2555

Passcode: 461115

### AGENDA

12:00 PM Call meeting to order – Identify communities are meeting 50/50 Staff/Stakeholder Split (Cece)

12:05 PM Discussion regarding CRS Class 3 rating (Lisa)

12:15 PM Risk Rating 2.0 Update (Ashley)

12:25 PM Review PPI for Annual Report (Maxine)

1. Planning Committee
  - a. Membership changes (PPI 1-2)
2. Public Information Needs (PPI 3-1)
  - a. Pinellas County Vulnerability Assessment
  - b. Risk Rating 2.0
  - c. CRS Discounts
  - d. Resiliency and Sustainability
  - e. Flood Insurance Coverage Assessment (every 5 years)
3. Target Audiences
  - a. Review Table 4-1
4. Messages and Outcomes (PPI 5-2)
  - a. Premise, call to action, and reason why
  - b. Resiliency and Sustainability messaging to replace the additional insurance-related topics for messaging
    - i. “Understand Flood Insurance” will be combined into “Insure Your Property for Your Flood Hazard”
  - c. Revamping the “Flood Economics” messaging to include more defined key messages
  - d. Revise the insurance messaging to reflect Risk Rating 2.0
  - e. Low Impact Development (LID) messages are under two topics (“Build Responsibly” and “Protect Natural Floodplain Functions”)

5. Projects (PPI 6-1)

- a. Critical Projects Implemented by all communities?
- b. Emergency Management Annual Summits
- c. Newspaper Article
- d. Social Media – Podcasts
- e. Veterinarian Email Blast
- f. Home Inspector training
- g. Insurance and Mortgage Association Annual Training
- h. Storm Surge Inundation Level Signage
- i. Check your Community on the OP Matrix

1:05 PM Review LMS for Annual Report (Maxine & Lisa)

- Quick Overview: Defines hazards to the community, last update was 2020, serves as the floodplain management plan
- Timeline:
  - All Updated documents including project lists and scoring sheets are due Nov. 30
  - Anything remaining and confirmation of updates are due Dec. 17
- LMS Working Group is currently updating the list of projects (Table D-1)
  - Added New Project: Mixed-Use Multi-Purpose Mobility Hub (City of Madeira Beach)
- Appendix C: CRS 610 Flood Warning and Response Plan
- Appendix H: PPI Annual Update
- Appendix I: RLAA needs updated – Review action items, what was implemented, and recommended changes

1:40 PM Open Discussion (Cece)

1:45 PM Public Comment

1:50 PM New Action Items/Tasks/Next Meeting January 2022 (Cece)

2:00 PM Adjourn



## MEETING MINUTES

**PROJECT NAME:** CRS Support/Flood Risk and Mitigation Public Information Working Group (FRMPIWG)  
**MEETING DATE:** Friday, October 22, 2021  
**LOCATION:** GoToMeeting

### 1.0 IDENTIFY COMMUNITIES, CRS CLASS 3 AND RISK RATING 2.0 UPDATE

- Cece welcomed everyone to the Virtual meeting and Lisa reviewed how this group serves not only as the Multijurisdictional PPI committee but also as our Floodplain Management Stakeholder Working Group along with our Flood Response Messaging and our Flood Insurance Information Review Groups. This makes our meeting a very comprehensive review of the connectivity of all these aspects in floodplain management. The County made great effort to explain to the Insurance Services Office (ISO) how pulling everything into one focused meeting would best serve the County and all its municipalities.
- Cece assessed the attendance to assure the 1:1 staff/stakeholder ratio. Upon review of attendees, all communities met this requirement.
- Lisa announced that Pinellas County Unincorporated recently received a Class 3 Community Rating System (CRS) rating. Lisa recognized all the Working Group participants as having contributed to this success. This means a 35% discount on flood insurance for unincorporated residents. Communities outside the unincorporated area will benefit from the activities of this group and may see a different discount dependent on their individual activities documented through CRS with ISO. Sarah Kessler from the City of Clearwater asked Lisa to provide a presentation to the area CRS Working Group about how they achieved the Class 3 rating as Clearwater would like to also reach that level. Lisa spoke about the County's Stormwater Manual and Watershed planning process which is available to all the municipalities to adopt and use toward reaching the Class 5 goal initially.
- Lisa reviewed how the 35% discount applies through Risk Rating 2.0 (RR2). Ashley Tharp, Flood Insurance Advocate for Pinellas County and stakeholder on this committee, gave an update on recent activities in RR2. Any new business, such as new policies, in the National Flood Insurance Program (NFIP) as of October 1, 2021 will be rated with RR2. Some areas, especially near the coast are seeing higher premiums but some are also dropping. Factors that increase risk have changed from what we are accustomed to. Elevation Certificates, although not required with the new system, seem to help in some areas. Majority of Pinellas County Mayors/Leaders sent a letter to FEMA asking them to pause RR2 until identified issues have been resolved. Many legislators have written letters to FEMA so if you are having problems, reach out to your area legislator as they may have already contacted FEMA with their frustrations. It would be difficult to reverse though as many residents across the United States have realized cost savings from this new methodology. Transparency of how premiums are calculated would help with some of the frustration.

### REVIEW PPI ANNUAL REPORT AND PROJECTS

- Maxine Moore, Pinellas County, started with the review of the Annual Report for the PPI which is Appendix H in the Local Mitigation Strategy (LMS). We started with a review of the

PPI Committee members (**PPI 1-2**). We will only officially update the list in the document every 5 years but want to keep up with any changes in core staff or stakeholders.

- Maxine then covered the **Public Information Needs (PPI 3-1)**.
  - The Pinellas County Sea Level Rise and Vulnerability Assessment is a countywide coastal flood risk assessment which maps sea level rise and storm surge. Many communities have adopted this Assessment so it will be added to this review process.
  - With the inception of RR2, the group will review the existing insurance messaging and develop (if needed) language to better communicate this. Lisa shared a press release that was sent out in September 2021 discussing the CRS Class 3 achievement as well as covering RR2 and encouraging residents to call their flood insurance agents. This can be a baseline for future messaging. The group is encouraged to send Maxine and/or Cece messaging ideas so they can be compiled and reviewed by the committee. Keith Bodeker, Town of Belleair, asked if we had any outreach materials that could be shared as an infographic. We will add that to our future projects. Linda Yang, Stakeholder, shared that there was confusion among flood insurance professionals between the Pinellas County Flood Maps and FEMA Flood Maps that are both available. Lisa clarified that flood insurance is based on FEMA maps and local development decisions should be based on both the Pinellas County Flood Maps and FEMA Flood Maps. Pinellas County will clarify this in the messaging and will provide it to the group for review in the Annual Report.
  - CRS Discounts for the various municipalities needs to be clarified as there are so many and confusing for residents. The committee will ponder ways to get this messaging across and will discuss more in depth in the next meeting.
  - This group reviews the Flood Insurance Coverage Assessment officially every 5 years for the PPI but also does so annually just to identify areas that may need further outreach. We are waiting for the current data to be sent from FEMA. Each community needs to request that data from FEMA independently. Once the data is received, it will be reviewed and assessed for updates to the Flood Insurance Coverage Assessment.
- Maxine reviewed the **Target Audiences** based on the Table in the PPI and asked for changes.
  - Veterinarians were mentioned as this is a project the committee would like to proceed with.
  - Jamie Viverios from Treasure Island recommended adding renters, this will be incorporated into our messaging and could be its own outreach project at a later time.
  - Dawn Forrest, Wright Flood, recommended adding Mobile home park residents.
- Maxine then covered the **Messages and Outcomes (PPI 5-2)**.
  - We need to add premise, call to action and reason why.
  - Adding resiliency and sustainability.
  - “Understand Flood Insurance” will be combined into “Insure Your Property for Your Flood Hazard”. The topic of Resiliency and Sustainability was added. Maxine worked with Hank Hodde, Pinellas County Resiliency Coordinator, to develop key messages for this topic. The committee was asked to send their ideas to Pinellas County, so they can be compiled and reviewed by the committee.
  - The committee discussed adding language to explain Coastal A Zone and LIMWA. Khan Boupha also mentioned to add proper construction practices.
  - Adding to the “Flood Economics” messaging to include more defined key messages, such as the CRS Discount.
  - Revise the insurance messaging to reflect Risk Rating 2.0. Dawn Forrest, mentioned to add that the NFIP policy is transferrable.
  - Low Impact Development (LID) messages are under two topics (“Build Responsibly”

and “Protect Natural Floodplain Functions”) and will need to be reviewed more in depth.

- The group was asked to look at the blue highlighted messages and add additional call to actions and reasons why.
- Maxine reviewed **Projects (PPI 6-1)**.
  - Projects are listed in the Outreach Project (OP) Matrix. Each municipality does not have to do all the projects listed but needs to identify which projects are complete for the annual report.
  - TBN Newspaper article is planned for 2022. Anamarie Rivera from Pinellas County Environmental Services mentioned that their section already has TBN Newspaper articles relating to environmental regulations. We should be able to use this as a Multijurisdictional effort. Maximum credit for this should be approved by ISO. Shooting for wide coverage throughout the year.
  - Sarah Kessler got the email list of all Veterinarians in the area, but we are still looking for a stakeholder to run with this project. Pinellas County already has content that we can use. We can ask someone from Animal Services to assist. Cheryl Morales, Pinellas Public Library Cooperative, would also like to be involved.
  - We are looking for a connection with the Home Inspector Council/Association for training.
  - Insurance and Mortgage Association Annual Training is in the process of being planned for 2022.
  - Storm Surge Inundation Level Signage has been added as a project since many of the participating communities have these.
- Maxine then opened discussion on the **LMS for the Annual Report**
  - Maxine reviewed what the LMS is and how it serves as the Floodplain Management program. It is required by FEMA and FDEM and our updates are needed by December 17. Local governments will have to manage their own process with their elected officials.
  - Is there anything this group needs to update with the LMS? Maxine will send out the latest list for review.
  - Appendix C: CRS 610 Flood Warning and Response Plan, Appendix H: PPI Annual Update, and Appendix I: RLAA needs updated – Review action items, what was implemented, and recommended changes.
  - Linda Portal from Madeira Beach reviewed a new project and discussed those details regarding a multimodal hub for storm response and emergency management station and parking facility to store critical equipment above floodwaters.
  - Everyone got a homework link so please review this link and provide input to Maxine before November 30<sup>th</sup>.

## REMINDERS

- We continue to follow Sunshine Meeting Standards.
- All documents on the web must be ADA compliant per law. If a municipality or stakeholder is linking to the Pinellas County website for communication of your flood risk information, then the ADA requirement is met.

## FORMING A MESSAGING TASK FORCE

- Send an email to Cece if you are interested in participating on the Messaging Task Force and we will schedule a working session for next year.

## ADDITIONAL COMMENTS

- Bill Jonson, former Clearwater Council Member, lead a discussion on the importance of reaching out to those most vulnerable. Noah Taylor talked about derelict/abandoned housing

after a significant storm event. Lisa and Maxine will investigate whether this is codified or if it is just part of a recovery plan.

- Linda Yang mentioned RR2 is bringing in more calls to our Flood Insurance Advocates and encouraged other flood insurance agents to become an advocate.

#### **PUBLIC COMMENTS**

- There were no public comments during this meeting.

#### **ACTION ITEMS**

- Send any ideas about meeting places to Cece where we can hold a hybrid meeting, preferably a large room with good sound, Wi-Fi and technology. Pencil this meeting in for January 21<sup>st</sup> at noon.



## Flood Risk and Mitigation Public Information Working Group (FRMPIWG)

Friday, January 28, 2022

Virtual

### Join Zoom Meeting

<https://us02web.zoom.us/j/83179906232?pwd=RWpmQUlTNk5tU2dodFdqbnpWN1ZRQT09>

or call 929 205 6099

Meeting ID: 831 7990 6232

Passcode: 933042

### AGENDA

12:00 PM Call meeting to order – Identify communities are meeting 50/50 Staff/Stakeholder Split (Cece)

12:05 PM Review LMS Annual Report and PPI Progress for 2022 (Maxine)

- LMS Annual Report was approved by the LMS Working Group
- Review of PPI project matrix (OP and FRP) for any additional updates
- Timeline of the PPI Projects
- Issues or questions from Local Governments

1:00 PM Review of FRMPIWG tasks accomplished by municipalities (Everyone)

- Real Estate Disclosure Program – February 15 Training (Virtual)
- FRP Messages Toolkit Updates – Gage Messaging
- Flood Guide Updates
- Blue-Sky Social Media Toolkit Updates
- SharePoint Toolkit feedback from municipalities
- Elevation Certificate Digitization and EC Entry Application
- Emergency Management Annual Summits 2022 schedule (Mary)
- Flood Map Service Review and Survey ([bit.ly/PCFloodDataSurvey2022](http://bit.ly/PCFloodDataSurvey2022))

1:20 PM New Project Status (Maxine & Cece)

- Risk Rating 2.0 impacts
- Home Inspector training
- Insurance and Mortgage Association Annual Training
- Veterinarian Outreach
- Newspaper inserts
- Storm Surge signage

1:30 PM Discuss any additional needs from municipalities (Cece)

1:40 PM Public Comment

1:45 PM New Action Items/Tasks/Next Meeting May 2022 (Cece)



2:00 PM Adjourn



## MEETING MINUTES

**PROJECT NAME:** CRS Support/Flood Risk and Mitigation Public Information Working Group (FRMPIWG)  
**MEETING DATE:** Friday, January 28, 2022  
**LOCATION:** GoToMeeting

### IDENTIFY COMMUNITIES, LMS Annual Report and PPI Progress Reports for 2022

- Maxine Moore, Floodplain Technician with Pinellas County welcomed everyone to the Virtual meeting, introduced Lisa Foster, Pinellas County Floodplain Administrator and Cece McKiernan, consultant and mentioned that Cece takes care of making sure all the participating communities maintain a 50/50 staff/stakeholder split to qualify for the PPI. Maxine invited everyone to open their microphone, put a comment in the chat or email any one of the three meeting leaders with any questions or comments.
- Cece assessed the attendance to assure the 1:1 staff/stakeholder ratio. Upon review of attendees, all communities met this requirement.
- Maxine mentioned that the agenda was just sent to everyone via email, was also up on the screen and will be available on the Pinellas County Flood Information Website.
- Maxine explained that this meeting is used as the official review of the LMS and PPI Annual Reports. The PPI Report is submitted as part of the LMS Annual Report. We have circulated the PPI Report and asked for any comments that have not already been addressed. No additional comments were mentioned. The LMS report was approved last week by the LMS Working Group and is submitted to the State.
- Maxine discussed the Outreach Project Matrix spreadsheet and reminded the communities of the importance of keeping this list up to date. This group has identified projects we think are important, but each community does not have to complete all these projects. Communities only get Community Rating System (CRS) points for the projects they complete but will also get points for projects that Pinellas County completes for the entire County. Maxine encouraged communities who have not provided updates to the sheet, to do so and add dates to assist with documentation and tracking.
- Maxine highlighted and demonstrated the SharePoint toolkit which keeps track of all the documents, projects, and schedule of what will be accomplished throughout the year. Maxine has updated the SharePoint with events for 2022. Community leads can add their own event or send it to Maxine to add.
- Maxine also discussed the Flood Response Project Matrix and showed how to review it.
- Anyone can get view access to the SharePoint, so please email Maxine or Cece to be added to the site.

### REVIEW OF TASKS ACCOMPLISHED BY MUNICIPALITIES

- Maxine talked about the Real Estate Disclosure Program and the next training is scheduled for February 15<sup>th</sup>. Send any Real Estate agents to the Pinellas Realtor Organization website to sign up. An updated brochure will be ready for this meeting and shared with the group.
- The FRP Messages Toolkit has been updated with Gage Messaging. Messages are categorized by event and can be used by all communities. Requests have been made to make messaging searchable for ease of use. The committee decided to revamp this toolkit after hurricane season this year.

- The Flood Guide will be updated to reflect requests from past meetings and will be distributed when ready.
- The Blue-Sky Social Media Toolkit is also being updated and Maxine will share that with the group when ready.
- Maxine asked if there were any comments on the Elevation Certificate entry program and none were provided during the meeting.
- Mary Burrell talked about the schedule for the Annual Summits. Series of Annual Webinars from 1 – 2 pm, Feb 23<sup>rd</sup> will be for Mobile Home Parks. March 23<sup>rd</sup>, condominiums, April 27<sup>th</sup> will be general business and May 25<sup>th</sup> for Faith Based. They will be recorded and put on the YouTube channel. Maxine will add this information to the events calendar on SharePoint.
- Severe weather preparedness will be held Feb 9<sup>th</sup>. The Great Tornado Drill will also be conducted again this year.
- The Hurricane Guide will be updated along with the website, weather radios will be distributed to residents.
- Lisa reviewed the Flood Map Service website to show where the data is stored along with links to a survey, we are asking everyone to participate in that looks at what municipalities use for their data.
- Noah Taylor, CRS Coordinator for St. Petersburg mentioned that using the FEMA data can be an issue as their website is often down so links from Pinellas County to that data can be impacted. Pinellas hesitates to not keep a direct feed of the FEMA data because they do not want to provide data that is not the most recent from FEMA. Lisa will discuss this again with Pinellas County BTS to determine best approach and data practice. Housh Ghovaei, President & CEO of Northside Engineering, Inc, asked about the use of the vulnerability studies. Pinellas County uses best available data to ensure development is reasonably safe from flooding from up to the 100-yr storm event. The FEMA maps are based on data that was available in 2012; Pinellas' maps are based on data that was available in 2018.

#### **NEW PROJECT STATUS**

- Pinellas will continue to update the group with Risk Rating 2.0 impacts.
- Still looking for Home Inspector contacts as well as Insurance and Mortgage training.
- Sarah Kessler, CRS and MS4 Coordinator for the City of Clearwater, has continued gather veterinarian contacts to work on that project.
- Tampa Bay Newspaper inserts are underway, Maxine showed an example. The Pinellas County graphics team is working on three, check out the events calendar for a schedule. Not all locations will be covered. Not all messages will be covered every time, but a few editions will have the entire page and cover all messages. We will highlight an edition that targets our seasonal residents. Proofs will be shared with the team.
- Storm surge signage was added as a new project so those communities that have them can start getting credit through the PPI. We ask communities that have those signs, please share pictures to give examples to other communities.

#### **REMINDERS**

- We continue to follow Sunshine Meeting Standards.
- All documents on the web must be ADA compliant per law. If a municipality or stakeholder is linking to the Pinellas County website for communication of your flood risk information, then the ADA requirement is met.

### **FORMING A MESSAGING TASK FORCE**

- We still plan to form this task force, please send an email to Cece if you are interested in participating on the Messaging Task Force and we will schedule a working session for later this year.

### **ADDITIONAL COMMENTS**

- One more request to show the SharePoint, we ask anyone that wants read-only access, please let us know. Maxine also mentioned the online training session that is available. She showed additional 310 information. Automatic emails are sent out when the calendar is updated.
- Maxine also mentioned the Discussion Board which is another great resource for everyone.

### **PUBLIC COMMENTS**

- There were no public comments during this meeting.

### **ACTION ITEMS**

- Send any ideas about meeting places to Cece where we can hold a hybrid meeting, preferably a large room with good sound, Wi-Fi, and technology. Pencil this meeting in for May 6<sup>th</sup> at noon.
- Once the PPI and LMS are back from the State and approved, each community must get it on their elected officials' agenda as a consent agenda item to be recognized by ISO as approved. Save that agenda and minutes saying they approved the reports as documentation. Communities just need to produce the Pinellas report and can show their elected officials their own projects. Pinellas will send everyone an email once the reports are approved and tell the communities what is needed.
- Mary asked any community that will be doing a Hurricane prep event, bring it to the May 6 meeting so Pinellas County can cross promote it.



## Flood Risk and Mitigation Public Information Working Group (FRMPIWG)

Friday, May 6, 2022

Hybrid

### Join Zoom Meeting

<https://us02web.zoom.us/j/83179906232?pwd=RWpmQUITNk5tU2dodFdqbnpWN1ZRQT09>

or call 929 205 6099

Meeting ID: 831 7990 6232

Passcode: 933042

### AGENDA

1:00 PM Call meeting to order – Identify communities are meeting 50/50 Staff/Stakeholder Split (Cece)

1:05 PM Review LMS Annual Report and PPI Progress for 2022 (Maxine)

- LMS Annual Report going to BOCC on May 24, 2022
- Review of PPI project matrix (FRP) for any additional updates
- Issues or questions from Local Governments

2:00 PM Review of FRMPIWG tasks accomplished by municipalities (Everyone)

- Real Estate Disclosure Program – TBD (In-Person)
- FRP Messages Toolkit Updates – Hurricane Season  
([https://www.tbnweekly.com/pinellas\\_county/article\\_8b80f0a2-c25a-11ec-b9c2-a3c5ef18e42b.html](https://www.tbnweekly.com/pinellas_county/article_8b80f0a2-c25a-11ec-b9c2-a3c5ef18e42b.html))
- Flood Guide Updates
- Blue-Sky Social Media Toolkit Updates – through August
- Repetitive Loss Area Mail-Outs
- SharePoint Toolkit feedback from municipalities
- Elevation Certificate Digitization and EC Entry Application
- Emergency Management Annual Summits 2022 schedule (Mary)

2:20 PM New Project Status (Maxine & Cece)

- Risk Rating 2.0 impacts
- Home Inspector training
- Insurance and Mortgage Association Annual Training
- Veterinarian Outreach
- Newspaper Inserts
- Storm Surge signage

2:30 PM Discuss any additional needs from municipalities (Cece)

2:40 PM Public Comment

2:45 PM New Action Items/Tasks/Next Meeting May 2022 (Cece)

3:00 PM Adjourn



## MEETING MINUTES

**PROJECT NAME:** Flood Risk and Mitigation Public Information Working Group (FRMPIWG)  
**MEETING DATE:** Friday, May 6, 2022  
**LOCATION:** **Hybrid Meeting – On Teams and In-Person at**  
Pinellas County Property Appraisers Office – Training Center  
2500 34th St. N  
2nd Floor (above the Department of Motor Vehicles)  
St. Petersburg, FL 33713

### IDENTIFY COMMUNITIES, LMS Annual Report and PPI Progress Reports for 2022

- Cece McKiernan, consultant for Pinellas County, welcomed everyone to the Hybrid meeting, introduced Lisa Foster, Pinellas County Floodplain Administrator and Maxine Moore, Floodplain Technician with Pinellas County. Lisa mentioned that Cece will review attendance making sure all the participating communities maintain a 50/50 staff/stakeholder split to qualify for the PPI. Lisa explained the purpose of the Working Group in providing consistent flood risk messaging across all the municipalities and thanked them for their participation. Maxine took over the meeting.
- Maxine explained that this meeting is used as the official review of the LMS and PPI Annual Reports. The LMS Annual Report will be going to the Board of County Commissioners (BOCC) on May 24<sup>th</sup>, along with the PPI Annual Report which is included as part of the LMS. Communities, remember, these reports need to go to each of your individual governing Boards for approval for you to receive Community Rating System (CRS) credits. These reports can be found on the SharePoint Toolkit.
- Maxine also discussed the Flood Response Project (FRP) Matrix and mentioned we should be looking at this as we head into hurricane season. She showed how to access the Matrix and then reviewed it to highlight some additions. Maxine will send this to the group to review with their Stakeholders and decide which projects they will do in the event of flooding or an emergency this year. These are not like your annual outreach projects; these are only done in response to flooding events. The projects highlighted in orange are those still waiting to be implemented. After the flood brochure, kiosk messages in municipal buildings, social media podcasts. Please review. Maxine reviewed the other current projects and discussed those projects that communities can choose to take on.
- Anyone can get view access to the SharePoint, so please email Maxine or Cece to be added to the site.

### REVIEW OF FRMPIWG TASKS ACCOMPLISHED BY MUNICIPALITIES

- Real Estate Disclosure Program continues and is planned to return in person to the Pinellas Realtor Organization (PRO) this July. Everyone will be informed of this next training session on the SharePoint Calendar. The County has updated the brochure for that to change the Flood Insurance to include new topics and include Risk Rating 2.0. It will be on the SharePoint soon and is connected to the map the agents currently fill out and submit.
- The FRP Messages Toolkit has been updated and Maxine brought that list up and showed anyone who is new how to use it. It has been revised to make it searchable and will be put up on the SharePoint. Levels of flooding, risk and recovery are listed along with associated methods of messages are shown before, during and after the event. Maxine demonstrated a

few scenarios.

- Flood Guides are being updated with better flow of information. Maxine showed how to access them online. Our Flood Insurance Advocates were mentioned if communities have residents with questions or have questions themselves.
- The Blue-Sky Social Media Toolkit is also being updated and Maxine mentioned it is updated until August and is available on the website. #floodplainfriday
- Repetitive Loss Area mailouts were discussed. Pinellas County Unincorporated will be mailing those out. An example is on the website. Maxine mentioned that many Mobile Home Parks don't have individual addresses so the County will print out the number of letters a Park will need and mail those to the management office. We ask them to disseminate the letter to each homeowner. There was a discussion on the lengthy amount of time it takes for communities to get their repetitive loss data. Lisa will reach out to FEMA Region IV again to see if we can assist in any way to expedite that process. Several communities asked for help. Lisa will send a template of their request. If you have not received updated data, you can use your most recent data and ISO has told us they will accept that.
- Maxine showed everyone where the LMS and PPI Annual reports are kept so local government's can use in getting their Boards to approve. Feel free to reach out to Maxine to get access to the SharePoint where all this information is located. Real Estate Brochures are also kept here for you to download. There is also a training video on the main page showing how to use the SharePoint. When you look up your municipality also add County Wide projects because individual municipalities get credit for County Wide projects. Real Estate Brochures now also show who submitted them because a community needs five brochures from five different agents to qualify for this stakeholder project.
- The SharePoint calendar was reviewed and discussed. Several communities have events coming up and those can be added to this group calendar. You can add this calendar to your Outlook calendar to transfer events to your own calendar. Announcements are sent to members of the SharePoint. Only big events will be added there to prevent too much mail.
- Lisa discussed the Tampa Bay Newspapers article [Emergency managers prepare for active hurricane season | Pinellas County | tbnweekly.com](#)
- Mary Burrell updated the group on the updated Evacuation Zones in the areas, 98,000 people are impacted (low to high and high to low). Pinellas is planning a bigger announcement in the coming weeks. Postcards will be directly mailed to impacted households. Mary will be preparing simple talking points for these changes and sharing those with the local governments. Storm.PinellasCounty.org will be used for announcements, information, and a place to report damage. [Pinellas County Storm Events](#)
- [All Hazard Preparedness Guide](#) is available, smaller size, activities for kids, in English, Spanish and Vietnamese. Paper copies are delivered to city halls, libraries, fire stations, Lealman Exchange, and Palm Harbor Center for bulk pickup. Several other partners get these out.
- Ready Pinellas App will provide content based on the situation, blue sky, storm approaching, damage reporting, shelter in place and make this all live. It also has notifications like Alert Pinellas, from the National Weather Service and include real time emergency notifications that can go right to resident's phones.
- Pinellas County received 1700 Emergency Weather Radios from a State Grant that will be delivered to at risk communities (MHP) soon. The County is looking for partners to deliver to specific parks in July. Documentation of delivery and help with setup for residents will need to be done. Not a part of the PPI due to this not being an annual activity.

## **NEW PROJECT STATUS**

- Lisa gave everyone an update on Risk Rating 2.0. There are discrepancies regarding the CRS discount, and we suggest residents contact the Office of the Flood Insurance Advocate at 202-646-2953 with issues. Maxine reminded everyone that someone that buys a home should try to assume an existing policy from the previous homeowner. It could save them a great deal of money. We won't be doing a new project until the messages become clearer. Dawn Forrest from Wright Flood commented on policy assumptions.
  - Additional discussion included talking about Elevation Certificates and how although these are no longer required for flood insurance quotes, we hear that having one really helps with proper evaluation of risk. Maxine showed how to look up ECs in the Pinellas County database. FEMA will be updating the EC to better streamline the process and provide more information to the Risk Rating 2.0 software.
- Still looking for Home Inspector contacts as well as Insurance and Mortgage training. Looking for someone to run these projects. Terri emailed Lisa the address for the Home Inspector Association.
- Sarah Kessler, CRS and MS4 Coordinator for the City of Clearwater, has continued gather veterinarian contacts to work on that project. Looking for someone to run this project.
- Tampa Bay Newspaper inserts have been created and went out to a certain area. The maps of where these went are on the SharePoint. Two or three municipalities were not covered. We added the "calling all seasonal resident" section as the group recommended.
- Storm surge signage was added as a new project so those communities that have them can start getting credit through the PPI. We ask communities that have those signs, please share pictures to give examples to other communities. A few pictures of signs were shared but most are old and outdated.

## **PUBLIC COMMENTS**

- Discussion on what the practice exercise was for Hurricane Season.
- Discussion on elevating homes to help with damage reduction but not having to bring entire home into total compliance. There is legislation on the ballot this November to advocate for this exact issue. It's a provision added to the Calamity Clause.

## **REMINDERS**

- We continue to follow Sunshine Meeting Standards.
- All documents on the web must be ADA compliant per law. If a municipality or stakeholder is linking to the Pinellas County website for communication of your flood risk information, then the ADA requirement is met.

## **ACTION ITEMS**

- Next Meeting in October





## Flood Risk and Mitigation Public Information Working Group (FRMPIWG)

Friday, October 28, 2022

Virtual

### Join GoToMeeting

<https://meet.goto.com/CeceMcKiernan>

Dial: +1 (646) 749-3131

Access code: 812-108-797 #

### AGENDA

12:00 PM Call meeting to order – Identify communities are meeting 50/50 Staff/Stakeholder Split (Cece)

12:05 PM Review PPI for Annual Report (Maxine)

1. Planning Committee
  - a. Membership changes (PPI 1-2)
2. Public Information Needs (PPI 3-1)
  - a. Pinellas County Vulnerability Assessment Phase 2 – Outreach & Stakeholder Input Task (Hank Hodde)
    - Resiliency and Sustainability (Hank Hodde)
  - b. Flood Zone/Evacuation Zone/Storm Surge Depth Clarity
  - c. Flood Insurance Coverage Assessment (every 5 years - 2024)
    - Understanding Risk Rating 2.0 and CRS Integration (Ashley Tharp)
3. Target Audiences
  - a. Review Table 4-1
4. Messages and Outcomes (PPI 5-2)
  - a. Premise, call to action, and reason why
  - b. Updates to the FRP messaging toolkit
5. Projects (PPI 6-1)
  - a. Review the OP Matrix
  - b. New Projects needs discussion

1:00 PM Review LMS for Annual Report (Maxine & Lisa)

- Quick Overview: Defines hazards to the community, last update was 2020, serves as the floodplain management plan
- Timeline:
  - All Updated documents including project lists and scoring sheets are due Nov. 30
  - Anything remaining and confirmation of updates are due Dec. 17
- LMS Working Group is currently updating the list of projects (Table D-1)
  - Added New Project:
- Appendix C: CRS 610 Flood Warning and Response Plan
- Appendix H: PPI Annual Update
- Appendix I: Community RLAA needs updated – Review action items, what was implemented, and recommended changes

1:40 PM Discuss any additional needs from municipalities (Cece)

1:45 PM Public Comment

1:50 PM New Action Items/Tasks/Next Meeting January 2023 (Cece)

2:00 PM Adjourn



## MEETING MINUTES

**PROJECT NAME:** CRS Support/Flood Risk and Mitigation Public Information Working Group (FRMPIWG)  
**MEETING DATE:** Friday, October 28, 2022  
**LOCATION:** **Virtual GoToMeeting**  
<https://meet.goto.com/CeceMcKiernan>  
Dial: +1 (646) 749-3131  
Access code: 812-108-797 #

### IDENTIFY COMMUNITIES

- Cece McKiernan, consultant for Pinellas County welcomed everyone to the Hybrid meeting and stated she will review attendance making sure all the participating communities maintain a 50/50 staff/stakeholder split to qualify for the PPI. Cece then turned the meeting over to Maxine Moore, Floodplain Technician with Pinellas County.

### PLANNING COMMITTEE

- Maxine reminded the group that this meeting is to prepare the PPI annual report which coincides with the LMS annual report. Communities are reminded that these reports need to go to each of your individual governing Boards for approval for you to receive Community Rating System (CRS) credits. These reports can be found on the SharePoint Toolkit. Maxine started reviewing the sections for update within the PPI including the municipal members, primary and secondary committee members and asked for input from those on the call for updates or changes.

### PUBLIC INFORMATION NEEDS

- Hank Hodde, Pinellas County Resiliency Coordinator, brought the group up to speed on his office's latest efforts including the Vulnerability Assessment Phase 2 and how that pertains to stakeholder input. Pinellas also wants to become compliant with the Resilient Florida Program. Work has been funded by Restore Act in the past, but legislation has now been created to bring money from the Resiliency Trust Fund to use for mitigation activities. The County received a \$700,000 planning grant to collect data to further become compliant with the Resilient Florida Program. Filling gaps on asset data collection is primary along with exposure and sensitivity analysis. Data will be available to the entire County although initially run-on Unincorporated Pinellas County. Hank encouraged municipalities to submit for planning grants in the future to match the efforts the County is doing. Maxine asked Hank if this group could facilitate in outreach to municipalities to submit for grants. Also, external outreach for this will be discussed later in this meeting. The group agreed to assist in developing messaging for those projects.
- **Flood Zone/Evacuation Zone/Storm Surge Depth Clarity** was discussed and is part of our blue sky/after storm outreach messaging. Confusion still exists among these different classifications, but it appears that our messaging is slowly starting to work based on social media review. Storm surge will be the next topic to integrate. Several recommendations were brought forward and will be reviewed with the County for feasibility. "The Water is All Connected."
  - Hurricane Category water and Storm Surge bands in prominent and visible areas around the County.
  - Reinstating the 3D demo on the website (being updated) or putting a flat map up (may not be as accurate).

- **Flood Insurance Coverage Assessment** will be updated every 5 years. Ashley Tharp, Wright Flood, provided an update on Risk Rating 2.0. Lots of confusion on showing CRS discounts on policy holders declaration page. Unincorporated Pinellas gets a 35% discount on flood insurance premiums due to their CRS Rating of 3. PPI participating communities can get additional points on their CRS program to help with their rating and discounts for their residents on flood insurance. Area density appears to be a factor in the rising rates of flood insurance in addition to proximity to flooding sources. Maxine reminded everyone that this group has Flood Insurance Advocates as part of our stakeholders and are listed on the website [Flood Information - Pinellas County](#), please use their services.

## **TARGET AUDIENCES**

- Maxine reviewed the audiences currently listed in the table. She asked for additions or changes. A question came up asking if the municipalities were required to do all the projects, they are not, they can just pick what projects they want to do and will be scored for that. A question about the duplication of Home Builders on the list was raised. Any changes should be sent to Maxine or Cece so we can investigate them.

## **MESSAGES AND OUTCOMES**

- Maxine showed the key message spreadsheet, she explained the 10 topics that were initially chosen and how the messages can be used. Cece asked Maxine to help clarify how these can be used by anyone new to the group. These were the original messages developed in the original PPI and messages were used on flyers and handout materials. Six topics are required, and this group created four additional messages.
- There was a stakeholder question raised about water quality and environmental data and we discussed all the efforts of Pinellas County to promote the “Only rain down the drain” messaging. Also, not to play in the floodwaters. Additional message after storm based on what we are seeing from Southwest Florida and all the vibrio and deaths of rescuers. A comment to change “break” to “brake” in the “brake don’t wake” message.
- Updates to the Flood Response Program messaging toolkit are ongoing and will be made more user-friendly and less technical. It will then be moved into SharePoint so other municipalities can use it. We will have something before the next storm season.

## **PROJECTS**

- Maxine showed the spreadsheet that provides the project list along with columns for municipalities to tell us which projects they are working on. All yellow highlighted projects are county wide and municipalities can automatically claim credit for these projects. Send any additional participation information to us for inclusion in the Annual Report table. If you are a stakeholder and want to do a new project, please contact your municipality lead first to assess feasibility.

## **EMERGENCY RESPONSE UPDATE**

- Mary Burrell updated everyone on how lessons were learned during Hurricane Ian. Representatives will be at the Emergency Response Center to work with residential and businesses that may have been impacted.

## **REVIEW OF LOCAL MITIGATION STRATEGY**

- This group uses this process to update the floodplain management plan.
  - Updated documents including project lists and scoring sheets are due 11/30
  - Confirmation of updates due 12/17
- The LMS Working Group is currently updating the list of projects - St. Petersburg is proposing to add a project, their Fleet Management Building

- We will send everyone a link to the current LMS for review
- Pinellas County revised their Flood Warning and Response Plan and added it to the Comprehensive CMP. Maxine will contact Smita, lead for the LMS to see if it can then be removed from Appendix C.
- Remember the PPI Annual Update and the Repetitive Loss Annual Analysis must be done by the individual municipalities.

#### **ADDITIONAL NEEDS OF THE MUNICIPALITIES**

- The SharePoint was shown to everyone to remind them of the resource.
- We will do an acronym cheat sheet.

#### **PUBLIC COMMENTS**

- No public comments were made.
- Lisa Foster thanked everyone, especially our stakeholders! Maxine chimed in with agreement.

#### **REMINDERS**

- We continue to follow Sunshine Meeting Standards.
- All documents on the web must be ADA compliant per law. If a municipality or stakeholder is linking to the Pinellas County website for communication of your flood risk information, then the ADA requirement is met.

#### **ACTION ITEMS**

- Homework coming your way.
- Next Meeting in January



## Flood Risk and Mitigation Public Information Working Group (FRMPIWG)

Friday, February 17, 2023

Virtual

### Join GoToMeeting

<https://meet.goto.com/CeceMcKiernan>

Dial: +1 (646) 749-3131

Access code: 812-108-797 #

### AGENDA

12:00 PM Call meeting to order – Identify communities are meeting 50/50 Staff/Stakeholder Split (Cece)

12:05 PM Review LMS Annual Report and PPI Progress for 2022 (Maxine)

- LMS Annual Report was approved by the LMS Working Group
- Review of PPI project matrix, report sent to all members
- Timeline of the PPI Annual Report
- Process for Local Governments

12:35 PM Review of FRMPIWG tasks accomplished Countywide (Everyone)

- Flood Guide available at County Libraries
- Hurricane Guide 2022 Available at County Libraries
  - ESOL (Spanish)
  - ESOL (Vietnamese)
- Flood Map Service Training
- Real Estate Agents Flood Disclosure and Information Brochure (English & Spanish)
- Pinellas/Pasco Realtor Organization Newsletter
- Landscape Training
- Bus Wraps
- LMS and PPI Annual Report Press Release
- CRS Users Group Meetings
- Pinellas County Speakers Bureau
- Hurricane Season Press Release

12:50 PM Review of FRMPIWG tasks accomplished by municipalities (Everyone)

- RLA Letter
- Flood Guide available at County/City Buildings
- Hurricane Guide 2022 Available
  - ESOL (Spanish)
  - ESOL (Vietnamese)
- Utility Bill Insert
- Commissioner/Mayor Article in Utility Bills or Mailed letters
- Flood Map Service Promo Email Blast (via Everbridge)

- Storm Drain Markers
- Storm Drain Murals
- Vehicle Wraps
- Scheduled Social Media Posts (Facebook, Instagram & Twitter)
- E-News/E-Lert
- Newsletter(s)
- New Homeowner Brochure and Flyer
- Parks & Recreation Educational Materials
- Informational Videos
- Homeowners Association Meetings
- Community Workshops/Meetings
  - Flood insurance Community Meeting (Redington Shores)
- Only Rain Down the Drain Posted Signage

1:10 PM Updated or New Project Status (Maxine & Cece)

- Repetitive Loss Area Mail-outs
- Tampa Bay Newspapers Full-Page Spread
- Utility Bill Onsert
- Letters to Real Estate Professionals, Insurance Companies, and Mortgage Professionals
- Landscapers Certification (Anamarie)
- Blue-Sky Social Media Messaging
- Updated messaging for Hurricane Season (Emergency Management)

1:30 PM Not Implemented Projects – Need Volunteers (Maxine & Cece)

- Social Media – Podcasts
- Storm Surge Inundation Level Signage
- Home Inspector Training (Mike Fultz)
- Insurance and Mortgage Association Training
- Veterinarian Email Blasts (Mike Fultz)

1:40 PM Discuss any additional needs from municipalities (Cece)

- **FORMING A MESSAGING TASK FORCE**

- We still plan to form this task force, please send an email to Cece if you are interested in participating on the Messaging Task Force and we will schedule a working session for later this year.

1:45 PM Public Comment

1:50 PM New Action Items/Tasks/Next Meeting May 19, 2023 - Virtual (Cece)

2:00 PM Adjourn



## MEETING MINUTES

**PROJECT NAME:** Flood Risk and Mitigation Public Information Working Group (FRMPIWG)  
**MEETING DATE:** Friday, February 17, 2023  
**LOCATION:** **Virtual GoToMeeting**  
<https://meet.goto.com/CeceMcKiernan>  
Dial: +1 (646) 749-3131  
Access code: 812-108-797 #

### IDENTIFY COMMUNITIES

- Cece McKiernan, consultant for Pinellas County welcomed everyone to the Hybrid meeting and stated she will review attendance making sure all the participating communities maintain a 50/50 staff/stakeholder split to qualify for the PPI. Cece also showed the new website for this group showing all the meetings, the link for the meetings and past agendas and minutes. Cece then turned the meeting over to Maxine Moore, Floodplain Technician with Pinellas County.

### PURPOSE

- Maxine reminded everyone that this group's purpose is to review items in the LMS, identify outreach projects pertaining to flood topics as well as identifying flood insurance projects as well.

### LMS AND PPI

- **NOTE:** This meeting is used as the official review of the Local Mitigation Strategy (LMS) and Program for Public Information (PPI) Annual Reports. The PPI Annual Report is included as part of the LMS. Communities must submit these reports to their individual governing Boards for approval. These reports can be found on the SharePoint Toolkit.
- Maxine also showed the list of all the projects on the SharePoint in addition to the key messages. Refer to the color coding for additions and deletions.
- The Pinellas County Flood Warning and Response Plan has also been updated. Local governments can update their own plan and can add their own for their review with their own elected board. Be sure to use your documentation as well for CRS purposes.

### REVIEW OF TASKS COUNTYWIDE

- Maxine discussed the projects below that were accomplished Countywide reminding everyone that the Flood Guide and Real Estate Disclosure brochures have been updated and will probably be updated again this year.
  - Flood Guide available at County Libraries
  - Hurricane Guide 2022 Available at County Libraries
    - ESOL (Spanish)
    - ESOL (Vietnamese)
  - Flood Map Service Training
  - Real Estate Agents Flood Disclosure and Information Brochure (English & Spanish)
  - Pinellas/Pasco Realtor Organization Newsletter
  - Landscape Training
  - Bus Wraps
  - LMS and PPI Annual Update Press Release
  - CRS Users Group Meetings
  - Pinellas County Speakers Bureau



- Hurricane Season Press Release

## **TASKS ACCOMPLISHED BY MUNICIPALITIES**

- Maxine reviewed these tasks and described how items provided by the County to Municipalities still need to be documented by local entities and shown during their own ISO reviews.
- Maxine highlighted the Flood Insurance Community Meeting. Redington Shores holds this meeting and we wanted to hear about their meeting as a possible example of what other communities might do. Kim Harr, stakeholder for Redington Shores, talked about this meeting, the Small Business Association spoke about services available after a storm, low interest loans and grants. The meeting was in person and there was a good turnout. They provided pizza! Contact Redington Shores if you are thinking of holding a meeting like this.
  - Flood Guide available at County/City Buildings
  - Hurricane Guide 2022 Available
    - ESOL (Spanish)
    - ESOL (Vietnamese)
  - Utility Bill Insert
  - Commissioner/Mayor Article in Utility Bills or Mailed letters
  - Flood Map Service Promo Email Blast (via Everbridge)
  - Storm Drain Markers
  - Storm Drain Murals
  - Vehicle Wraps
  - Scheduled Social Media Posts (Facebook, Instagram & Twitter)
  - E-News/E-Lert
  - Newsletter(s)
  - New Homeowner Brochure and Flyer
  - Parks & Recreation Educational Materials
  - Informational Videos
  - Homeowners Association Meetings
  - Community Workshops/Meetings
  - Only Rain Down the Drain Posted Signage
- Maxine asked if there were any other updates to the projects the municipalities accomplished for last year. None were heard.

## **NEW PROJECT STATUS**

- Maxine moved on to new projects for discussion. Municipalities need to make sure that all messages that are required for CRS are being shared in your communities. Between the Utility Bill and the Tampa Bay Newspaper, all publicity prerequisites are covered. Maps that show where these are distributed are located on the SharePoint. If a community is not covered, they must find their own means of information distribution.
- Flood Awareness Week was mentioned by Deb Vitrali and is spearheaded by the Florida Floodplain Managers Association. The second week of March each year is designated, [Florida Flood Awareness Week – Florida Floodplain Managers Association \(ffmaconference.org\)](https://ffmaconference.org). The character “Floody the Frog” has been approved for use from Sarasota County to promote Flood Awareness Week. Any changes to the image or messaging will need to be approved by Sarasota County
- Tampa Bay Newspapers Full-Page Spread, these are going out. Not all areas are covered so check SharePoint. We want to make sure we are touching the seasonal residents.
- Letter to Real Estate Professionals
- Letter to Insurance Companies

- Letter to Landscapers
  - Anamaria Rivera talked about the in-person class they hold for landscapers but the program to require this training is being cancelled due to legislative directive. Lisa expanded on the negative impact this will have on our water quality. Anamaria mentioned how this has been reduced from all landscapers that handle debris and is just being focused on fertilizer application. The Florida Stormwater Association is working on getting this legislation modified so get in touch with them to voice your concern. The class will continue to be held so please promote it.
- Maxine also highlighted the messaging and schedule calendar on the SharePoint that are available to all municipalities.

#### **UPDATED MESSAGING FOR HURRICANE SEASON FROM EMERGENCY MANAGEMENT**

- Mary Burrell shared some statistics from Hurricane Ian and how few people evacuated. Messaging is being revised and recommendations are welcome.
- Mary showed a video of how the storm and associated surge moved into Ft. Myers Beach and swept a building away.
- Taking a harder stance on messaging this year. A study is being conducted by USF to assess evacuation numbers. There is concern about evacuation complacency. Timing will be concentrated on to emphasize urgency of preparing and then evacuating, using sand in an hourglass. Pinellas County wants to give people information that is actionable. Ready will be implemented when they are in the cone of uncertainty. Set will focus on the evacuation orders and then Protect will be shelter in place, not safe to move around anymore. Try not to concentrate on the cone of uncertainty, it's the evacuation zone that requires more focus on preparation. We are currently in the Ready phase. Emergency Management wants to participate in all the area events to inform residents.
- Mary talked about a planned Expo June 3 in the High Point area and will be doing the webinar series at MHPs 2/23, General 3/23 translated to Spanish, Business 4/13 and Faith Based Organizations 5/25

#### **PROJECTS NOT IMPLEMENTED**

- Social Media – Podcasts – Oldsmar is doing podcasts and will do them on an annual basis.
- Storm Surge Inundation Level Signage – Pinellas Park, Redington Shores, Gulfport, Tarpon Springs (need update), this will be added as a topic for next meeting. Communities can use NOAA data and Pinellas County Emergency Management.
- Home Inspector Training – Could get help from SmartVent
- Insurance and Mortgage Association Training
- Veterinarian Email Blasts – Could get help from SmartVent

#### **PUBLIC COMMENTS**

- Bill Johnson, Clearwater Citizen, reiterated that the public does not understand the difference between the flood zones and evacuation zones.
- Chris Hollands shared about the community confusion when the law enforcement announces bridges are closing which causes concern about leaving and getting back on Pass a Grille for instance. This group will try to get a representative from law enforcement or the Sheriff's PIO to help us understand what the best way is to handle it.
- Lisa Foster thanked everyone, especially our stakeholders! Maxine chimed in with agreement.

#### **ACTION ITEMS**

- Forming the Messaging Subcommittee
- Next Meetings May 19 and October 20



## Flood Risk and Mitigation Public Information Working Group (FRMPIWG)

Friday, May 19, 2023 Virtual

### Join GoToMeeting

<https://meet.goto.com/CeceMcKiernan>

Dial: +1 (646) 749-3131

Access code: 812-108-797 #

### AGENDA

12:00 PM Call meeting to order – Identify communities are meeting 50/50 Staff/Stakeholder Split (Cece)

12:05 PM Updates on status of LMS Annual Report and PPI Progress for 2022 (Maxine)

- Process for Local Governments

12:35 PM Review of FRMPIWG tasks accomplished Countywide (Everyone)

1:10 PM Review of FRMPIWG tasks accomplished by municipalities (Everyone)

1:20 PM New Project Status (Maxine & Cece)

- Tampa Bay Newspapers Full-Page Spread
- Letter to Real Estate Professionals
- Letter to Insurance Companies
- Letter to Landscapers
- Social Media Messaging – Resiliency Topic with Hank Hodde

1:30 PM Projects Not Implemented Status– Need Volunteers (Maxine & Cece)

- Social Media – Podcasts
- Storm Surge Inundation Level Signage
- Home Inspector Training
- Insurance and Mortgage Association Training
- Veterinarian Email Blasts

1:40 PM Discuss any additional needs from municipalities (Cece)

- **FORMING A MESSAGING TASK FORCE**

1:45 PM Public Comment

1:50 PM New Action Items/Tasks/Next Meeting October 20, 2023 - Virtual (Cece)

2:00 PM Adjourn



## MEETING MINUTES

**PROJECT NAME:** Flood Risk and Mitigation Public Information Working Group (FRMPIWG)  
**MEETING DATE:** Friday, May 19, 2023  
**LOCATION:** **Virtual GoToMeeting**  
<https://meet.goto.com/CeceMcKiernan>  
Dial: +1 (646) 749-3131  
Access code: 812-108-797 #

### IDENTIFY COMMUNITIES

- Cece McKiernan, consultant for Pinellas County, welcomed everyone to the meeting.

### PURPOSE

- Maxine reminded everyone that this group's purpose is to review items in the LMS, identify outreach projects pertaining to flood topics as well as identifying flood insurance projects as well.

### LMS AND PPI

- **NOTE:** This meeting is used as the official review of the Local Mitigation Strategy (LMS) and Program for Public Information (PPI) Annual Reports. The PPI Annual Report is included as part of the LMS. Communities must submit these reports to their individual governing Boards for approval. These reports can be found on the SharePoint Toolkit.
- Maxine provided an update on the status of the LMS Annual Report and the PPI Progress Report. Both documents have been sent to the Pinellas County Board of County Commissioners as Consent Agenda Items. They also sent out a press release on May 12. Local governments are reminded to make any community specific updates to their own plan and send forward for Consent Agenda Item review with their own elected board. The documents that Pinellas used along with the Press Release are on the PPI SharePoint so reach out to Maxine if you need access or if you have any questions. Maxine reviewed the documents Pinellas County used and the process they followed for submitting the information to the BOCC. No questions were raised.

### ATTENDANCE

- Cece went through the multi-jurisdictional community attendance list asking for any updates. During the roll call, Cece asked any communities that have run into attendance questions with ISO during their review to please contact her with those details.
- Maxine talked about Dunedin and Safety Harbor wanting to join the group.

### REVIEW OF TASKS COUNTYWIDE

- Maxine discussed the projects below that were accomplished Countywide so far this year.
  - Unincorporated Repetitive Loss Area letters going out on June 2<sup>nd</sup>. Municipalities were reminded to send theirs as well.
  - Tampa Bay Newspaper Full Page Spread has gone through for this year.
  - Utility Bill Onserts have gone through for this year. Municipalities that do not utilize Pinellas County Utilities were reminded to complete their own onsert.
  - The "big three" emails will be sent out around June 23<sup>rd</sup>. The "big three" refers to insurance, real estate and mortgage professionals licensed in Pinellas County.
  - The realtor flood disclosure brochure and the Flood Information brochure will be updated in June, which will address the confusion between flood zone, evacuation zone, floodway, and storm surge.

## REVIEW OF TASKS BY MUNICIPALITIES

- Maxine asked if any municipalities wanted to share about their projects. None were shared.

## NEW PROJECT STATUS

- Maxine reviewed the following new projects:
  - Communities sending letters to professional entities within their jurisdiction include City of Oldsmar, City of Tarpon Springs, Redington Shores. Maxine asked them to put those examples on the SharePoint.
  - Pinellas County reaches out to Landscapers and provides training on best practices. HB1383 will extend the requirement for licensing to 2024. At this date, Pinellas County will still offer the training, but it will not be mandated.
  - Social media “Blue-sky” messaging is currently being sent out weekly. The messages are on the SharePoint for June – November with alternative topics. The rest of the year will be added soon.
  - Key Messaging Updates –
    - After having the resilience topic in place for a year, we are recognizing that many municipalities are wanting more with the resilience topic and messaging, so we have asked Hank, the County's Sustainability and Resiliency Coordinator, to attend these meeting from now on and provide about 5 - 10 minutes on ResilientPinellas and resiliency outreach projects as they pertain to this group. With the changing political climate, the county upper management and communications department expressed a need to revise the resiliency key messages to avoid possible controversies that the municipality is facing. Due to this, the county is looking into creating alternate resiliency key messages. The existing key messages will still be there for other municipalities to use but we will also have alternate ones that get the same message across but are less controversial. Those changes will be discussed at the first messaging task force meeting that Cece discussed later in the meeting.
    - CJ Reynolds, Director of Resilience and Disaster Recovery for the Florida Housing Coalition, shared data that for Hurricane Ian, 30% of homeowners that applied to FEMA for assistance did not have ANY type of insurance, both homeowners and/or flood insurance. She was thinking about adding this message to our messages. Maxine shared that we could look at that during the messaging workshop.
  - The Pinellas County website moved many hosted documents to web page format including the New Homeowner Flood Information brochure and flyer. Maxine explained that this project was done back when the committee first started but hasn't been updated since and that unincorporated county does not print these or push this as much as they should. She said that if the group chooses to keep the project, then the information in the flyer and brochure need to be updated; however, we should only keep on of them and discontinue the other. She showed the group both the brochure and flyer, then asked the group which they would use most and if they even wanted to keep the project. Anamarie felt it was important to keep and that Pinellas County may be able to print and stock through her program funding. The group feelings leaned more to keeping the brochure and webpage. Maxine will get with those on the group who showed interest and those who assisted in the original creation of the project to update the brochure and website. Municipalities would need to print their own. Maxine showed everyone where to find the existing flyer and brochure in the SharePoint and discussed some additional information that can be added to the update.

- Maxine talked about the need for outreach on Disaster Assistance. Is another project needed? Suzanne from Pinellas Park thinks this is a good idea and reminded about the Homeowner Expo coming up in June. CJ is happy to participate on this effort as well. Michael Welch as well. Cece will coordinate the effort with everyone to come up with some project ideas.

## **PROJECTS NOT IMPLEMENTED**

- Social Media – Podcasts – Oldsmar identified they are doing podcasts and will do them on an annual basis.
- Home Inspector Training – Maxine will reach out to SmartVent to see if they have any existing outreach on this.
- Insurance and Mortgage Association Training – No movement.
- Veterinarian Email Blasts – Michael Taylor with Gulfport is preparing a letter they are working on and will put that on the SharePoint. Reach out to Mike with questions.
- Storm Surge Inundation Level Signage and Emergency Management Outreach Update –
  - Spencer Shaw with Emergency Management gave us an update on the language for Storm Surge messaging. Spenser shared how messaging will be updated to include storm surge risks. After talking with people in Lee County, they thought the surge was coming inland 15 ft as opposed to being 15 ft high. A new graphic has been created and Spenser was able to show the group the flyer incorporating the Ready Set Protect theme. He showed the new graphic which is being translated into appropriate languages and signage for inside PSTA buses are being installed. There is also a QR code in the signage so effectiveness can be measured.
  - Alert Pinellas currently has over 67,000 registrants and these people get warnings and messages for flood and storm preparedness.
  - Please contact Spencer if you need information on becoming a StormReady community. Each community must have their own to qualify for CRS credit.
  - Spectrum Bay News 9 Diane Kacmarik is willing to present on Hurricane Season and flooding and other weather topics, these are paid for by FEMA.
  - Pinellas will be conducting Hurricane Asher June 2 – 8 exercise that fulfills the requirements for CRS.
  - Maxine also mentioned that the Hurricane Expo for Pinellas County will be held June 3<sup>rd</sup> at High Point Elementary from 10 am to 1 pm. Please put a request in through the Speakers Request if you want Lisa or Maxine to attend your community specific expo.
  - Spenser discussed how storm surge signs can be challenging as they are located high and are typically small. Several communities have signs, but most are very old and need updating. [Mary.Burrell@pinellas.gov](mailto:Mary.Burrell@pinellas.gov) would be the contact to get access to the new messaging on signage. Maxine will reach out to Mary to figure out a process to update the language.

## **Messaging Task Force**

- The Messaging Subcommittee will be meeting May 31<sup>st</sup> at 10 am virtually. Any messages that come out of the messaging task force will be brought back to this group to be voted upon for adoption.

## **PUBLIC COMMENTS**

- None heard.

## **ACTION ITEMS**

- Maxine showed the webpage where the agenda and minutes are located for this group and reiterated where all the resources are on the SharePoint.
- Next Meetings October 20, virtual, 12 – 2pm.
- Cece and Maxine thanked all the communities and stakeholders for all their support.



## Flood Risk and Mitigation Public Information Working Group (FRMPIWG)

Friday, October 20, 2023

Virtual

### Join GoToMeeting

<https://meet.goto.com/CeceMcKiernan>

Dial: +1 (646) 749-3131

Access code: 812-108-797 #

### AGENDA

12:00 PM Call meeting to order – Identify communities are meeting 50/50 Staff/Stakeholder Split (Cece)

12:05 PM Review PPI for Annual Report (Maxine)

1. Planning Committee
  - a. Membership changes (PPI 1-2)
2. Public Information Needs (PPI 3-1)
  - a. Flood Insurance Coverage Assessment (every 5 years - 2024)
3. Target Audiences
  - a. Review Table 4-1
4. Messages and Outcomes (PPI 5-2)
  - a. Messaging Task Force Update
  - b. Updates to the FRP messaging toolkit
5. Projects (PPI 6-1)
  - a. Review the OP Matrix
  - b. New Projects discussion
  - c. Storm Surge Signage – Need list of current locations

1:00 PM Review LMS for Annual Report (Maxine & Lisa)

- Quick Overview: Defines hazards to the community, last update was 2020, serves as the floodplain management plan
- Timeline:
  - All Updated documents including project lists and scoring sheets are due Nov. 30
  - Anything remaining and confirmation of updates are due Dec. 17
- LMS Working Group is currently updating the list of projects (Table D-1)
  - Added New Projects: Harold's Lake Dredging Project (Town of Belleair); Tarpon Springs Sponge Docks Flooding Abatement (City of Tarpon Springs); and City of St. Petersburg Infrastructure Resilience - Wet Weather Storage Tank (City of St. Petersburg).
- Appendix C: CRS 610 Flood Warning and Response Plan
- Appendix H: PPI Annual Update
- Appendix I: Community RLAA needs updated – Review action items, what was implemented, and recommended changes

1:40 PM Discuss any additional needs from municipalities (Cece)

1:45 PM Public Comment

1:50 PM New Action Items/Tasks/Next Meeting January 2024 (Cece)

2:00 PM Adjourn





## MEETING MINUTES

**PROJECT NAME:** CRS Support/Flood Risk and Mitigation  
Public Information Working Group (FRMPIWG)  
**MEETING DATE:** Friday, October 20, 2023  
**LOCATION:** Virtual GoToMeeting  
<https://meet.goto.com/CeceMcKiernan>  
Dial: +1 (646) 749-3131  
Access code: 812-108-797 #

**NOTE:** This meeting is used as the official review of the LMS and PPI Annual Reports. The LMS Annual Report went to the Board of County Commissioners (BOCC) on May 24<sup>th</sup>, 2022, along with the PPI Annual Report which is included as part of the LMS. Communities, remember, these reports need to go to each of your individual governing Boards for approval for you to receive Community Rating System (CRS) credits. These reports can be found on the SharePoint Toolkit.

### IDENTIFY COMMUNITIES

- Cece McKiernan, consultant for Pinellas County welcomed everyone to the meeting and stated she will review attendance making sure all the participating communities maintain a 50/50 staff/stakeholder split to qualify for the PPI. Cece then turned the meeting over to Maxine Moore, Floodplain Technician with Pinellas County.
- Maxine welcomed all the communities, especially the new people joining us for the first time. She reiterated the purpose of this working group is to gather outreach and messaging related to flooding, we've identified topics and messages and freely share that information to provide common similar messaging throughout the County and all municipalities. The stakeholders provide the connection to the community and are not part of local government. We appreciate your participation. This meeting will cover everything for our Annual Report covering everything we have done in 2023. Next year we will have to do a complete review of everything and write the new PPI document.

### PLANNING COMMITTEE

- Maxine reviewed the municipal members, are there any updates? The City of Safety Harbor will join starting with this meeting. Specific staff names are being updated by Cece and will be shared with Maxine.

### PUBLIC INFORMATION NEEDS

- The Flood Insurance Coverage Assessment will begin in 2024. We will look at all the flood insurance policies in the County and do an assessment of rise or fall in count. We will then look at what type of outreach might be needed.

## TARGET AUDIENCES

- Maxine reviewed the audiences currently listed in the table. In going through the Audiences, Maxine also provided updates on the projects associated with those projects. She took input and asked communities about any items. Maxine is highlighting the Audience table, and this document will be sent out to all the communities for input as part of the draft annual report. Maxine and Sarah discussed high water mark collection and how to make that a project. Still in development. There was a discussion on utility bill distribution. Sending messages to doctors and dialysis facilities was discussed and Mary talked about what they do through Emergency Management to educate residents. Discussion on boat owners. Damon Lister thought marina owners would be a good addition to this group. Sarah Kessler felt this could be grouped into the boat owners. Mandi suggested a possible link to dock permits. Discussions on Pet Owners and veterinarians were mentioned, Mandi asked about putting messaging up in the dog parks. John thought we might provide information at pet stores. Maxine suggested we create a flyer for stores/kennels. Cece mentioned that we need a champion to take this project and run it. Condo association meetings, MHP and neighborhood meetings that are held annually should be counted as a project. Maxine asked Mandi to provide details to list in the Annual Report. Maxine reminded everyone that a project must be done annually to count toward outreach in the CRS program. Maxine asked about projects at local vocational programs, colleges and universities and recommended we take up a project. Discussion on an outreach project for bankers and mortgage brokers. Oldsmar sends a letter and Cece asked if they would share so we can put that on SharePoint. CJ spoke about Fannie Mae who does outreach annually because storm damage may delay mortgage payments, forbearance. We've listed the local Bar Association and the County works with them but not annually on flood. Any outreach to large companies? A question came in to see if we could see if the County can put a coupon in Valpak. We need to investigate this. We can reach out to the Chamber of Commerce. Mary from Emergency Management works with them, Sarah from Clearwater does. Cece suggested we bring a Chamber member into the Working Group. Maxine asked Mary to suggest a name. A name from St. Pete Chamber was shared. Michael will connect us with that person. Damon with Safety Harbor is on the Chamber there. Maxine suggested we have a side meeting with Safety Harbor to answer all their questions about the Working Group activities since they are new. Schools are on our list; we do some work with schools. PSTA/Trolley put signs up with QR codes on the vehicles, it was asked if signage in the shelter areas an option would be. We can investigate that. Mary said they are looking into sandwich boards but need help with funding. Communities are encouraged to help. Sarah in Clearwater is open to provide funding within the City of Clearwater. We added Churches and Houses of Worship. We also added private schools and daycare facilities and another audience. Suggested to potentially use Peach Jar for messaging with schools and Mary said they have started work with them since it goes right to the parents. Possible to do an annual message. Hurricane Guides are distributed to schools from Pinellas County by Emergency Management. New homeowner flyer will be updated to include renters. Added Boy Scout/Girl Scout badge possibility, anyone know of a connection?

## MESSAGES AND OUTCOMES

- Pinellas County is continuing to review high water mark signage and ask communities to send us pictures of the signs and locations so we can make an inventory and decide if messaging needs to be updated.
- We have started working with a Messaging Task Force that is reviewing messaging for clarity. We will send these to communities for final review.
- Maxine showed the spreadsheet on messages and when to use them. We are updating it and want to add hyperlinks to make finding things easier. We will add this to the SharePoint once we have updated it.

## **PROJECTS**

- We reviewed the Outreach Projects Matrix and Maxine pointed out what the shading means. We ask communities to review this table and respond with what you have done and make any other changes necessary.

## **REVIEW OF LOCAL MITIGATION STRATEGY**

- Maxine familiarized the group with the Local Mitigation Strategy (LMS) which defines the hazards to the community and was last updated in 2020 so next year we will increase meetings as this work also serves as the Floodplain Management Plan, CRS 510. All updated documents including the project list and scoring sheets will be due November 30<sup>th</sup>, 2024, anything remaining, and confirmation of the updates are due December 17<sup>th</sup>.
- This group serves as the outreach review for flood hazards for the LMS.
- The PPI Annual Report is an appendix in the LMS.
- The LMS Working Group is currently updating the list of projects.  
Harold's Lake Dredging Project (Town of Belleair); Tarpon Springs Sponge Docks Flooding Abatement (City of Tarpon Springs); and City of St. Petersburg Infrastructure Resilience - Wet Weather Storage Tank (City of St. Petersburg). Contact Maxine for details.
- We will send everyone a link to the current LMS for review.
- Also reviewed in this process is CRS 610 Flood Warning and Response Plan and added it to their Comprehensive CMP. If you do this for your municipality for your CRS program it must be approved by your governing body, they can go through as a Consent Agenda Item but must have your specifics inserted.
- Remember the PPI Annual Update and the Repetitive Loss Annual Analysis (RLAA) must be done by the individual municipalities as well. You must add your individual RLAA information.

## **ADDITIONAL NEEDS OF THE MUNICIPALITIES**

- The SharePoint is available to everyone.
- Real Estate Brochures continue to be uploaded for all municipalities.
- A new training with Property Appraisers class has been added. Maxine added in the Property Appraisers as an audience.

## **PUBLIC COMMENTS**

- No public comments were made.
- Maxine thanked everyone, especially our stakeholders!
- Frank asked about the multi state lawsuit with flood insurance, Gerry mentioned a contacts and provided that in the chat.

## **REMINDERS**

- We continue to follow Sunshine Meeting Standards.
- All documents on the web must be ADA compliant per law. If a municipality or stakeholder is linking to the Pinellas County website for communication of your flood risk information, then the ADA requirement is met.

## **ACTION ITEMS**

- Homework coming your way.
- Next Meeting January 26<sup>th</sup>. A question came up about being in person for the meeting. Due to efficiency, we may do a social gathering and keep the meeting online. Maxine asked Cece to do a poll.



## Flood Risk and Mitigation Public Information Working Group (FRMPIWG)

Friday, January 26, 2024

Virtual

### Join GoToMeeting

<https://meet.goto.com/CeceMcKiernan>

Dial: +1 (646) 749-3131

Access code: 812-108-797 #

### AGENDA

12:00 PM Call meeting to order – Identify communities are meeting 50/50 Staff/Stakeholder Split (Cece)

12:05 PM Review LMS and PPI Annual Reports for 2023 (Maxine)

- LMS Annual Report was approved by the LMS Working Group
- Review and Timeline if the PPI Annual Report
- Review of PPI project matrix
- Process for Local Governments (Consent Agenda)
- Press Release

12:25 PM LMS and PPI 5-Year Update for 2025 (Maxine)

- More frequent meetings this year
- LMS New State Requirements:
  - Must look at Severe Repetitive Loss (SRL), as well as Repetitive Loss (RL) properties
  - NFIP communities must have substantial improvement/substantial damage plan
- PPI Requirements:
  - Formal adoption by each municipality's governing body
  - Needs Assessment Update
  - Evaluation of Topics
  - Evaluation of Key Messages and Outcomes (Messaging Task Force)
  - Evaluation of Projects (Including wish list items)
  - Evaluation of Stakeholders (Message comes directly from or is sponsored by the stakeholder)
  - Flood Insurance Improvement Plan
    - Must include 2 or more insurance agents
    - One agent must be ANFI
    - Must discuss providing technical assistance

12:35 PM Review of FRMPIWG tasks Countywide (Everyone)

- Updated Real Estate Agents Flood Disclosure and Information Brochure (English & Spanish)
- Updates to Flood Guide
- Pinellas/Pasco Realtor Organization Newsletter (November 2023)
- Blue-Sky Social Media Messages (February Only)
- Flood Map Service Training
- Tampa Bay News Ad (March)

- Flood Map Service Promo (Email Blast via Everbridge)
- New Homeowner Brochure Update (Starting this year)
- Pinellas County Speakers Bureau
- Natural Functions Projects (Anamarie):
  - Landscape Training and Certification
  - Bus Wraps
- Hurricane and Pet Preparedness Projects (Emergency Management):
  - Hurricane Guide 2024
  - Hurricane Season Press Release

12:50 PM Review of FRMPIWG tasks by municipalities (Everyone)

- Utility Bill Onsert (Feb/March)
- Commissioner/Mayor Insurance Article (Utility Bills or Mailed Letters)
- Repetitive Loss Area Letters (March/April)
- NEA Our Town Grant (Due 8/3/2024): [www.arts.gov/grants/our-town/program-description](http://www.arts.gov/grants/our-town/program-description)
  - Municipal Vehicle Wraps
  - Storm Drain Markers or Murals
  - Parks & Recreation Education Material
- StormReady Community Signage

1:00 PM Review of Updated or New Project Status (Maxine)

- Storm Surge Inundation Level Signage (Started)

1:10 PM Vulnerability Assessment Update – Stakeholder Input

1:40 PM Discuss any additional needs from municipalities (Cece)

1:45 PM Public Comment

1:50 PM New Action Items/Tasks/Next Meeting May 31st, 2024 Virtual – Site for a Social? (Cece)

2:00 PM Adjourn



## MEETING MINUTES

**PROJECT NAME:** CRS Support/Flood Risk and Mitigation Public Information Working Group (FRMPIWG)  
**MEETING DATE:** Friday, January 26, 2024  
**LOCATION:** Virtual GoToMeeting  
<https://meet.goto.com/CeceMcKiernan>  
Dial: +1 (646) 749-3131  
Access code: 812-108-797 #

**NOTE:** This meeting is used as the official review of the LMS and PPI Annual Reports.

### IDENTIFY COMMUNITIES

- Cece McKiernan, consultant for Pinellas County welcomed everyone to the meeting and stated she will review attendance making sure all the participating communities maintain a 50/50 staff/stakeholder split to qualify for the PPI. Cece then turned the meeting over to Maxine Moore, Floodplain Technician with Pinellas County.

### REVIEW LMS AND PPI ANNUAL REPORTS

- Maxine welcomed all the communities, especially the new people joining us for the first time. In addition to the CRS PPI work this group serves as the floodplain outreach arm of the Local Mitigation Strategy (LMS) effort. She reiterated the purpose of this working group is to gather outreach and messaging related to flooding, we've identified topics and messages and freely share that information to provide common similar messaging throughout the County and all municipalities. The stakeholders provide the connection to the community and are not part of local government.
- Our first topic covers review of the LMS Annual Report went to along with the PPI Annual Report for 2023 which is included as part of the LMS. Every 5 years we must revise the plan but each year we do a report of the progress. The LMS report has been approved by the LMS working group.
- The PPI is an appendix to the LMS. The PPI report was reviewed by this group. All new information was updated. Highlighted information in the yellow and green are updated areas. Status of the PPI projects was also updated. Yellow is revised, green is new, and orange is on hold.
- We have also reviewed our Flood Insurance Coverage Assessment and included it in the report. Data up to September 2023 has been included and will be shared with each community via the SharePoint Toolkit.
- We appreciate your participation. This meeting will cover everything for our Annual Report covering everything we have done in 2023. Next year we will have to do a complete review of everything and write the new PPI document.
- Maxine explained that next year we will have to produce a new PPI document which once finalized will get approved by their Board of County Commissioners with a Consent Agenda item. We will share this document with everyone, and each community will have to put their customized document through their own approval process. All documents used by Pinellas County will be made available for local governments who can modify them to meet whatever needs from your own governing bodies.
- Pinellas County also does a press release which will also be shared.
- The County is waiting for State approval for the LMS and then will bring it before their Board (usually in April) and will let the communities know when that is complete.

## **LMS AND PPI 5-YEAR UPDATE FOR 2025**

- These 5-year updates typically coincide. We will start the update this year. We will have more meetings, probably one more, totaling 4 as many topics need to be completely reviewed.
- Maxine specifically highlighted the ongoing messaging task force and invited anyone to join us. Reach out to Cece or Maxine if you want to be added.

## **LMS NEW STATE REQUIREMENTS**

- The LMS has a new state requirement. Communities must look at Severe Repetitive Loss areas as well as repetitive loss properties and have a substantial improvement/substantial damage plan in place. Pinellas County has one so this will be reviewed and shared with this group for production of their own plans. Chris Zambito mentioned this does not have to be as specific as the plan that can get you 140 points in CRS. If you already have this for CRS, you can use it. LMS is a truncated process if a community doesn't have them. Smita, who is working on the LMS, will be reaching out to communities for any additional requirements. Vulnerability Assessments and impacts to Climate Change are new to this process but Pinellas County either already has done these assessments or are in a good position to finish these. All this information will be shared with the communities.

## **PPI REQUIREMENTS**

- We must have formal adoption by each municipalities governing body for the PPI to "count" in that jurisdiction.
- We will be doing a needs assessment update.
- We will do a complete review of Topics, Key Messages and Outcomes (using the current Messaging Task Force), we will evaluate projects including wish list items, we will review the stakeholders and their contributions.
- We will do a thorough review of the Flood Insurance Improvement Plan which now included the requirement of having 2 or more insurance agents, one of those being ANFI certified (which we already have). Communities with a chance to add a stakeholder should consider having a local insurance agent on their team.

## **PROJECTS**

- We reviewed the Countywide projects.
  - Real Estate Agents Flood Disclosure and Information Brochure
  - Updated the Flood Guide
  - Pinellas/Pasco Realtor Organization Newsletter
  - Blue-Sky Social Media Messages (#floodplainfriday) February Only is complete, we will do March – June and July – December. These will be on the SharePoint spreadsheet. Maxine explained the process and spreadsheet color key. You will get these two times/year.
  - Flood Map Service Training
  - Tampa Bay News Ad
  - Flood Map Service Promo (email blast on Everbridge)
  - New Homeowner Brochure Update
  - Pinellas County Speakers Bureau
  - Natural Functions Projects
    - Landscape Training and Certification (ending July 1, 2024) after July the course will be offered Nov and Dec and will be free and voluntary. The practice of proper landscaping is not going away, just the licensing process.

- Bus Wraps will be done in 2024 – we will share the information to do the shelter wraps. A discussion regarding how Pinellas County can provide content for all your outreach needs for flyers and can help. PSTA bus shelter last contact was Dec 2022 - Jack Llewellyn Senior Sales associate Mobile: (727) 423-1669 jllewellyn@insitesm.com Insite Street Media. PSTA bus wrap vendor: Lamar Transit of Pinellas County, Wendy Lang - Market Manager Pinellas County [wlang@lamar.com](mailto:wlang@lamar.com) (Cell: 561-512-2282)
- Hurricane and Pet Preparedness Projects (Emergency Management)
  - Hurricane Guide 2024 - major project each year. Currently editing and getting input. Focus on not being “Cone Focused”, special needs registry is being updated (need volunteers, reach out to [Maryburrell@pinellas.gov](mailto:Maryburrell@pinellas.gov)). The County is working on a page for pet services. Also working boater safety brochures as well as a campaign.
  - Hurricane Event June 1 in Tarpon Springs. The County is willing to participate in any other community events.
  - Hurricane Season Press Release

#### **REVIEW OF FRMPIWG TASKS MY MUNICIPALITIES**

- Pinellas will be putting information into their Utility Bills and happy to provide content to any municipalities. They will be including the Commissioner Insurance Article in this mailing in February/March to catch the seasonal residents.
- Repetitive Loss Area Letters going out in March/April.
- NEA Our Town Grant Due 8/3/2024 ([www.arts.gov/grants/our-town/program-description](http://www.arts.gov/grants/our-town/program-description)) is an art related grants for Resiliency.
  - Municipal Vehicle Wraps
  - Storm Drain Markers or Murals
  - Parks & Recreation Education Materials
- StormReady Community Signage – you can get signage from the weather service to use if you are certified.

#### **REVIEW OF UPDATED OR NEW PROJECT STATUS**

- Storm Surge signage is being updated and will be shared.

#### **VULNERABILITY ASSESSMENT UPDATE**

- Ali Reiman, Pinellas County Public Works gave us an update on the current Vulnerability Assessment being done my Pinellas County.
- We may become a commenting working group to this effort, but it will only be a portion of this group.

#### **PUBLIC COMMENTS**

- No public comments were made.
- Maxine thanked everyone, especially our stakeholders.

#### **REMINDERS**

- We continue to follow Sunshine Meeting Standards.
- All documents on the web must be ADA compliant per law. If a municipality or stakeholder is linking to the Pinellas County website for communication of your flood risk information, then the ADA requirement is met.

#### **ACTION ITEMS**

- Next Meeting May 10, noon, online.





## Flood Risk and Mitigation Public Information Working Group (FRMPIWG)

Friday, May 10, 2024

Virtual

### Microsoft Teams

[Join the meeting now](#)

**Meeting ID:** 262 638 584 374

**Passcode:** 5Awqo4

**Dial by Phone:** +1 (813) 644-3115

**Phone Conference ID:** 784 666 681#

[Need help?](#)

### AGENDA

12:00 PM Call meeting to order – Identify communities are meeting 50/50 Staff/Stakeholder Split (Cece)

12:05 PM Review LMS Activities (Maxine)

- 2023 LMS Annual Report approved by BOCC this week (Media Release followed)
- HMGP-Idalia Projects
- Added projects to Table D-1
- 5-Year Update survey

12:15 PM Review of FRMPIWG tasks Countywide (Everyone)

- Updated Real Estate Agents Flood Disclosure and Information Brochure
- Updates to Flood Guide
- Blue-Sky Social Media Messages (June – December)
- Tampa Bay News Ad
- Flood Map Service Promo (Email Blast via Everbridge)

12:30 PM Review of FRMPIWG tasks by municipalities (Everyone)

- Utility Bill Onsert
- Commissioner/Mayor Insurance Promotion
- Repetitive Loss Area Letters
- StormReady Community Signage
- NEA Our Town Grant (Due 8/3/2024): [www.arts.gov/grants/our-town/program-description](http://www.arts.gov/grants/our-town/program-description)
  - Municipal Vehicle Wraps
  - Storm Drain Markers or Murals
  - Parks & Recreation Education Material

12:45 PM Review of Updated or New Project Status (Maxine)

- Storm Surge Inundation Level Signage (Under design)

1:00 PM PPI 5-year Update for 2025 (Maxine)

- Evaluation of Topics
- Evaluation and Discussion of Topic Outcomes
- Evaluation and Discussion of Stakeholders and Stakeholder Projects

1:40 PM Discuss any additional needs from municipalities (Cece)

1:45 PM Public Comment

1:50 PM New Action Items/Tasks/Next Meeting October 25<sup>th</sup>, 2024, Virtual – Fall Social (Cece)

2:00 PM Adjourn

# APPENDIX B

## Flood Insurance Improvement Plan

**PINELLAS COUNTY  
PROGRAM FOR PUBLIC INFORMATION  
ANNUAL REPORT  
FOR  
FLOOD INSURANCE COVERAGE IMPROVEMENT PLAN**

Pinellas County | January, 2024



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# 1 INTRODUCTION

This annual report presents the ongoing status of the Pinellas County Flood Insurance Coverage Improvement Plan which is developed and coordinated by the multi-jurisdictional Pinellas County Flood Risk and Mitigation Public Information Working Group (FRMPIWG) who serves as the Flood Insurance Assessment and Improvement Plan Committee. The FRMPIWG is also responsible for developing and coordinating the efforts of the multi-jurisdictional Program for Public Information Program (PPI), Floodplain Management, Flood Warning and Response, and providing input to the multi-jurisdictional Local Mitigation Strategy (LMS). The FRMPIWG includes representatives from the community's floodplain management division and the public information office as well as representatives from local insurance agencies.

The Flood Insurance Coverage Improvement Plan includes all unincorporated areas of Pinellas County and the following municipalities who are represented in the committee members:

- Town of Belleair
- City of Belleair Beach
- City of Clearwater
- City of Gulfport
- City of Indian Rocks Beach
- Town of Indian Shores
- City of Madeira Beach
- City of Oldsmar
- City of Pinellas Park
- Town of Redington Beach
- Town of Redington Shores
- City of Safety Harbor
- City of South Pasadena
- City of St. Petersburg
- City of St. Pete Beach
- City of Tarpon Springs
- City of Treasure Island

Note: In 2023, the City of Safety Harbor joined the program.

## 2 FLOOD INSURANCE COVERAGE ASSESSMENT

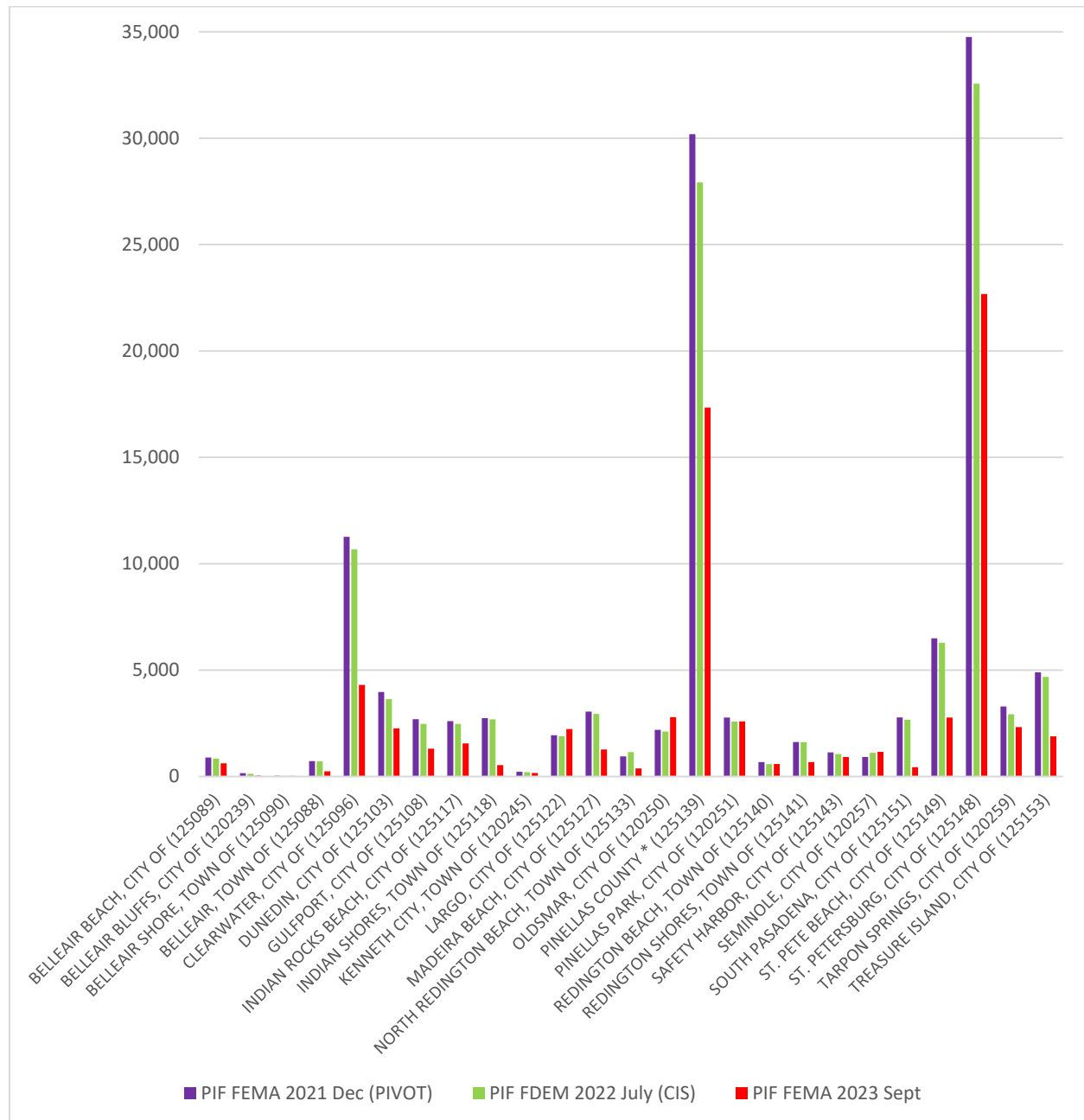
### REVIEW OF FLOOD INSURANCE POLICY DATA

Flood insurance policy data was provided by FEMA to the County in October 2023. The provided data included the community's name, address, and policy effective date for active contracts. The 2023 data lacked additional information that was provided in past years, such as premium amounts. Additionally, there were 19,008 Policies in Force (PIF) with the community's name listed as 'UNKNOWN'. As such, these addresses were geocoded and spatially joined to parcel data to estimate the community. There were 1,721 provided addresses that were not located. A comparison of the active contracts for the past three years can be found in Table 1 and Figure 1. Note that the 2023 data is based on the assumed community from the address geolocation and does not include premium data.

**Table 1: Community NFIP PIF and Premium Summary 2021-2023**

| Community Name (Number)                 | PIF FEMA<br>Dec 2021 | Premiums FEMA<br>Dec 2021 | PIF FDEM<br>July 2022 | Premiums FDEM<br>July 2022 | PIF FEMA<br>Sept 2023 (geocoded<br>community) | Premiums FEMA<br>Sept 2023 |
|---|----------------------|---------------------------|-----------------------|----------------------------|---|----------------------------|
| Belleair Beach, City Of (125089)        | 893                  | \$1,560,881               | 841                   | \$1,345,584                | 621   | No Data Provided By FEMA   |
| Belleair Bluffs, City Of (120239)       | 158                  | \$56,996                  | 126                   | \$39,031                   | 40  | No Data Provided By FEMA   |
| Belleair Shore, Town Of (125090)        | 32                   | \$109,047                 | 29                    | \$80,676                   | 30  | No Data Provided By FEMA   |
| Belleair, Town Of (125088)              | 726                  | \$432,809                 | 710                   | \$387,549                  | 242   | No Data Provided By FEMA   |
| Clearwater, City Of (125096)            | 11,267               | \$8,426,272               | 10,680                | \$7,252,485                | 4,305   | No Data Provided By FEMA   |
| Dunedin, City Of (125103)               | 3,973                | \$3,683,880               | 3,635                 | \$3,083,703                | 2,262   | No Data Provided By FEMA   |
| Gulfport, City Of (125108)              | 2,693                | \$1,847,712               | 2,471                 | \$1,564,287                | 1,311   | No Data Provided By FEMA   |
| Indian Rocks Beach, City Of (125117)    | 2,599                | \$2,472,764               | 2,475                 | \$2,216,738                | 1,554   | No Data Provided By FEMA   |
| Indian Shores, Town Of (125118)         | 2,742                | \$1,610,169               | 2,687                 | \$1,374,573                | 538   | No Data Provided By FEMA   |
| Kenneth City, Town Of (120245)          | 225                  | \$147,271                 | 206                   | \$130,062                  | 162   | No Data Provided By FEMA   |
| Largo, City Of (125122)                 | 1,939                | \$1,362,598               | 1,896                 | \$1,338,335                | 2,234   | No Data Provided By FEMA   |
| Madeira Beach, City Of (125127)         | 3,049                | \$3,483,043               | 2,937                 | \$3,142,950                | 1,268   | No Data Provided By FEMA   |
| North Redington Beach, Town Of (125133) | 942                  | \$884,361                 | 1,144                 | \$889,380                  | 379   | No Data Provided By FEMA   |
| Oldsmar, City Of (120250)               | 2,192                | \$1,977,153               | 2,116                 | \$1,924,680                | 2,793   | No Data Provided By FEMA   |
| Pinellas County * (125139)              | 30,187               | \$20,997,595              | 27,917                | \$17,524,450               | 17,341  | No Data Provided By FEMA   |
| Pinellas Park, City Of (120251)         | 2,771                | \$1,999,020               | 2,582                 | \$1,749,831                | 2,586   | No Data Provided By FEMA   |
| Redington Beach, Town Of (125140)       | 677                  | \$1,371,739               | 583                   | \$1,223,179                | 585   | No Data Provided By FEMA   |
| Redington Shores, Town Of (125141)      | 1,622                | \$1,196,693               | 1,611                 | \$1,126,617                | 679   | No Data Provided By FEMA   |
| Safety Harbor, City Of (125143)         | 1,132                | \$630,994                 | 1,057                 | \$585,077                  | 917   | No Data Provided By FEMA   |
| Seminole, City Of (120257)              | 918                  | \$452,696                 | 1,111                 | \$591,036                  | 1,161   | No Data Provided By FEMA   |
| South Pasadena, City Of (125151)        | 2,777                | \$2,123,167               | 2,665                 | \$1,839,217                | 438   | No Data Provided By FEMA   |
| St. Pete Beach, City Of (125149)        | 6,493                | \$8,326,899               | 6,286                 | \$7,487,171                | 2,774   | No Data Provided By FEMA   |
| St. Petersburg, City Of (125148)        | 34,754               | \$35,746,131              | 32,564                | \$31,572,823               | 22,674  | No Data Provided By FEMA   |
| Tarpon Springs, City Of (120259)        | 3,291                | \$2,978,912               | 2,928                 | \$2,583,057                | 2,322   | No Data Provided By FEMA   |
| Treasure Island, City Of (125153)       | 4,898                | \$5,165,872               | 4,683                 | \$4,748,136                | 1,887   | No Data Provided By FEMA   |

**Figure 1: Community NFIP PIF Summary 2021-2023**



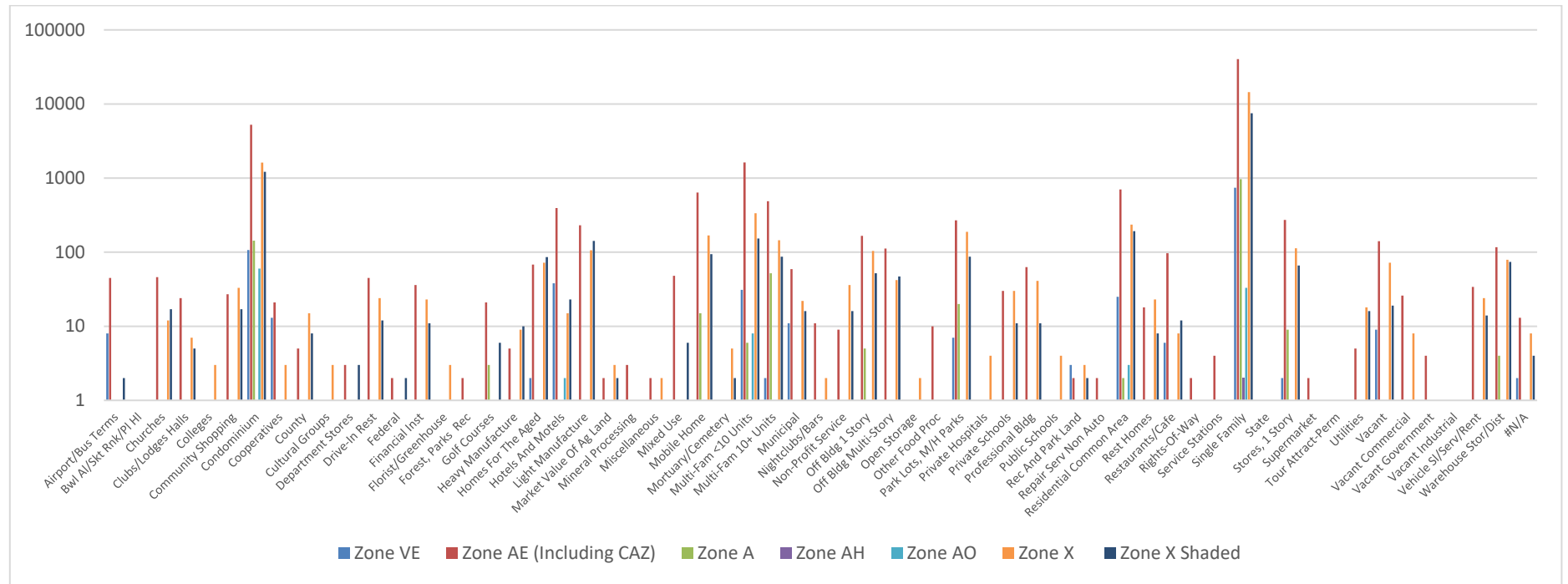
Since Risk Rating 2.0 began in 2021, there has been a decrease in NFIP policy counts year to year for most of the Pinellas County communities (Table 2). It is unclear how many people dropped NFIP policies to purchase flood insurance through a private insurer or how many people chose to not renew their NFIP policies because of increased rates. The consistent decreasing number of NFIP policies is concerning and the working group will continue to identify, improve, and implement outreach to educate the public about the benefits of insurance coverage following a flood. Countywide, the majority of the PIF in 2023 were for single family homes in the FEMA Special Flood Hazard Area (SFHA) (Table 3). As such, a focus on outreach to residential properties will take precedence.



**Table 2: Change in NFIP PIF 2021 to 2023**

| Community Name (Number)                    | PIF FEMA<br>Dec 2021 | PIF FDEM<br>July 2022 | PIF FEMA<br>Sept 2023<br>(geocoded<br>community) | PIF Change 2021 to<br>2023 (geocode not<br>raw data) |
|--|----------------------|-----------------------|--|--|
| Belleair Beach, City Of (125089)           | 893                  | 841                   | 621  | -272   |
| Belleair Bluffs, City Of (120239)          | 158                  | 126                   | 40   | -118   |
| Belleair Shore, Town Of (125090)           | 32                   | 29                    | 30   | -2   |
| Belleair, Town Of (125088)                 | 726                  | 710                   | 242  | -484   |
| Clearwater, City Of (125096)               | 11,267               | 10,680                | 4,305  | -6,962   |
| Dunedin, City Of (125103)                  | 3,973                | 3,635                 | 2,262  | -1,711   |
| Gulfport, City Of (125108)                 | 2,693                | 2,471                 | 1,311  | -1,382   |
| Indian Rocks Beach, City Of (125117)       | 2,599                | 2,475                 | 1,554  | -1,045   |
| Indian Shores, Town Of (125118)            | 2,742                | 2,687                 | 538  | -2,204   |
| Kenneth City, Town Of (120245)             | 225                  | 206                   | 162  | -63  |
| Largo, City Of (125122)                    | 1,939                | 1,896                 | 2,234  | 295  |
| Madeira Beach, City Of (125127)            | 3,049                | 2,937                 | 1,268  | -1,781   |
| North Redington Beach, Town Of<br>(125133) | 942                  | 1,144                 | 379  | -563   |
| Oldsmar, City Of (120250)                  | 2,192                | 2,116                 | 2,793  | 601  |
| Pinellas County * (125139)                 | 30,187               | 27,917                | 17,341   | -12,846  |
| Pinellas Park, City Of (120251)            | 2,771                | 2,582                 | 2,586  | -185   |
| Redington Beach, Town Of (125140)          | 677                  | 583                   | 585  | -92  |
| Redington Shores, Town Of (125141)         | 1,622                | 1,611                 | 679  | -943   |
| Safety Harbor, City Of (125143)            | 1,132                | 1,057                 | 917  | -215   |
| Seminole, City Of (120257)                 | 918                  | 1,111                 | 1,161  | 243  |
| South Pasadena, City Of (125151)           | 2,777                | 2,665                 | 438  | -2,339   |
| St. Pete Beach, City Of (125149)           | 6,493                | 6,286                 | 2,774  | -3,719   |
| St. Petersburg, City Of (125148)           | 34,754               | 32,564                | 22,674   | -12,080  |
| Tarpon Springs, City Of (120259)           | 3,291                | 2,928                 | 2,322  | -969   |
| Treasure Island, City Of (125153)          | 4,898                | 4,683                 | 1,887  | -3,011   |

**Figure 2: Countywide NFIP PIF by FEMA Flood Zone and Structure Type**



**Table 3: Countywide NFIP PIF by FEMA Flood Zone and Structure Type**

| Use                     | Zone VE | Zone AE (Including CAZ) | Zone A | Zone AH | Zone AO | Zone X | Zone X Shaded |
|-------------------------|---------|-------------------------|--------|---------|---------|--------|---------------|
| Airport/Bus Terms       | 8       | 45                      | 0      | 0       | 0       | 0      | 2             |
| Bwl Al/Skt Rnk/PI HI    | 0       | 1                       | 0      | 0       | 0       | 0      | 1             |
| Churches                | 0       | 46                      | 0      | 0       | 0       | 12     | 17            |
| Clubs/Lodges Halls      | 1       | 24                      | 0      | 0       | 0       | 7      | 5             |
| Colleges                | 0       | 0                       | 0      | 0       | 0       | 3      | 0             |
| Community Shopping      | 0       | 27                      | 1      | 0       | 0       | 33     | 17            |
| Condominium             | 107     | 5,250                   | 143    | 0       | 60      | 1,620  | 1,218         |
| Cooperatives            | 13      | 21                      | 0      | 0       | 0       | 3      | 0             |
| County                  | 0       | 5                       | 0      | 0       | 0       | 15     | 8             |
| Cultural Groups         | 0       | 1                       | 0      | 0       | 0       | 3      | 1             |
| Department Stores       | 0       | 3                       | 0      | 0       | 0       | 0      | 3             |
| Drive-In Rest           | 0       | 45                      | 0      | 0       | 0       | 24     | 12            |
| Federal                 | 0       | 2                       | 0      | 0       | 0       | 0      | 2             |
| Financial Inst          | 0       | 36                      | 0      | 0       | 0       | 23     | 11            |
| Florist/Greenhouse      | 0       | 1                       | 0      | 0       | 0       | 3      | 0             |
| Forest, Parks Rec       | 1       | 2                       | 0      | 0       | 0       | 0      | 0             |
| Golf Courses            | 0       | 21                      | 3      | 0       | 0       | 1      | 6             |
| Heavy Manufacture       | 0       | 5                       | 0      | 0       | 0       | 9      | 10            |
| Homes For the Aged      | 2       | 68                      | 0      | 0       | 0       | 72     | 86            |
| Hotels And Motels       | 38      | 395                     | 0      | 0       | 2       | 15     | 23            |
| Light Manufacture       | 0       | 231                     | 1      | 0       | 0       | 106    | 142           |
| Market Value of Ag Land | 0       | 2                       | 0      | 0       | 0       | 3      | 2             |
| Mineral Processing      | 0       | 3                       | 0      | 0       | 0       | 0      | 0             |
| Miscellaneous           | 0       | 2                       | 1      | 0       | 0       | 2      | 0             |
| Mixed Use               | 0       | 48                      | 0      | 0       | 0       | 1      | 6             |
| Mobile Home             | 1       | 639                     | 15     | 0       | 0       | 168    | 94            |
| Mortuary/Cemetery       | 0       | 1                       | 0      | 0       | 0       | 5      | 2             |
| Multi-Fam <10 Units     | 31      | 1,628                   | 6      | 0       | 8       | 335    | 153           |
| Multi-Fam 10+ Units     | 2       | 488                     | 52     | 0       | 0       | 145    | 87            |
| Municipal               | 11      | 59                      | 0      | 0       | 0       | 22     | 16            |
| Nightclubs/Bars         | 0       | 11                      | 0      | 0       | 0       | 2      | 1             |
| Non-Profit Service      | 0       | 9                       | 0      | 0       | 0       | 36     | 16            |
| Off Bldg 1 Story        | 0       | 166                     | 5      | 0       | 0       | 104    | 52            |

| Use                     | Zone VE      | Zone AE (Including CAZ) | Zone A       | Zone AH  | Zone AO    | Zone X        | Zone X Shaded |
|-------------------------|--------------|-------------------------|--------------|----------|------------|---------------|---------------|
| Off Bldg Multi-Story    | 0            | 112                     | 0            | 0        | 0          | 42            | 47            |
| Open Storage            | 0            | 0                       | 0            | 0        | 0          | 2             | 0             |
| Other Food Proc         | 0            | 10                      | 0            | 0        | 0          | 0             | 0             |
| Park Lots, M/H Parks    | 7            | 269                     | 20           | 0        | 1          | 188           | 87            |
| Private Hospitals       | 0            | 0                       | 0            | 0        | 0          | 4             | 0             |
| Private Schools         | 0            | 30                      | 1            | 0        | 0          | 30            | 11            |
| Professional Bldg       | 0            | 63                      | 1            | 0        | 0          | 41            | 11            |
| Public Schools          | 0            | 0                       | 0            | 0        | 0          | 4             | 0             |
| Rec And Park Land       | 3            | 2                       | 0            | 0        | 0          | 3             | 2             |
| Repair Serv Non-Auto    | 0            | 2                       | 0            | 0        | 0          | 1             | 0             |
| Residential Common Area | 25           | 703                     | 2            | 0        | 3          | 236           | 192           |
| Rest Homes              | 1            | 18                      | 0            | 0        | 0          | 23            | 8             |
| Restaurants/Cafe        | 6            | 97                      | 1            | 0        | 0          | 8             | 12            |
| Rights-Of-Way           | 0            | 2                       | 0            | 0        | 0          | 1             | 1             |
| Service Stations        | 0            | 4                       | 0            | 0        | 0          | 0             | 0             |
| Single Family           | 742          | 40,292                  | 966          | 2        | 33         | 14,470        | 72,505        |
| State                   | 0            | 1                       | 0            | 0        | 0          | 0             | 0             |
| Stores, 1 Story         | 2            | 273                     | 9            | 0        | 1          | 113           | 66            |
| Supermarket             | 0            | 2                       | 0            | 0        | 0          | 1             | 0             |
| Tour Attract-Perm       | 0            | 0                       | 0            | 0        | 0          | 1             | 0             |
| Utilities               | 0            | 5                       | 0            | 0        | 0          | 18            | 16            |
| Vacant                  | 9            | 141                     | 0            | 0        | 1          | 72            | 19            |
| Vacant Commercial       | 0            | 26                      | 0            | 0        | 0          | 8             | 1             |
| Vacant Government       | 0            | 4                       | 0            | 0        | 0          | 0             | 0             |
| Vacant Industrial       | 0            | 0                       | 0            | 0        | 0          | 1             | 0             |
| Vehicle SI/Serv/Rent    | 0            | 34                      | 1            | 0        | 0          | 24            | 14            |
| Warehouse Stor/Dist     | 0            | 117                     | 4            | 0        | 0          | 79            | 74            |
| #N/A                    | 2            | 13                      | 0            | 0        | 0          | 8             | 4             |
| <b>Grand Total</b>      | <b>1,012</b> | <b>51,505</b>           | <b>1,232</b> | <b>2</b> | <b>109</b> | <b>18,150</b> | <b>10,063</b> |

**Table 4 Policies in Force by Jurisdiction and Building Type**

| Use                             | Count per Community |
|---------------------------------|---------------------|
| <b>BELLEAIR BEACH, CITY OF</b>  | <b>621</b>          |
| Condominium                     | 61                  |
| Hotels And Motels               | 5                   |
| Multi-Fam <10 Units             | 2                   |
| Municipal                       | 3                   |
| Residential Common Area         | 20                  |
| Single Family                   | 530                 |
| <b>BELLEAIR BLUFFS, CITY OF</b> | <b>40</b>           |
| Condominium                     | 13                  |
| Multi-Fam <10 Units             | 1                   |
| Off Bldg 1 Story                | 1                   |
| Single Family                   | 23                  |
| Stores, 1 Story                 | 2                   |
| <b>BELLEAIR SHORE, TOWN OF</b>  | <b>30</b>           |
| Single Family                   | 30                  |
| <b>BELLEAIR, TOWN OF</b>        | <b>242</b>          |
| Condominium                     | 28                  |
| Multi-Fam <10 Units             | 3                   |
| Professional Bldg               | 1                   |
| Residential Common Area         | 2                   |
| Single Family                   | 207                 |
| Vacant                          | 1                   |
| <b>CLEARWATER, CITY OF</b>      | <b>4,305</b>        |
| Airport/Bus Terms               | 2                   |
| Churches                        | 4                   |
| Clubs/Lodges Halls              | 4                   |
| Community Shopping              | 10                  |
| Condominium                     | 654                 |
| Cooperatives                    | 2                   |
| Drive-In Rest                   | 2                   |
| Financial Inst                  | 5                   |
| Golf Courses                    | 2                   |
| Homes For The Aged              | 1                   |
| Hotels And Motels               | 67                  |
| Light Manufacture               | 20                  |
| Miscellaneous                   | 1                   |
| Mixed Use                       | 18                  |
| Mobile Home                     | 44                  |
| Multi-Fam <10 Units             | 147                 |
| Multi-Fam 10+ Units             | 127                 |
| Municipal                       | 15                  |
| Nightclubs/Bars                 | 1                   |
| Non-Profit Service              | 5                   |
| Off Bldg 1 Story                | 53                  |
| Off Bldg Multi-Story            | 13                  |
| Park Lots, M/H Parks            | 29                  |
| Private Schools                 | 4                   |
| Professional Bldg               | 5                   |
| Residential Common Area         | 125                 |

| Use                      | Count per Community |
|--------------------------|---------------------|
| Rest Homes               | 8                   |
| Restaurants/Cafe         | 17                  |
| Service Stations         | 2                   |
| Single Family            | 2,836               |
| Stores, 1 Story          | 28                  |
| Utilities                | 2                   |
| Vacant                   | 9                   |
| Vacant Commercial        | 9                   |
| Vehicle SI/Serv/Rent     | 6                   |
| Warehouse Stor/Dist      | 25                  |
| #N/A                     | 3                   |
| <b>DUNEDIN, CITY OF</b>  | <b>2,262</b>        |
| Churches                 | 2                   |
| Clubs/Lodges Halls       | 1                   |
| Community Shopping       | 5                   |
| Condominium              | 293                 |
| Drive-In Rest            | 1                   |
| Homes For The Aged       | 4                   |
| Hotels And Motels        | 7                   |
| Mobile Home              | 17                  |
| Multi-Fam <10 Units      | 59                  |
| Multi-Fam 10+ Units      | 6                   |
| Municipal                | 2                   |
| Off Bldg 1 Story         | 21                  |
| Park Lots, M/H Parks     | 44                  |
| Private Schools          | 1                   |
| Professional Bldg        | 3                   |
| Residential Common Area  | 42                  |
| Rest Homes               | 2                   |
| Restaurants/Cafe         | 1                   |
| Single Family            | 1,734               |
| Stores, 1 Story          | 9                   |
| Vacant                   | 3                   |
| Vacant Commercial        | 1                   |
| Vehicle SI/Serv/Rent     | 2                   |
| Warehouse Stor/Dist      | 2                   |
| <b>GULFPORT, CITY OF</b> | <b>1,311</b>        |
| Airport/Bus Terms        | 2                   |
| Clubs/Lodges Halls       | 2                   |
| Colleges                 | 1                   |
| Condominium              | 117                 |
| Hotels And Motels        | 1                   |
| Mixed Use                | 1                   |
| Multi-Fam <10 Units      | 91                  |
| Multi-Fam 10+ Units      | 10                  |
| Municipal                | 2                   |
| Off Bldg 1 Story         | 5                   |
| Private Schools          | 14                  |
| Residential Common Area  | 6                   |
| Restaurants/Cafe         | 3                   |
| Single Family            | 1,050               |

| Use                                | Count per Community |
|------------------------------------|---------------------|
| Stores, 1 Story                    | 3                   |
| Vacant                             | 1                   |
| Warehouse Stor/Dist                | 1                   |
| #N/A                               | 1                   |
| <b>INDIAN ROCKS BEACH, CITY OF</b> | <b>1,554</b>        |
| Churches                           | 1                   |
| Clubs/Lodges Halls                 | 1                   |
| Condominium                        | 281                 |
| Hotels And Motels                  | 15                  |
| Mixed Use                          | 3                   |
| Multi-Fam <10 Units                | 167                 |
| Multi-Fam 10+ Units                | 3                   |
| Municipal                          | 2                   |
| Nightclubs/Bars                    | 4                   |
| Off Bldg 1 Story                   | 5                   |
| Residential Common Area            | 25                  |
| Restaurants/Cafe                   | 9                   |
| Single Family                      | 1,028               |
| Stores, 1 Story                    | 5                   |
| Vacant                             | 4                   |
| Vacant Commercial                  | 1                   |
| <b>INDIAN SHORES, TOWN OF</b>      | <b>538</b>          |
| Condominium                        | 195                 |
| Golf Courses                       | 1                   |
| Hotels And Motels                  | 34                  |
| Mixed Use                          | 1                   |
| Multi-Fam <10 Units                | 29                  |
| Municipal                          | 1                   |
| Off Bldg 1 Story                   | 4                   |
| Residential Common Area            | 50                  |
| Restaurants/Cafe                   | 2                   |
| Single Family                      | 213                 |
| Stores, 1 Story                    | 2                   |
| Vacant                             | 5                   |
| Vacant Commercial                  | 1                   |
| <b>KENNETH CITY, TOWN OF</b>       | <b>162</b>          |
| Condominium                        | 15                  |
| Drive-In Rest                      | 1                   |
| Rest Homes                         | 2                   |
| Restaurants/Cafe                   | 1                   |
| Single Family                      | 141                 |
| Stores, 1 Story                    | 2                   |
| <b>LARGO, CITY OF</b>              | <b>2,234</b>        |
| Churches                           | 4                   |
| Condominium                        | 176                 |
| Drive-In Rest                      | 8                   |
| Homes For The Aged                 | 5                   |
| Hotels And Motels                  | 1                   |
| Light Manufacture                  | 18                  |
| Market Value Of Ag Land            | 1                   |
| Miscellaneous                      | 1                   |

| Use                                   | Count per Community |
|---------------------------------------|---------------------|
| Mobile Home                           | 110                 |
| Multi-Fam <10 Units                   | 28                  |
| Multi-Fam 10+ Units                   | 52                  |
| Non-Profit Service                    | 6                   |
| Off Bldg 1 Story                      | 10                  |
| Off Bldg Multi-Story                  | 14                  |
| Park Lots, M/H Parks                  | 72                  |
| Private Hospitals                     | 1                   |
| Private Schools                       | 2                   |
| Professional Bldg                     | 7                   |
| Rec And Park Land                     | 1                   |
| Residential Common Area               | 26                  |
| Rest Homes                            | 3                   |
| Single Family                         | 1,609               |
| Stores, 1 Story                       | 22                  |
| Vacant                                | 40                  |
| Vacant Commercial                     | 1                   |
| Vehicle SI/Serv/Rent                  | 7                   |
| Warehouse Stor/Dist                   | 9                   |
| <b>MADEIRA BEACH, CITY OF</b>         | <b>1,268</b>        |
| Airport/Bus Terms                     | 2                   |
| Clubs/Lodges Halls                    | 2                   |
| Community Shopping                    | 2                   |
| Condominium                           | 143                 |
| Forest, Parks Rec                     | 2                   |
| Golf Courses                          | 1                   |
| Hotels And Motels                     | 44                  |
| Mixed Use                             | 3                   |
| Multi-Fam <10 Units                   | 194                 |
| Multi-Fam 10+ Units                   | 1                   |
| Municipal                             | 6                   |
| Off Bldg 1 Story                      | 6                   |
| Off Bldg Multi-Story                  | 1                   |
| Other Food Proc                       | 3                   |
| Professional Bldg                     | 1                   |
| Residential Common Area               | 13                  |
| Restaurants/Cafe                      | 7                   |
| Single Family                         | 796                 |
| Stores, 1 Story                       | 27                  |
| Vacant                                | 12                  |
| Vacant Commercial                     | 1                   |
| #N/A                                  | 1                   |
| <b>NORTH REDINGTON BEACH, TOWN OF</b> | <b>379</b>          |
| Condominium                           | 55                  |
| Hotels And Motels                     | 11                  |
| Mixed Use                             | 1                   |
| Multi-Fam <10 Units                   | 3                   |
| Residential Common Area               | 12                  |
| Restaurants/Cafe                      | 1                   |
| Single Family                         | 291                 |
| Stores, 1 Story                       | 3                   |



| Use                      | Count per Community |
|--------------------------|---------------------|
| Vacant                   | 2                   |
| <b>OLDSMAR, CITY OF</b>  | <b>2,793</b>        |
| Airport/Bus Terms        | 1                   |
| Clubs/Lodges Halls       | 1                   |
| Community Shopping       | 1                   |
| Condominium              | 1                   |
| Drive-In Rest            | 5                   |
| Financial Inst           | 5                   |
| Hotels And Motels        | 5                   |
| Light Manufacture        | 79                  |
| Mobile Home              | 252                 |
| Mortuary/Cemetery        | 1                   |
| Multi-Fam <10 Units      | 69                  |
| Multi-Fam 10+ Units      | 36                  |
| Municipal                | 12                  |
| Off Bldg 1 Story         | 25                  |
| Off Bldg Multi-Story     | 4                   |
| Park Lots, M/H Parks     | 1                   |
| Private Schools          | 2                   |
| Professional Bldg        | 5                   |
| Residential Common Area  | 6                   |
| Rest Homes               | 1                   |
| Single Family            | 2,221               |
| Stores, 1 Story          | 26                  |
| Supermarket              | 1                   |
| Vacant                   | 1                   |
| Vehicle Sl/Serv/Rent     | 3                   |
| Warehouse Stor/Dist      | 29                  |
| <b>PINELLAS COUNTY *</b> | <b>17,341</b>       |
| Airport/Bus Terms        | 22                  |
| Churches                 | 6                   |
| Clubs/Lodges Halls       | 8                   |
| Community Shopping       | 5                   |
| Condominium              | 1,637               |
| County                   | 20                  |
| Cultural Groups          | 2                   |
| Drive-In Rest            | 3                   |
| Federal                  | 2                   |
| Financial Inst           | 15                  |
| Florist/Greenhouse       | 3                   |
| Golf Courses             | 10                  |
| Heavy Manufacture        | 3                   |
| Homes For The Aged       | 7                   |
| Hotels And Motels        | 22                  |
| Light Manufacture        | 73                  |
| Market Value Of Ag Land  | 3                   |
| Mineral Processing       | 3                   |
| Miscellaneous            | 1                   |
| Mixed Use                | 6                   |
| Mobile Home              | 179                 |
| Multi-Fam <10 Units      | 221                 |

| Use                           | Count per Community |
|-------------------------------|---------------------|
| Multi-Fam 10+ Units           | 53                  |
| Municipal                     | 1                   |
| Nightclubs/Bars               | 1                   |
| Non-Profit Service            | 6                   |
| Off Bldg 1 Story              | 39                  |
| Off Bldg Multi-Story          | 17                  |
| Open Storage                  | 2                   |
| Other Food Proc               | 1                   |
| Park Lots, M/H Parks          | 139                 |
| Private Schools               | 3                   |
| Professional Bldg             | 18                  |
| Public Schools                | 3                   |
| Rec And Park Land             | 7                   |
| Residential Common Area       | 174                 |
| Rest Homes                    | 6                   |
| Restaurants/Cafe              | 11                  |
| Single Family                 | 14,461              |
| Stores, 1 Story               | 43                  |
| Supermarket                   | 1                   |
| Utilities                     | 1                   |
| Vacant                        | 30                  |
| Vehicle Sl/Serv/Rent          | 23                  |
| Warehouse Stor/Dist           | 45                  |
| #N/A                          | 5                   |
| <b>PINELLAS PARK, CITY OF</b> | <b>2,586</b>        |
| Churches                      | 7                   |
| Clubs/Lodges Halls            | 1                   |
| Community Shopping            | 12                  |
| Condominium                   | 470                 |
| Drive-In Rest                 | 3                   |
| Financial Inst                | 6                   |
| Heavy Manufacture             | 1                   |
| Homes For The Aged            | 2                   |
| Hotels And Motels             | 4                   |
| Light Manufacture             | 97                  |
| Market Value Of Ag Land       | 1                   |
| Mobile Home                   | 28                  |
| Mortuary/Cemetery             | 2                   |
| Multi-Fam <10 Units           | 23                  |
| Multi-Fam 10+ Units           | 20                  |
| Municipal                     | 5                   |
| Non-Profit Service            | 15                  |
| Off Bldg 1 Story              | 15                  |
| Off Bldg Multi-Story          | 1                   |
| Other Food Proc               | 1                   |
| Park Lots, M/H Parks          | 9                   |
| Private Schools               | 4                   |
| Professional Bldg             | 6                   |
| Residential Common Area       | 24                  |
| Rest Homes                    | 1                   |
| Restaurants/Cafe              | 4                   |

| Use                              | Count per Community |
|----------------------------------|---------------------|
| Single Family                    | 1,721               |
| Stores, 1 Story                  | 28                  |
| Vacant                           | 19                  |
| Vacant Commercial                | 4                   |
| Vacant Industrial                | 1                   |
| Vehicle Sl/Serv/Rent             | 4                   |
| Warehouse Stor/Dist              | 47                  |
| <b>REDINGTON BEACH, TOWN OF</b>  | <b>585</b>          |
| Condominium                      | 19                  |
| Cooperatives                     | 3                   |
| Hotels And Motels                | 7                   |
| Multi-Fam <10 Units              | 3                   |
| Municipal                        | 1                   |
| Off Bldg 1 Story                 | 1                   |
| Single Family                    | 542                 |
| Vacant                           | 6                   |
| Vacant Government                | 3                   |
| <b>REDINGTON SHORES, TOWN OF</b> | <b>679</b>          |
| Condominium                      | 44                  |
| Hotels And Motels                | 11                  |
| Multi-Fam <10 Units              | 59                  |
| Municipal                        | 1                   |
| Nightclubs/Bars                  | 1                   |
| Off Bldg 1 Story                 | 1                   |
| Residential Common Area          | 32                  |
| Restaurants/Cafe                 | 2                   |
| Single Family                    | 520                 |
| Stores, 1 Story                  | 3                   |
| Vacant                           | 5                   |
| <b>SAFETY HARBOR, CITY OF</b>    | <b>917</b>          |
| Condominium                      | 28                  |
| Cultural Groups                  | 1                   |
| Hotels And Motels                | 2                   |
| Light Manufacture                | 1                   |
| Miscellaneous                    | 1                   |
| Mobile Home                      | 34                  |
| Multi-Fam <10 Units              | 5                   |
| Off Bldg 1 Story                 | 3                   |
| Off Bldg Multi-Story             | 2                   |
| Park Lots, M/H Parks             | 4                   |
| Residential Common Area          | 2                   |
| Single Family                    | 827                 |
| Stores, 1 Story                  | 6                   |
| Warehouse Stor/Dist              | 1                   |
| <b>SEMINOLE, CITY OF</b>         | <b>1,161</b>        |
| Bwl Al/Skt Rnk/Pl HI             | 1                   |
| Churches                         | 1                   |
| Community Shopping               | 1                   |
| Condominium                      | 233                 |
| Cooperatives                     | 3                   |
| Department Stores                | 3                   |

| Use                            | Count per Community |
|--------------------------------|---------------------|
| Drive-In Rest                  | 3                   |
| Golf Courses                   | 3                   |
| Heavy Manufacture              | 1                   |
| Homes For The Aged             | 2                   |
| Hotels And Motels              | 1                   |
| Mobile Home                    | 14                  |
| Multi-Fam <10 Units            | 3                   |
| Multi-Fam 10+ Units            | 2                   |
| Off Bldg 1 Story               | 2                   |
| Park Lots, M/H Parks           | 40                  |
| Private Schools                | 1                   |
| Professional Bldg              | 5                   |
| Residential Common Area        | 55                  |
| Rest Homes                     | 1                   |
| Restaurants/Cafe               | 1                   |
| Single Family                  | 766                 |
| Stores, 1 Story                | 11                  |
| Utilities                      | 1                   |
| Vehicle Sl/Serv/Rent           | 2                   |
| Warehouse Stor/Dist            | 4                   |
| #N/A                           | 1                   |
| <b>SOUTH PASADENA, CITY OF</b> | <b>438</b>          |
| Community Shopping             | 1                   |
| Condominium                    | 184                 |
| Cooperatives                   | 3                   |
| Drive-In Rest                  | 2                   |
| Financial Inst                 | 2                   |
| Homes For The Aged             | 3                   |
| Multi-Fam <10 Units            | 4                   |
| Multi-Fam 10+ Units            | 12                  |
| Municipal                      | 3                   |
| Off Bldg 1 Story               | 1                   |
| Off Bldg Multi-Story           | 3                   |
| Park Lots, M/H Parks           | 42                  |
| Repair Serv Non Auto           | 1                   |
| Residential Common Area        | 9                   |
| Rest Homes                     | 2                   |
| Restaurants/Cafe               | 5                   |
| Single Family                  | 151                 |
| Stores, 1 Story                | 8                   |
| Warehouse Stor/Dist            | 2                   |
| <b>ST. PETE BEACH, CITY OF</b> | <b>2,774</b>        |
| Airport/Bus Terms              | 1                   |
| Churches                       | 1                   |
| Community Shopping             | 2                   |
| Condominium                    | 320                 |
| Cooperatives                   | 6                   |
| Drive-In Rest                  | 5                   |
| Financial Inst                 | 9                   |
| Hotels And Motels              | 99                  |
| Mixed Use                      | 7                   |

| Use                            | Count per Community |
|--------------------------------|---------------------|
| Multi-Fam <10 Units            | 205                 |
| Multi-Fam 10+ Units            | 18                  |
| Municipal                      | 9                   |
| Nightclubs/Bars                | 1                   |
| Off Bldg 1 Story               | 7                   |
| Professional Bldg              | 5                   |
| Residential Common Area        | 32                  |
| Restaurants/Cafe               | 18                  |
| Single Family                  | 1,973               |
| Stores, 1 Story                | 38                  |
| Supermarket                    | 1                   |
| Utilities                      | 1                   |
| Vacant                         | 10                  |
| Vacant Commercial              | 2                   |
| Vacant Government              | 1                   |
| Vehicle SI/Serv/Rent           | 2                   |
| Warehouse Stor/Dist            | 1                   |
| <b>ST. PETERSBURG, CITY OF</b> | <b>22,674</b>       |
| Airport/Bus Terms              | 14                  |
| Churches                       | 31                  |
| Clubs/Lodges Halls             | 7                   |
| Colleges                       | 2                   |
| Community Shopping             | 18                  |
| Condominium                    | 1,554               |
| Cultural Groups                | 1                   |
| Drive-In Rest                  | 32                  |
| Financial Inst                 | 15                  |
| Florist/Greenhouse             | 1                   |
| Golf Courses                   | 8                   |
| Heavy Manufacture              | 8                   |
| Homes For The Aged             | 115                 |
| Hotels And Motels              | 19                  |
| Light Manufacture              | 45                  |
| Miscellaneous                  | 1                   |
| Mixed Use                      | 6                   |
| Mobile Home                    | 120                 |
| Mortuary/Cemetery              | 2                   |
| Multi-Fam <10 Units            | 455                 |
| Multi-Fam 10+ Units            | 323                 |
| Municipal                      | 14                  |
| Nightclubs/Bars                | 1                   |
| Non-Profit Service             | 12                  |
| Off Bldg 1 Story               | 70                  |
| Off Bldg Multi-Story           | 97                  |
| Other Food Proc                | 2                   |
| Park Lots, M/H Parks           | 80                  |
| Private Schools                | 29                  |
| Professional Bldg              | 44                  |
| Public Schools                 | 1                   |
| Repair Serv Non Auto           | 2                   |
| Residential Common Area        | 190                 |

| Use                             | Count per Community |
|---------------------------------|---------------------|
| Rest Homes                      | 14                  |
| Restaurants/Cafe                | 12                  |
| Rights-Of-Way                   | 2                   |
| Service Stations                | 2                   |
| Single Family                   | 19,094              |
| State                           | 1                   |
| Stores, 1 Story                 | 101                 |
| Tour Attract-Perm               | 1                   |
| Utilities                       | 17                  |
| Vacant                          | 56                  |
| Vacant Commercial               | 10                  |
| Vehicle Sl/Serv/Rent            | 9                   |
| Warehouse Stor/Dist             | 28                  |
| #N/A                            | 8                   |
| <b>TARPON SPRINGS, CITY OF</b>  | <b>2,322</b>        |
| Airport/Bus Terms               | 2                   |
| Clubs/Lodges Halls              | 3                   |
| Community Shopping              | 4                   |
| Condominium                     | 141                 |
| Drive-In Rest                   | 2                   |
| Financial Inst                  | 2                   |
| Forest, Parks Rec               | 1                   |
| Heavy Manufacture               | 1                   |
| Homes For The Aged              | 1                   |
| Light Manufacture               | 4                   |
| Mobile Home                     | 24                  |
| Mortuary/Cemetery               | 1                   |
| Multi-Fam <10 Units             | 37                  |
| Multi-Fam 10+ Units             | 14                  |
| Municipal                       | 5                   |
| Non-Profit Service              | 1                   |
| Off Bldg 1 Story                | 3                   |
| Off Bldg Multi-Story            | 2                   |
| Other Food Proc                 | 3                   |
| Park Lots, M/H Parks            | 20                  |
| Private Hospitals               | 3                   |
| Private Schools                 | 1                   |
| Professional Bldg               | 2                   |
| Residential Common Area         | 24                  |
| Rest Homes                      | 1                   |
| Restaurants/Cafe                | 8                   |
| Rights-Of-Way                   | 1                   |
| Single Family                   | 1,988               |
| Stores, 1 Story                 | 15                  |
| Utilities                       | 1                   |
| Vacant                          | 1                   |
| Warehouse Stor/Dist             | 6                   |
| <b>TREASURE ISLAND, CITY OF</b> | <b>1,887</b>        |
| Airport/Bus Terms               | 1                   |
| Churches                        | 1                   |
| Clubs/Lodges Halls              | 1                   |

| Use                      | Count per Community |
|--------------------------|---------------------|
| Condominium              | 389                 |
| Cooperatives             | 7                   |
| Drive-In Rest            | 2                   |
| Hotels And Motels        | 55                  |
| Light Manufacture        | 1                   |
| Mixed Use                | 3                   |
| Multi-Fam <10 Units      | 173                 |
| Multi-Fam 10+ Units      | 8                   |
| Municipal                | 4                   |
| Nightclubs/Bars          | 4                   |
| Off Bldg 1 Story         | 2                   |
| Professional Bldg        | 3                   |
| Residential Common Area  | 74                  |
| Restaurants/Cafe         | 4                   |
| Single Family            | 1,126               |
| Stores, 1 Story          | 13                  |
| Vacant                   | 9                   |
| Vacant Commercial        | 4                   |
| Vehicle Sl/Serv/Rent     | 1                   |
| #N/A                     | 2                   |
| <b>UNKNOWN COMMUNITY</b> | <b>1,721</b>        |
| <b>Grand Total</b>       | <b>72,824</b>       |

# APPENDIX C

## Flood Warning and Response Package



| Message  | Chars | Flood Event                                       | Risk Level            | Medium Type                                 | Topic   | Time Period                           |
|--|-------|---|-----------------------|---|---|---------------------------------------|
| FLOOD RISK AREAS: You are receiving this message because you are in a coastal area, which may be subject to flooding associated with [Tropical Storm ____] late this evening and overnight. If you are planning to travel or go out, please anticipate there may be flooded roads. Use caution and never drive through flooded areas. Park on higher ground. To look up possible storm surge flooding from National Hurricane Center projections: <a href="http://bit.ly/SurgeRisk">bit.ly/SurgeRisk</a> | 449   | Tidal, Tropical Storm/Hurricane (Surge)           | Moderate, High        | Alert Pinellas                              | Localized Flooding, General Flooding, Preparation                   | Before (Hours), During                |
| Review disaster plans for your family, business and property. Get your emergency kit and important papers ready. Purchase any items you will need to complete your emergency kit now to avoid long lines and limited supplies.   | 222   | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Alert Pinellas                              | Preparation   | Before (Days)                         |
| EMERGENCY! Catastrophic and life-threatening flooding is expected across Pinellas County. Over ____ inches of rain has fallen, and extreme flooding is expected. If ordered to evacuate, do so. Stay tuned for weather updates through weather alert radios, local media outlets, the county website and county social media accounts.   | 324   | Rainfall, Tropical Storm/Hurricane (Surge)        | High                  | Alert Pinellas                              | Storm Surge, Evacuation   | Before (Days), Before (Hours)         |
| EMERGENCY! Life-threatening flooding conditions are occurring across Pinellas County. Tune in to local media for flood watches and warnings. Prepare your property for potential flooding. For information about how to prepare visit <a href="http://pinellas.gov/flooding">pinellas.gov/flooding</a>   | 251   | Rainfall, Tropical Storm/Hurricane (Surge)        | High                  | Alert Pinellas                              | Storm Surge, Preparation  | Before (Days), Before (Hours)         |
| EMERGENCY! Life threatening storm surge is expected across Pinellas County. A mandatory level ____ evacuation has been ordered. Evacuation levels are directly related to predicted storm surge height. See <a href="http://disaster.pinellas.gov">disaster.pinellas.gov</a> for more info.  | 240   | Tropical Storm/Hurricane (Surge)                  | High                  | Alert Pinellas                              | Evacuation, Storm Surge   | Before (Days), Before (Hours)         |
| The current forecast from the National Hurricane Center projects ____ feet of storm surge. Coastal and barrier island residents are advised to prepare for localized flooding and potential storm surge with possible [road/yard/structure] flooding.  | 243   | Tropical Storm/Hurricane (Surge)                  | Moderate              | Alert Pinellas                              | Localized Flooding, Storm Surge                                     | Before (Hours), During                |
| ALERT PINELLAS: EMERGENCY! A Storm Surge Warning is in effect for Pinellas County. Life-threatening storm surge is expected across Pinellas County. A Mandatory Level ____ Evacuation has been ordered. See <a href="http://disaster.pinellas.gov">disaster.pinellas.gov</a> for more info.  | 240   | Tropical Storm/Hurricane (Surge)                  | High                  | Alert Pinellas                              | Evacuation, Storm Surge   | Before (Days), Before (Hours)         |
| If an area is barricaded, there is a reason. Find an alternate route.  | 69    | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Alert Pinellas                              | General Flooding  | During, After (Hours), After (Days)   |
| If rising floodwaters present a threat to your safety or have displaced you from your home and you have no safe place to stay, an emergency shelter is open at [Shelter Location and Address].   | 190   | Tropical Storm/Hurricane (Surge)                  | High                  | Alert Pinellas                              | Shelters  | During, After (Hours), After (Days)   |
| Dangerous flooding conditions are expected in coastal areas. Coastal flooding of [flooding height specifics] is expected along coastal areas of Pinellas County [timeframe]. Tune in to local media for flood watches and warnings. Prepare your property for potential flooding. For information about how to prepare visit <a href="http://pinellas.gov/flooding">pinellas.gov/flooding</a>  | 338   | Tropical Storm/Hurricane (Surge)                  | High                  | Alert Pinellas                              | Preparation, General Flooding                                       | Before (Hours)                        |
| Flood Recovery information is available at <a href="http://disaster.pinellas.gov">disaster.pinellas.gov</a> . Be aware of animals, insects, and mold. Avoid coming into contact with flood waters. Hire only licensed contractors and report price gouging.  | 208   | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Social Media                                | General Flooding  | After (Hours), After (Days)           |
| Pinellas County is working diligently to document flood damages, but need individuals and businesses to report damages to ensure all of the damage is accounted for. This information is needed to apply for potential state and federal emergency assistance.<br>- Residents are asked to report their flood damage at ____<br>- Businesses are asked to report damages at <a href="http://www.floridadisaster.biz/BusinessDamageAssessments">www.floridadisaster.biz/BusinessDamageAssessments</a> .   | 409   | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Alert Pinellas, Press Release, Social Media | General Flooding  | After (Hours)                         |
| Heavy rain will impact the area [TIME] and could cause flooding or damage in coastal and low-lying areas. Residents and visitors are advised to anticipate the following conditions this [TIME]:<br>- [LIST CONDITIONS]  | 212   | Rainfall  | Minor, Moderate       | Alert Pinellas, Press Release               | General Flooding  | Before (Days), Before (Hours)         |
| Minor flooding conditions are expected in coastal areas. Coastal flooding of [flooding height specifics] are expected along coastal areas of Pinellas County [timeframe]. Prepare and stay tuned to local news for updates.  | 219   | Tidal   | Minor                 | Alert Pinellas, Social Media                | General Flooding  | Before (Hours)                        |
| STORM SURGE WARNING FOR PINELLAS COUNTY  | 39    | Tropical Storm/Hurricane (Surge)                  | Moderate, High        | ITS/BEAS                                    | Storm Surge   | Before (Hours), During                |
| EVAC LEVEL EQUALS PREDICTED STORM SURGE HEIGHT   | 46    | Tropical Storm/Hurricane (Surge)                  | High                  | ITS/BEAS                                    | Storm Surge   | Before (Days), Before (Hours)         |
| STORM SURGE IS DEADLIEST   | 43    | Tropical Storm/Hurricane (Surge)                  | Moderate, High        | ITS/BEAS                                    | Storm Surge   | Before (Days), Before (Hours), During |
| HURRICANE HAZARD MANDATORY LEVEL -----   | 42    | Tropical Storm/Hurricane (Surge)                  | High                  | ITS/BEAS                                    | Evacuation  | Before (Days), Before (Hours)         |
| EVACUATION ORDER EVACUATIONS ORDERED FOR FLOODED AREAS   | 38    | Tropical Storm/Hurricane (Surge)                  | High                  | ITS/BEAS                                    | Evacuation  | Before (Days), Before (Hours)         |
| EVACUATE COAST GO TO HIGH GROUND STAY OUT OF WATER   | 50    | Tropical Storm/Hurricane (Surge)                  | High                  | ITS/BEAS                                    | Evacuation  | Before (Days), Before (Hours)         |
| DO NOT DRIVE THROUGH FLOODED ROADWAYS  | 37    | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | ITS/BEAS                                    | Wake, Turn Around Don't Drown, Localized Flooding, General Flooding | Before (Hours), During                |
| 6 INCHES OF FLOOD WATER CAN FLOAT YOUR CAR   | 42    | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate       | ITS/BEAS                                    | General Flooding  | Before (Hours), After (Hours)         |
| FLOODING POSSIBLE TODAY FLOOD WARNING ISSUED FOR PINELLAS COUNTY   | 23    | Tidal, Rainfall                                   | Minor, Moderate       | ITS/BEAS                                    | General Flooding  | Before (Hours), During                |
| FLOODING CAN BE DEADLY   | 41    | Rainfall, Tropical Storm/Hurricane (Surge)        | Minor, Moderate, High | ITS/BEAS                                    | General Flooding  | Before (Hours), During                |
| FLOODING CAN BE DEADLY   | 22    | Tropical Storm/Hurricane (Surge)                  | High                  | ITS/BEAS                                    | General Flooding  | Before (Days), Before (Hours)         |
| DO NOT ENTER FLOODED AREAS   | 26    | Rainfall, Tropical Storm/Hurricane (Surge)        | Minor, Moderate, High | ITS/BEAS                                    | Localized Flooding, General Flooding                                | Before (Hours), During After (Hours)  |
| FLASH FLOOD WARNING FOR PINELLAS COUNTY FLOOD RECOVERY INFORMATION   | 40    | Tropical Storm/Hurricane (Surge)                  | High                  | ITS/BEAS                                    | General Flooding  | Before (Hours), During                |
| STORM.PINELLAS.GOV   | 45    | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | ITS/BEAS                                    | General Flooding  | After (Hours), After (Days)           |
| Due to the possibility of heavy rain, drivers are advised to use caution when encountering flooded roadways and intersections. Never drive or walk through flooded areas. Only 6 inches of fast-flowing water can sweep you off your feet and one foot can carry away cars. Remember - Turn around, don't drown!   | 304   | Rainfall  | Minor, Moderate, High | Press Release                               | Localized Flooding, General Flooding, Turn Around Don't Drown       | During, After (Hours)                 |
| The National Weather Service is forecasting ____ to make landfall in Florida by _____. While the storm's exact path and potential impact on Pinellas County is not yet certain, evacuations are planned to ensure citizens have adequate time to leave those areas that could be threatened.   | 285   | Tropical Storm/Hurricane (Surge)                  | High                  | Press Release                               | Evacuation  | Before (Days)                         |
| Pinellas County has declared a state of emergency and authorized mandatory evacuations at ____ for Level ____ and residents with special needs, including coastal residents and those in low-lying areas, as well as all mobile homes.   | 233   | Tropical Storm/Hurricane (Surge)                  | High                  | Press Release                               | Evacuation  | Before (Days), Before (Hours)         |
| EMERGENCY! Mandatory evacuations have been ordered for [Areas]. Citizens should evacuate flooded areas as soon as possible. The following shelters are open [shelters and locations].  | 181   | Tropical Storm/Hurricane (Surge)                  | High                  | Press Release                               | Evacuation  | Before (Days), Before (Hours)         |
| When returning to be the beach, use caution on beach walkers and be wary of sudden changes in beach elevation caused by erosion.   | 130   | Tropical Storm/Hurricane (Surge)                  | High                  | Press Release                               | Evacuation  | After (Hours)                         |

|  |     |   |                       |   |   |                               |
|--|-----|---|-----------------------|---|---|-------------------------------|
| <ul style="list-style-type: none"> <li>•Possible road and yard flooding with high tides this evening and overnight tonight, [day, date]</li> <li>•If you're in a low-lying area that has flooded in the past, move vehicles to higher ground.</li> <li>•Don't drive in flooded areas. Wake from vehicles traveling on flooded roads causes more property damage than the rising water alone.</li> <li>•Continue to follow local media outlets, tune in to NOAA weather radio stations and continue to follow us on Facebook, Twitter and Nextdoor.</li> <li>•Sign up for Alert Pinellas to receive text, phone and/or email notifications. Visit <a href="https://pinellas.gov/alertpinellas">pinellas.gov/alertpinellas</a></li> </ul>  | 589 | Tidal   | Minor, Moderate       | Press Release                               | Wake, Localized Flooding, General Flooding, Preparation       | Before (Hours)                |
| Stay connected and prepare ahead. Follow local media outlets or tune in to NOAA weather radio stations 162.450 or 162.550 and follow us on social media to stay informed. Sign up for Alert Pinellas to receive text, phone and/or email notifications if flooding is expected in your area. Visit <a href="https://pinellas.gov/alertpinellas">pinellas.gov/alertpinellas</a> for more information.   | 339 | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Press Release                               | Preparation   | Before (Days)                 |
| Prepare your property for potential flooding. Bring in all yard items like furniture, grills, and toys. For information about how to prepare visit <a href="https://disaster.pinellas.gov">disaster.pinellas.gov</a> .   | 170 | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Moderate, High        | Press Release                               | Preparation   | Before (Days)                 |
| Be sure to have electronic and hard copies of your insurance documents, including your agents phone number and your policy number. Take photos and videos your property now and inventory your contents by room.   | 208 | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Press Release                               | Preparation   | Before (Days)                 |
| If flood water begins entering your home, shut off water, gas service and electricity if possible. Stay inside and don't walk through flooded areas. For more information, visit <a href="https://disaster.pinellas.gov">disaster.pinellas.gov</a> .   | 199 | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Moderate, High        | Press Release                               | Preparation, General Flooding                                 | Before (Hours), During        |
| <p>Pinellas Update: Sandbags available [Insert Days] for unincorporated residents</p> <p>Sandbag distribution locations will open [Insert Days] for unincorporated Pinellas residents to prepare for potential flooding from increased rainfall, which could occur from [Insert Storm] as it approaches Florida next week.</p> <p>Sandbag distribution locations open [Insert Days], __ a.m. – __ p.m. or as supplies last:</p> <ul style="list-style-type: none"> <li>•John Chesnut Sr. Park: 2200 East Lake Road in Palm Harbor</li> <li>•Walsingham Park: 12615 102nd Ave, Seminole</li> <li>•Lealman Exchange, 5175 45th St N, St. Petersburg</li> </ul> <p>Sandbags limited to 10 per person – materials will be supplied, shovels available</p> <p>John Chesnut and Walsingham Park will be closed Sunday and Monday except for sandbag operations.</p> <p>City residents can check with their cities about other sandbag availability.</p> <p>Sandbags are only recommended for residents who may experience minor flooding from rainfall. Sandbags are not recommended for storm surge from the bay or tidal waters.</p> | 983 | Tidal, Rainfall                                   | Minor, Moderate, High | Press Release                               | Sandbags  | Before (Days)                 |
| Older mobile homes may be more vulnerable to tropical storm force winds. Consider seeking shelter with friends or family in a stronger structure.  | 147 | Tropical Storm/Hurricane (Surge)                  | High                  | Press Release                               | Evacuation, Shelters  | Before (Days), Before (Hours) |
| Sign up for the Special Needs Program at <a href="https://pinellas.gov/special-needs">pinellas.gov/special-needs</a> if you are dependent on electricity or require medical assistance such as oxygen or assistance with routine care.   | 181 | Tropical Storm/Hurricane (Surge)                  | High                  | Press Release                               | Preparation   | Before (Days)                 |
| The Citizen Information Center is open, and residents can call (727) 464-4333 to report issues or for more information.  | 119 | Tropical Storm/Hurricane (Surge)                  | High                  | Press Release                               | Citizen Information Center (CIC)                              | Before (Days), Before (Hours) |
| Residents can report issues with the Pinellas County Doing Things For You app or by visiting <a href="https://pinellas.gov/reportanissue">pinellas.gov/reportanissue</a> .   | 121 | Tropical Storm/Hurricane (Surge)                  | High, Minor, Moderate | Press Release                               | General Flooding  | After (Hours), After (Days)   |
| Emergency shelters will open at [TIME] Open shelter locations will be as follows:<br>- [LIST SHELTERS OPENING]   | 107 | Tropical Storm/Hurricane (Surge)                  | High                  | Press Release                               | Shelters  | Before (Days), Before (Hours) |
| Do not play in flood waters. They are gross and dangerous! Flood waters are contaminated with hazardous materials, aggressive wildlife, and other obstructions that can cause serious illness or injury.   | 200 | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Press Release, Social Media, Alert Pinellas | Preparation, Localized Flooding, General Flooding             | During, After (Hours)         |
| Document flood damage with photos and list all damaged or lost items by room, including the description, replacement cost, and age. Take photos of how high the water was inside and outside the house. Record your damage on the Resident Damage Reporting tool at <a href="https://disaster.pinellas.gov">disaster.pinellas.gov</a> to help the county assess communitywide damage.  | 329 | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Press Release                               | General Flooding  | After (Hours)                 |
| If you have flood insurance, you can ask your insurance adjuster for an advance payment to help with repairs. Contact your agent today for more information.   | 156 | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Press Release                               | General Flooding  | After (Hours), After (Days)   |
| Keep debris and trash out of the streets, streams, and ditches. Bring in all large yard items, like furniture, grills, and bird baths.   | 134 | Tidal, Tropical Storm/Hurricane (Surge)           | Minor, Moderate, High | Press Release, Alert Pinellas               | Preparation   | Before (Days)                 |
| Tides are expected to be higher than normal this weekend which could cause localized flooding. Onshore winds and rain are possible and may exacerbate the flooding. Coastal and barrier island residents are advised to prepare their property for potential flooding. Slow down, don't speed through flooded areas. Waves from vehicles traveling on flooded roads cause more damage than the rising water alone. If an area is barricaded, there is a reason. Find an alternate route.   | 472 | Tidal   | Minor                 | Press Release, Alert Pinellas               | General Flooding, Wake, Preparation                           | Before (Days), Before (Hours) |
| Pinellas Update: Shelters and County Information Center now closed following the storm. Residents in coastal areas advised to continue to monitor for possible flooding tonight into early Friday morning hours. Access preparedness information at: <a href="https://storm.pinellas.gov">storm.pinellas.gov</a>   | 263 | Tropical Storm/Hurricane (Surge)                  | High                  | Press Release, Alert Pinellas               | Citizen Information Center (CIC), Shelters                    | After (Hours), After (Days)   |
| Try to stay off of the roads as much as possible. Many routes may be flooded. Never drive through standing water. Remember - Turn around, don't drown!   | 150 | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Press Release, Social Media                 | Turn Around Don't Drown, Localized Flooding, General Flooding | After (Hours)                 |
| The eventual track and intensity of [Hurricane/Tropical __] remains uncertain. However, the National Hurricane Center has placed Pinellas County in the five-day cone for the storm. Prepare early. Stay informed by signing up for Alert Pinellas at <a href="https://pinellas.gov/alertpinellas">pinellas.gov/alertpinellas</a> and download the Ready Pinellas app in the App Store or Google Play store for real-time storm updates. #GetReadyPinellas   | 393 | Tropical Storm/Hurricane (Surge)                  | High                  | Press Release, Social Media                 | Preparation   | Before (Days)                 |
| Life threatening storm surge possible in Pinellas County. See <a href="https://disaster.pinellas.gov">disaster.pinellas.gov</a> for more info.   | 99  | Tropical Storm/Hurricane (Surge)                  | High                  | Social Media                                | Storm Surge   | Before (Hours), During        |
| To look up possible storm surge flooding from the National Hurricane Center projections, go to: <a href="https://bit.ly/SurgeRisk">[bit.ly/SurgeRisk]</a>  | 114 | Tropical Storm/Hurricane (Surge)                  | Moderate, High        | Social Media                                | Storm Surge   | Before (Hours)                |
| While evacuations are not currently anticipated for this storm, double-check your evacuation zone in one of the following ways:<br>•Visit <a href="https://disaster.pinellas.gov">disaster.pinellas.gov</a><br>•Download the Ready Pinellas app<br>•Call (727) 453-3150 from a landline; enter 10-digit home phone number  | 263 | Tropical Storm/Hurricane (Surge)                  | Moderate, Minor       | Social Media                                | Evacuation, Preparation                                       | Before (Days), Before (Hours) |
| Coastal and barrier island residents are advised to prepare for potential localized flooding. Storm tides are expected to be ____ feet above normal forecast levels, with ____ foot breaking waves on the coast.   | 210 | Tidal   | Minor                 | Social Media                                | Preparation, Localized Flooding                               | Before (Hours)                |
| Flooding from heavy rain is possible. Prepare and stay tuned to local news stations and social media.  | 101 | Rainfall  | Moderate, High        | Social Media                                | General Flooding  | Before (Hours), During        |
| Help prevent flooding in your neighborhood by keeping storm drains and waterways clear. When storm drains get clogged with debris and trash they can lead to flooded streets, yards, and even homes. To report illegal dumping, visit the Pinellas County app at <a href="https://pinellas.gov/report-request-contact-us/">pinellas.gov/report-request-contact-us/</a> or call (727) 464-4425.   | 320 | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Social Media                                | Preparation   | Before (Days)                 |
| Do not drain your pool. Super-chlorinate the water and turn off all electricity to the pool for the duration of the storm.   | 122 | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate       | Social Media                                | Preparation   | Before (Days)                 |
| Sandbags or other flood barriers may help keep some water out of your home, but not large amounts of rain and storm surge. If flooding is expected, sandbags may be offered. Check with your city. Unincorporated Pinellas County can check the website <a href="https://pinellas.gov/sandbags">pinellas.gov/sandbags</a> .  | 270 | Tidal, Rainfall                                   | Minor, Moderate, High | Social Media                                | Sandbags  | Before (Days)                 |

|  |     |   |                       |   |   |  |
|--|-----|---|-----------------------|---|---|--|
| Questions about Hurricane/Tropical Storm ____? The County Information Center is open today from [Time] to [Time] for storm questions at 727-464-4333.  | 149 | Tropical Storm/Hurricane (Surge)                  | High                  | Social Media  | Citizen Information Center (CIC)                              | Before (Days), Before (Hours), During, After (Hours), After (Days) |
| Dangerous flooding conditions are expected in coastal areas. Coastal flooding of [flooding height specifics] is expected along coastal areas of Pinellas County [timeframe].   | 172 | Tidal   | Moderate              | Social Media  | General Flooding  | Before (Hours)   |
| Life threatening flooding possible in Pinellas County. See <a href="https://disaster.pinellas.gov">disaster.pinellas.gov</a> for info.   | 90  | Tropical Storm/Hurricane (Surge)                  | High                  | Social Media  | Storm Surge, General Flooding                                 | Before (Days), Before (Hours), During                              |
| Watch for critters such as snakes, raccoons and opossums that may have "moved" into your evacuated home, since they too look for shelter and relief from flood waters.   | 166 | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Social Media  | General Flooding  | After (Hours), After (Days)  |
| If you have a lifted vehicle that will not be impacted by flooding, slow down and don't speed. Waves from vehicles traveling on flooded roads causes more property damage than the rising water alone.   | 198 | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Social Media, Alert Pinellas                              | Wake  | During, After (Hours)  |
| MANDATORY EVACUATION: Mandatory Evacuation Order for Levels _____. Check your evacuation zone at <a href="https://kyz.pinellas.gov">kyz.pinellas.gov</a>   | 114 | Tropical Storm/Hurricane (Surge)                  | High                  | Social Media, Alert Pinellas                              | Evacuation  | Before (Days), Before (Hours)                                      |
| Turn Around, Don't Drown! Avoid areas already flooded, especially if the water is flowing fast. Do not attempt to cross flowing streams or flooded roadways. Only 6 inches of fast-flowing water can sweep you off your feet and one foot can carry away cars.   | 254 | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Social Media, Alert Pinellas, Press Release               | Turn Around Don't Drown, Localized Flooding, General Flooding | During, After (Hours)  |
| If your plans are to evacuate the area, secure your home so you can leave as soon as an evacuation order is issued.  | 115 | Tropical Storm/Hurricane (Surge)                  | High                  | Social Media, Alert Pinellas, Press Release               | Evacuation  | Before (Days)  |
| Barrier island residents who have registered for Pinellas County Sheriff's Office Emergency Access Permit are reminded to bring the permit with them when evacuating.  | 165 | Tropical Storm/Hurricane (Surge)                  | High                  | Social Media, Alert Pinellas, Press Release               | Evacuation  | Before (Days)  |
| Be especially cautious at night when it is harder to see possible flood dangers. Waves from vehicles traveling on flooded roads causes more property damage than the rising water alone.   | 185 | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Social Media, Alert Pinellas, Press Release               | Turn Around Don't Drown, Localized Flooding, General Flooding | During   |
| Prepare your property for potential flooding. For information about how to prepare visit <a href="https://disaster.pinellas.gov">disaster.pinellas.gov</a> .   | 111 | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Social Media  | Preparation   | Before (Days)  |
| To prevent mold, remove wet contents immediately after the flood. Be sure to document the damage with photos of what is being removed from each room. Wet carpeting, furniture, bedding, and other items holding moisture can develop mold within 24 to 48 hours. <a href="https://bit.ly/PinellasAfterFlood">bit.ly/PinellasAfterFlood</a>  | 283 | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Social Media, Alert Pinellas, Press Release               | General Flooding  | After (Hours)  |
| If your property flooded, clean and disinfect everything that got wet. Mud left from flood water can be contaminated with hazardous materials like sewage and chemicals. <a href="https://bit.ly/PinellasAfterFlood">bit.ly/PinellasAfterFlood</a>   | 194 | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Social Media, Alert Pinellas, Press Release               | General Flooding  | After (Hours)  |
| If your home or business flooded, keep your power off until a licensed electrician can take a look. Water-damaged power outlets can cause fires. Be sure to hire a licensed electrician.   | 184 | Rainfall, Tropical Storm/Hurricane (Surge)        | Moderate, High        | Social Media, Alert Pinellas, Press Release               | General Flooding  | After (Hours), After (Days)  |
| 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. If you believe a business or individual is price gouging during a declared state of emergency, call (727) 464-6200 to report and to speak with an investigator. <a href="https://pinellas.gov/consumer">pinellas.gov/consumer</a>   | 328 | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Social Media, Alert Pinellas, Press Release               | General Flooding  | After (Hours), After (Days)  |
| Take extra care to protect yourself from bug bites. Remember the 3 Ds:<br>- Dump standing water to prevent mosquitoes from breeding.<br>- Dress in light colored, loose fitting clothes and cover exposed skin.<br>- Defend with CDC-approved repellents like DEET, Picaridin, IR3535 or Oil of Lemon Eucalyptus.  | 296 | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Social Media, Alert Pinellas, Press Release               | General Flooding  | After (Hours)  |
| Contact your flood insurance agent as soon as possible. There are time limitations to file your claim. Visit <a href="https://floodsmart.gov/start">floodsmart.gov/start</a> for more information.   | 151 | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Social Media, Alert Pinellas, Press Release               | General Flooding  | After (Hours)  |
| Report blocked ditches, swales, and canals at <a href="https://pinellas.gov/reportanissue">pinellas.gov/reportanissue</a>  | 72  | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Social Media, Alert Pinellas, Press Release               | General Flooding  | After (Hours)  |
| Be aware of flooding and be prepared to take action. Remember - never drive or walk-through flooded areas.   | 106 | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Social Media, Press Release                               | Localized Flooding, General Flooding                          | Before (Hours), After (Hours)                                      |
| If you live in low-lying areas, then move your vehicle to higher ground. Avoid driving through deep standing water.  | 116 | Tidal, Rainfall                                   | Minor, Moderate       | Social Media, Press Release                               | Localized Flooding, General Flooding, Turn Around Don't Drown | Before (Hours)   |
| Build back safer and stronger. Get required permits before starting any home repair, improvement, or construction. Visit <a href="https://pinellas.gov/construction-in-a-floodplain">pinellas.gov/construction-in-a-floodplain</a> to learn more or call (727) 464-3888 with questions.  | 215 | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Social Media, Press Release                               | General Flooding  | After (Hours), After (Days)  |
| Do not sign an Assignment of Benefits contract (AOB) as a condition to having your home repaired. An AOB gives a third party authority to file a claim, make repair decisions and collect insurance payments without your involvement. Visit <a href="https://myfloridacfo.com/division/consumers/assignmentofbenefits.htm">myfloridacfo.com/division/consumers/assignmentofbenefits.htm</a> to learn more.                            | 312 | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Social Media, Press Release                               | General Flooding  | After (Hours), After (Days)  |
| Get up to \$1,000 in reimbursements. Provide receipts to your flood insurance agent for all flood protection measures taken to prepare for the storm. You can receive up to \$1,000 in reimbursements under the NFIP Loss Avoidance clause. Visit <a href="https://bit.ly/FEMA-FloodLossAvoid">bit.ly/FEMA-FloodLossAvoid</a> for more information.  | 288 | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Social Media, Press Release                               | General Flooding  | After (Hours), After (Days)  |
| If your home or business is substantially damaged, up to an additional \$30,000 may be available under the NFIP Increased Cost of Compliance provision. Visit <a href="https://fema.gov/floodplain-management/financial-help/increased-cost-compliance">fema.gov/floodplain-management/financial-help/increased-cost-compliance</a> or ask your flood insurance agent to find out more.  | 280 | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Social Media, Press Release                               | General Flooding  | After (Hours), After (Days)  |
| HUD offers a low-interest mitigation loan (203(k)) that you can use to rebuild your structure. Visit <a href="https://hud.gov/program_offices/housing/sfh/203k/203k-df">hud.gov/program_offices/housing/sfh/203k/203k-df</a> to learn more.  | 165 | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Social Media, Press Release                               | General Flooding  | After (Hours), After (Days)  |
| Salt water causes an extreme fire hazard to electric vehicle and golf cart lithium-ion batteries! Coastal and barrier island residents and visitors should prepare for storm surge. If you are in these areas, move your vehicles to higher ground. All residents are advised to avoid driving through flooded roads.  | 309 | Tropical Storm/Hurricane (Surge)                  | Minor, Moderate, High | Alert Pinellas, Social Media                              | Localized Flooding, Storm Surge, Preparation                  | Before (Days), Before (Hours), During                              |
| Salt water causes an extreme fire hazard to electric vehicle and golf cart lithium-ion batteries! Coastal and barrier island residents and visitors should prepare for localized tidal flooding. If you are in these areas, move your vehicles to higher ground. All residents are advised to avoid driving through flooded roads.   | 322 | Tidal   | Minor, Moderate, High | Alert Pinellas, Social Media                              | Localized Flooding, General Flooding, Preparation             | Before (Days), Before (Hours), During                              |
| If flood water begins entering your home, stay inside. Wait until the storm has passed to tend to any damage. For more information, visit <a href="https://disaster.pinellas.gov">disaster.pinellas.gov</a> .  | 160 | Tidal, Rainfall, Tropical Storm/Hurricane (Surge) | Minor, Moderate, High | Social Media, Alert Pinellas, Press Release               | Storm Surge, Localized Flooding, General Flooding             | During   |
| Due to the possibility of heavy rain, drivers are advised to use caution when encountering flooded roadways and intersections. Remember - Turn around, don't drown!  | 164 | Rainfall  | Minor, Moderate, High | Social Media, Social Media, Alert Pinellas, Press Release | Localized Flooding, General Flooding, Turn Around Don't Drown | During, After (Hours)  |
| The storm is here. It is no longer safe to leave; its time to shelter in place. If flood water begins entering your home, stand on top of counters or other substantial piece of furniture to stay above the rising water. If possible, shut off water, gas service and electricity. Stay inside and don't walk through flooded areas. For more information, visit <a href="https://disaster.pinellas.gov">disaster.pinellas.gov</a> . | 377 | Rainfall, Tropical Storm/Hurricane (Surge)        | Minor, Moderate, High | Social Media, Alert Pinellas                              | Evacuation, Shelters  | During   |

|    | Topics Covered                             |  | Hurricane Season<br>(May 1 - November 30) |  | Winter Season<br>(December 1 - April 30) |
|----|--|--|---|--|--|
| 1  | Know Your Flood Hazard                     |  | x   |  | —  |
| 2  | Insure Your Property For Your Flood Hazard |  | —   |  | x  |
| 3  | Protect People From Flood Hazard           |  | x   |  | —  |
| 4  | Protect Your Property From Flood Hazard    |  | x   |  | —  |
| 5  | Build Responsibly                          |  | —   |  | x  |
| 6  | Protect Natural Floodplain Functions       |  | —   |  | x  |
| 7  | Hurricane Preparedness                     |  | x   |  | —  |
| 8  | Pet Preparedness                           |  | x   |  | —  |
| 9  | Flood Economics                            |  | x   |  | x  |
| 10 | Resiliency and Sustainability              |  | x   |  | x  |

| Date      | Facebook (Character Limit: 2200)  | Chars | Twitter (Character Limit: 280)   | Chars2 | Topic 1                                    |
|-----------|---|-------|--|--------|--|
| 2/2/2024  | Whether you rent or own, flood insurance is a good way to protect the things you care about. Get a flood insurance policy today! Talk to one of our Flood Insurance Advocates to learn about the best options for you: <a href="#">bit.ly/PinellasFloodAdvocates</a> #FloodplainFriday  | 262   | Whether you rent or own, flood insurance is a good way to protect the things you care about. Get a flood insurance policy today! Talk to one of our Flood Insurance Advocates to learn about the best options for you: <a href="#">bit.ly/PinellasFloodAdvocates</a> #FloodplainFriday                         | 262    | Insure Your Property For Your Flood Hazard |
| 2/9/2024  | FEMA flood maps don't show the entire picture. Pinellas County maps also integrate tidal, rainfall and storm surge data from state and local sources to give you a better idea of a property's future flood risk. Find out what your flood risk will be in the future at <a href="#">bit.ly/PinellasSLRvulnerability</a> #FloodplainFriday #PCPWK           | 321   | FEMA flood maps don't show the entire picture. Pinellas County maps also integrate tidal, rainfall & storm surge data from state & local sources to give you a better idea of future flood risk. Find out your future flood risk at <a href="#">bit.ly/PinellasSLRvulnerability</a> #FloodplainFriday          | 277    | Resiliency and Sustainability              |
| 2/16/2024 | Planning a home renovation? Here are three things you can do to protect your investment:<br>1. Know your flood hazard<br>2. Hire licensed professionals<br>3. Get permits through your local municipality or county<br>For more information, visit <a href="#">bit.ly/PinellasBuildSmart</a> #FloodplainFriday  | 274   | Planning a home renovation? Here are three things you can do to protect your investment:<br>1. Hire licensed professionals<br>2. Get permits through your local municipality or county<br>3. Know your flood hazard<br>For more information, visit <a href="#">bit.ly/PinellasBuildSmart</a> #FloodplainFriday | 274    | Build Responsibly                          |
| 2/23/2024 | Calling all Seasonal Residents! Before you leave us for the summer, prepare your property for the upcoming hurricane season. Secure all loose items outside your home and trim any dead branches from trees or palms. Remember, no gnome left behind! <a href="#">bit.ly/PreparePinellas</a> #FloodplainFriday #GetReadyPinellas #HurricanePrep #PinellasEM | 331   | Calling all Seasonal Residents! Before you leave, prepare your property for the upcoming hurricane season. Secure all loose items outside your home & trim any dead branches from trees or palms. Remember, no gnome left behind! <a href="#">bit.ly/PreparePinellas</a> #FloodplainFriday #PinellasEM         | 278    | Protect Your Property From Flood Hazard    |

|    | Topics Covered                             |  | Hurricane Season<br>(May 1 - November 30) |  | Winter Season<br>(December 1 - April 30) |
|----|--|--|---|--|--|
| 1  | Know Your Flood Hazard                     |  | x   |  | —  |
| 2  | Insure Your Property For Your Flood Hazard |  | —   |  | x  |
| 3  | Protect People From Flood Hazard           |  | x   |  | —  |
| 4  | Protect Your Property From Flood Hazard    |  | x   |  | —  |
| 5  | Build Responsibly                          |  | —   |  | x  |
| 6  | Protect Natural Floodplain Functions       |  | —   |  | x  |
| 7  | Hurricane Preparedness                     |  | x   |  | —  |
| 8  | Pet Preparedness                           |  | x   |  | —  |
| 9  | Flood Economics                            |  | x   |  | x  |
| 10 | Resiliency and Sustainability              |  | x   |  | x  |

| Date      | Facebook (Character Limit: 2200)   | Chars | Twitter (Character Limit: 280)   | Chars2 | Topic 1                                    |
|-----------|--|-------|--|--------|--|
| 3/1/2024  | <a href="#">Now's the time to get #FloodSmart</a> . Find out how much flood damage could cost you with this interactive tool, then make sure you’ve got enough flood insurance to protect your wallet. <b>Most insurance policies don’t take effect for 30 days from when they start, so act now!</b> <a href="#">bit.ly/CostOfFlooding</a> #FloodplainFriday  | 310   | <a href="#">Now's the time to get #FloodSmart</a> . Find out how much flood damage could cost you & make sure you’ve got enough flood insurance to protect your wallet. <b>Most insurance policies don’t take effect for 30 days from when they start, so act now!</b> <a href="#">bit.ly/CostOfFlooding</a> #FloodplainFriday | 279    | Flood Economics                            |
| 3/8/2024  | Florida Flood Awareness Week   |       |  |        |  |
| 3/15/2024 | <a href="#">Help protect the landscape that protects us!</a> #DYK that lakes, retention ponds, and freshwater swamps help store excessive rain fall and provide homes for wildlife? You can help protect them by keeping trash out and ensuring only rain goes down your storm drains. <a href="#">bit.ly/PinellasWetlands</a> #FloodplainFriday   | 304   | <a href="#">Help protect the landscape that protects us!</a> Lakes, retention ponds, & freshwater swamps help store excessive rain fall & provide homes for wildlife. Help protect them by keeping trash out & ensuring only rain goes down your storm drains. <a href="#">bit.ly/PinellasWetlands</a> #FloodplainFriday       | 280    | Protect Natural Floodplain Functions       |
| 3/22/2024 | <a href="#">Your home is likely your biggest investment</a> , and rebuilding a flooded home can be difficult and costly. Give yourself peace of mind and protect your home and investments by purchasing flood insurance. <a href="#">bit.ly/PinellasFloodInsurance</a> #FloodplainFriday  | 248   | <a href="#">Your home is likely your biggest investment</a> , and rebuilding a flooded home can be difficult and costly. Give yourself peace of mind and protect your home and investments by purchasing flood insurance. <a href="#">bit.ly/PinellasFloodInsurance</a> #FloodplainFriday                                      | 248    | Insure Your Property For Your Flood Hazard |
| 3/29/2024 | <a href="#">This Spring Break</a> , help keep our beaches healthy by not disturbing dunes or dune vegetation. Beaches and dunes provide a natural buffer from storm events by reducing flooding during coastal storms. Dunes also store sand that helps nourish eroding beaches. <a href="#">bit.ly/PinellasFloodplain</a> #FloodplainFriday   | 299   | <a href="#">This Spring Break</a> , help keep our beaches healthy by not disturbing dunes or dune vegetation. Beaches and dunes provide a natural buffer from storm events by reducing flooding during coastal storms. <a href="#">bit.ly/PinellasFloodplain</a> #FloodplainFriday   | 241    | Protect Natural Floodplain Functions       |
| 4/5/2024  | <a href="#">Looking to remodel or add on to your home?</a> Be aware of substantial improvement rules. Remodeling projects that cost half the value or greater of the original structure will required you to elevate the building above the regulatory flood level. Build responsibly, higher keeps you dryer! <a href="#">bit.ly/PinellasBuildSmart</a> #FloodplainFriday #BuildSmart                 | 342   | <a href="#">Remodeling or adding on to your home?</a> Understand substantial improvement rules. Projects that cost half the value or more of the original structure must be elevated above the regulatory flood level. Build smart, higher keeps you dryer! <a href="#">bit.ly/PinellasBuildSmart</a> #FloodplainFriday        | 279    | Build Responsibly                          |
| 4/12/2024 | <a href="#">Yesterday was national pet day!</a> Be a friend to man’s best friend and include them in your preparations. Pack items like food, water and medications in their survival kit. Need to evacuate? Be sure to identify pet friendly accommodations early in the season. <a href="#">pinellas.gov/emergency-information/public-shelters</a> #FloodplainFriday #GetReadyPinellas #PetSupplyKit | 358   | <a href="#">Did you know pets have disaster needs as well?</a> Be a friend to man’s best friend & include them in your preparations. Pack items like food, water & medications in their survival kit. <a href="#">pinellas.gov/emergency-information/public-shelters</a> #FloodplainFriday #GetReadyPinellas                   | 268    | Pet Preparedness                           |

| Date      | Facebook (Character Limit: 2200)   | Chars | Twitter (Character Limit: 280)  | Chars2 | Topic 1                                    |
|-----------|--|-------|---|--------|--|
| 4/19/2024 | #DYK? One way to keep your landscape green and avoid algae-filled water in ponds and lakes is to plant native plants. Excess water, nutrients, grass clippings and leaves that flow into waterways and storm drains can cause algae blooms and fish kills. Skip the fertilizer, plant native and let nature do the rest! <a href="https://bit.ly/UF-IFAS_DevBetterWay">bit.ly/UF-IFAS_DevBetterWay</a> #OnlyRainDownTheDrain #FloodplainFriday   | 380   | Native plants keep your lawn green & prevents algae-filled water in ponds & lakes. Waterways & storm drains clogged with excess nutrients, grass clippings & leaves cause algae blooms & fish kills. Skip the fertilizer & plant native! <a href="https://bit.ly/UF-IFAS_DevBetterWay">bit.ly/UF-IFAS_DevBetterWay</a> #FloodplainFriday  | 278    | Protect Natural Floodplain Functions       |
| 4/26/2024 | Do you know the difference between disaster assistance and flood insurance? Disaster assistance requires a declaration from the President and often come in the form of loans that must be repaid. However, flood insurance coverage is available whether a disaster is declared or not. Talk to a flood insurance agent about your options. <a href="https://Pinellas.gov/flood-advocates/">Pinellas.gov/flood-advocates/</a> #FloodplainFriday | 380   | What's the difference between disaster assistance & flood insurance? Disaster assistance requires a declaration from the President & often comes in the form of loans that must be repaid. Flood insurance coverage is available whether a disaster is declared or not. Talk to a flood insurance agent about your options. <a href="https://Pinellas.gov/flood-advocates/">Pinellas.gov/flood-advocates/</a> #FloodplainFriday | 363    | Insure Your Property For Your Flood Hazard |
| 5/3/2024  | Hurricane season starts next month. Create an emergency preparedness kit. Be sure to include your important documents, water, favorite non-perishable foods, flashlight, batteries, radio and hygiene products. Remember to pack supplies for your furry friends. <a href="https://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> #FloodplainFriday #PinellasEM  | 310   | Hurricane season starts next month. Create an emergency preparedness kit. Be sure to include your important documents, water, non-perishable foods, flashlight, batteries, radio & hygiene products. Pack supplies for your furry friends, too. <a href="https://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> #FloodplainFriday   | 280    | Hurricane Preparedness                     |
| 5/10/2024 | In celebration of #PublicServiceRecognitionWeek we salute all of the dedicated personnel of Pinellas County Emergency Management and Public Works. These folks provide year-round support and expertise to keep you safe. So, here's to them! #FloodplainFriday  | 255   | In celebration of #PublicServiceRecognitionWeek we salute all of the dedicated personnel of Pinellas County Emergency Management and Public Works. These folks provide year-round support and expertise to keep you safe. So, here's to them! #FloodplainFriday   | 255    |  |
| 5/17/2024 | Public Works staff is gearing up for hurricane season – are you? Now is a great time to check your evacuation zone. Create an evacuation and share it with your family. <a href="https://bit.ly/PinellasKnowYourEvacZone">bit.ly/PinellasKnowYourEvacZone</a> #FloodplainFriday #HurricanePreparednessMonth #NPWW  | 250   | Public Works staff is gearing up for hurricane season – are you? Now is a great time to check your evacuation zone. Create an evacuation and share it with your family. <a href="https://bit.ly/PinellasKnowYourEvacZone">bit.ly/PinellasKnowYourEvacZone</a> #FloodplainFriday #HurricanePreparednessMonth #NPWW   | 250    | Know Your Flood Hazard                     |
| 5/24/2024 | Its critical to know the difference between flood zones and evacuation zones! Flood zones are used for determining flood insurance requirements. Hurricane evacuation zones are based on storm surge flood risk – the greatest threat to life from hurricanes. Find out more at <a href="https://pinellas.gov/emergency">pinellas.gov/emergency</a> #FloodplainFriday #GetReadyPinellas #HurricanePreparednessMonth                              | 358   | Know the difference between flood zones & evacuation zones! Flood zones determine flood insurance requirements. Hurricane evacuation zones are based on storm surge – the greatest threat to life from hurricanes. <a href="https://pinellas.gov/emergency">pinellas.gov/emergency</a> #FloodplainFriday  | 251    | Know Your Flood Hazard                     |
| 5/31/2024 | Are you ready? Hurricane Season starts tomorrow! What's your plan for your family and pets? Visit <a href="https://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> for tips on how to prepare. #FloodplainFriday #GetReadyPinellas #HurricanePrep   | 199   | Are you ready? Hurricane Season starts tomorrow! What's your plan for your family and pets? Visit <a href="https://bit.ly/PreparePinellas">bit.ly/PreparePinellas</a> for tips on how to prepare. #FloodplainFriday #GetReadyPinellas #HurricanePrep  | 199    | Hurricane Preparedness                     |
| 6/7/2024  | Flooding conditions are expected to worsen in the future! FEMA flood maps don't show the future flooding conditions for your area, including tidal, rainfall, and storm surge. Learn how rising seas and king tides might affect your property and take steps to adapt your property <a href="https://floridadep-slip.org/Adaptations.aspx">floridadep-slip.org/Adaptations.aspx</a> #FloodplainFriday #PCPWK                                    | 338   | Flooding conditions will worsen in the future! FEMA flood maps don't show the future flooding conditions for your area. Learn how rising seas & king tides might affect your property & take steps to adapt your property <a href="https://floridadep-slip.org/Adaptations.aspx">floridadep-slip.org/Adaptations.aspx</a> #FloodplainFriday   | 271    | Resiliency and Sustainability              |



| Date      | Facebook (Character Limit: 2200)   | Chars | Twitter (Character Limit: 280)  | Chars2 | Topic 1                                 |
|-----------|--|-------|---|--------|---|
| 6/14/2024 | Now that hurricane season is here, sign up for ALERTPinellas, a FREE service that sends out emergency alerts. You can also download the Ready Pinellas App on your phone to create your own emergency plan, check your evacuation zone and more. <a href="https://pinellas.gov/alertpinellas/register">bit.ly/ALERTPinellasRegister</a> & <a href="https://pinellas.gov/readypinellas/app">bit.ly/ReadyPinellasApp</a> #FloodplainFriday | 313   | Sign up for ALERTPinellas, a FREE service that sends out emergency alerts. You can also download the Ready Pinellas App on your phone to create your own emergency plan, check your evacuation zone and more. <a href="https://pinellas.gov/alertpinellas/register">bit.ly/ALERTPinellasRegister</a> & <a href="https://pinellas.gov/readypinellas/app">bit.ly/ReadyPinellasApp</a> #FloodplainFriday | 278    | Protect People From Flood Hazard        |
| 6/21/2024 | About half of Pinellas is in a flood hazard area. Protect your property by utilizing low impact development, such as rain gardens and barrels, or elevating equipment or your building. <a href="https://pinellas.gov/flood-mitigation">https://pinellas.gov/flood-mitigation</a> #FloodplainFriday #PCPWK   | 246   | About half of Pinellas is in a flood hazard area. Protect your property by utilizing low impact development, such as rain gardens and barrels, or elevating equipment or your building. <a href="https://pinellas.gov/flood-mitigation">https://pinellas.gov/flood-mitigation</a> #FloodplainFriday #PCPWK  | 246    | Protect Your Property From Flood Hazard |
| 6/28/2024 | Today is National Insurance Awareness Day! Now is a good time to review your flood insurance policy. Be sure to find out what is covered and what your deductible is. Talk to a flood insurance agent about your options. <a href="https://pinellas.gov/flood-advocates/">Pinellas.gov/flood-advocates/</a> #FloodplainFriday  | 265   | Today is National Insurance Awareness Day! Now is a good time to review your flood insurance policy. Be sure to find out what is covered and what your deductible is. Talk to a flood insurance agent about your options. <a href="https://pinellas.gov/flood-advocates/">Pinellas.gov/flood-advocates/</a> #FloodplainFriday   | 265    | Flood Economics                         |

|    | Topics Covered                             |  | Hurricane Season<br>(May 1 - November 30) |  | Winter Season<br>(December 1 - April 30) |
|----|--|--|---|--|--|
| 1  | Know Your Flood Hazard                     |  | x   |  | —  |
| 2  | Insure Your Property For Your Flood Hazard |  | —   |  | x  |
| 3  | Protect People From Flood Hazard           |  | x   |  | —  |
| 4  | Protect Your Property From Flood Hazard    |  | x   |  | —  |
| 5  | Build Responsibly                          |  | —   |  | x  |
| 6  | Protect Natural Floodplain Functions       |  | —   |  | x  |
| 7  | Hurricane Preparedness                     |  | x   |  | —  |
| 8  | Pet Preparedness                           |  | x   |  | —  |
| 9  | Flood Economics                            |  | x   |  | x  |
| 10 | Resiliency and Sustainability              |  | x   |  | x  |

| Date       | Facebook (Character Limit: 2200)   | Chars | Twitter (Character Limit: 280)  | Chars2 | Topic 1                       |
|------------|--|-------|---|--------|-------------------------------|
| 2/9/2024   | FEMA flood maps don't show the entire picture. Pinellas County maps also integrate tidal, rainfall and storm surge data from state and local sources to give you a better idea of a property's future flood risk. Find out what your flood risk will be in the future at <a href="#">bit.ly/PinellasSLRvulnerability</a> #FloodplainFriday #PCPWK  | 321   | FEMA flood maps don't show the entire picture. Pinellas County maps also integrate tidal, rainfall & storm surge data from state & local sources to give you a better idea of future flood risk. Find out your future flood risk at <a href="#">bit.ly/PinellasSLRvulnerability</a> #FloodplainFriday | 277    | Resiliency and Sustainability |
| 6/7/2024   | Flooding conditions are expected to worsen in the future! FEMA flood maps don't show the future flooding conditions for your area, including tidal, rainfall, and storm surge. Learn how rising seas and king tides might affect your property and take steps to adapt your property <a href="#">floridadep-slip.org/Adaptations.aspx</a> #FloodplainFriday #PCPWK   | 338   | Flooding conditions will worsen in the future! FEMA flood maps don't show the future flooding conditionsfor your area. Learn how rising seas & king tides might affect your property & take steps to adapt your property <a href="#">floridadep-slip.org/Adaptations.aspx</a> #FloodplainFriday       | 271    | Resiliency and Sustainability |
| 9/13/2024  | There is a potential for king tide flooding this week. King tides are extreme high tides that occur when the moon is closest to Earth, typically during a full or new moon. They occur frequently in Pinellas County and have caused roadway flooding in the past. If you encounter flooded roads along the coast do not drive through it, salt water can damage or disable your car and wake from cars and trucks damages homes and business. #FloodplainFriday | 448   | Possible king tide flooding expected this week. King tides are extreme high tides that occur when the moon is closest to Earth usually during a full or new moon. Don't drive through flooded roads, salt water can damage your car & wake from cars damages property. #FloodplainFriday              | 280    | Resiliency and Sustainability |
| 11/1/2024  | DYK you could save money in the long run by exceeding the minimum building standards? According to the National Institute of Building Sciences, every dollar you invest in building stronger can save you \$6 in future flood damages. Consider building stronger to protect you from larger or future storms. Learn more here: <a href="#">bit.ly/FEMA-MitSaves</a> #FloodplainFriday   | 357   | According to the National Institute of Building Sciences, every dollar you invest in building stronger can save you \$6 in future flood damages. Consider building stronger to protect you from larger or future storms. Learn more here: <a href="#">bit.ly/FEMA-MitSaves</a> #FloodplainFriday      | 271    | Resiliency and Sustainability |
| 12/27/2024 | DYK FEMA flood maps only show past conditions? NOAA predicts future weather will include stronger hurricanes, greater storm surge and higher rainfall rates. Take steps to adapt your property now and consider building higher and stronger to withstand future storms. Learn more: <a href="#">bit.ly/NOAA-factsheet</a> #FloodplainFriday   | 316   | DYK FEMA flood maps only show past conditions? NOAA predicts future weather will include stronger hurricanes, greater storm surge & higher rainfall rates. Consider building higher & stronger to withstand future storms. Learn more: <a href="#">bit.ly/NOAA-factsheet</a> #FloodplainFriday        | 270    | Resiliency and Sustainability |



# APPENDIX D

## PPI Project Tracking

| 330 OUTREACH PROJECTS WORKSHEET |   |  |                            |                                       |      |                  |          |   |                |                 |                |            |         |          |                    |               |              |       |               |                       |         |               |                 |                  |               |          |                |                |                |                |                 |   |
|---------------------------------|---|--|----------------------------|---------------------------------------|------|------------------|----------|---|----------------|-----------------|----------------|------------|---------|----------|--------------------|---------------|--------------|-------|---------------|-----------------------|---------|---------------|-----------------|------------------|---------------|----------|----------------|----------------|----------------|----------------|-----------------|---|
| Projects Implemented Countywide |   |  | Newly Implemented Projects |                                       |      |                  |          | Identified but Not Implemented Projects |                |                 |                |            |         |          |                    |               |              |       |               |                       |         |               |                 |                  |               |          |                |                |                |                |                 |   |
| Project ID                      | Outreach Projects   | Description  | CPI?                       | Target Audience                       | STK? | Countywide Reach | Unincorp | Belleair                                | Belleair Beach | Belleair Bluffs | Belleair Shore | Clearwater | Dunedin | Gulfport | Indian Rocks Beach | Indian Shores | Kenneth City | Largo | Madeira Beach | North Redington Beach | Oldsmar | Pinellas Park | Redington Beach | Redington Shores | Safety Harbor | Seminole | South Pasadena | St. Pete Beach | St. Petersburg | Tarpon Springs | Treasure Island |   |
| OP#1                            | RLA Letter  | Letter, Flood Info Brochure, and Insurance Info Sheet distributed via direct mail to residents and businesses in the Repetitive Loss Areas   | Y                          | RLAA                                  | N    | N                | Y        | Y                                       | Y              | Y               | Y              | Y          | Y       | Y        | Y                  | Y             | Y            | Y     | Y             | Y                     | Y       | Y             | Y               | Y                | N             | Y        | Y              | Y              | Y              | Y              | Y               |   |
| *OP#2                           | *Flood Guide available at County/City Buildings                 | PC Departments: Building, Planning, Development Review Services, Communications, Utilities   | Y                          | Customers of Pinellas County Services | N    | N                | Y        | Y                                       | Y              | N               | N              | N          | N       | N        | Y                  | N             | N            | N     | Y             | N                     | Y       | N             | Y               | N                | N             | N        | N              | N              | N              | Y              | Y               | N |
| *OP#4a                          | *Hurricane Guide  | Distributed countywide. Made available at County and municipal buildings. Made available at numerous businesses.   | Y                          | No target audience                    | N    | N                | Y        | Y                                       | Y              | N               | N              | N          | N       | N        | N                  | N             | N            | N     | Y             | N                     | Y       | N             | Y               | N                | N             | N        | N              | N              | N              | Y              | Y               | Y |
| *OP#4b                          | *Hurricane Guide - ESOL (Spanish)                               | Distributed countywide. Made available at County and municipal buildings. Made available at numerous businesses.   | Y                          | Spanish-Speaking Residents            | N    | N                | Y        | Y                                       | Y              | N               | N              | N          | N       | N        | N                  | N             | N            | N     | N             | N                     | Y       | N             | Y               | N                | N             | N        | N              | N              | N              | Y              | Y               | N |
| *OP#4c                          | *Hurricane Guide - ESOL (Vietnamese)                            | Distributed countywide. Made available at County and municipal buildings. Made available at numerous businesses.   | Y                          | Vietnamese-Speaking Residents         | N    | N                | Y        | N                                       | N              | N               | N              | N          | N       | N        | N                  | N             | N            | N     | N             | N                     | N       | N             | N               | N                | N             | N        | N              | N              | N              | Y              | Y               | N |
| OP#6                            | Utility Bill Insert   | Flood Information distributed in the utility bill for customers  | Y                          | No target audience                    | N    | N                | Y        | Y                                       | Y              | N               | N              | N          | N       | N        | Y                  | N             | N            | N     | Y             | N                     | Y       | N             | Y               | N                | N             | N        | N              | N              | N              | Y              | Y               | Y |
| OP#11                           | Commissioner / Mayor Article in Utility Bills or Mailed letters | Each year the County Commission Chair or Mayor will provide flood reminders, including for residents to review their insurance coverage and consider adding flood insurance, and promote flood insurance technical assistance in an article disseminated in Utility bills or mailed letters, and released to the press. This is frequently published in newspapers and neighborhood newsletters. | Y                          | No target audience                    | N    | N                | Y        | Y                                       | N              | N               | N              | N          | N       | N        | Y                  | N             | N            | N     | N             | N                     | Y       | N             | Y               | N                | N             | N        | N              | N              | N              | Y              | Y               | N |
| OP#13                           | Storm Drain Markers   | Only Rain Down Drain Storm Drain Marker program  | N                          | No target audience                    | N    | N                | Y        | N                                       | Y              | N               | N              | Y          | N       | N        | N                  | N             | N            | N     | N             | N                     | Y       | N             | Y               | N                | N             | N        | N              | N              | N              | Y              | Y               | N |
| OP#14                           | Storm Drain Murals  | Only Rain Down Drain Storm Drain Mural program   | N                          | No target audience                    | N    | N                | N        | N                                       | Y              | N               | N              | N          | N       | N        | N                  | N             | N            | N     | N             | N                     | N       | N             | N               | N                | N             | N        | N              | N              | N              | Y              | N               | N |
| OP#15                           | Vehicle Wraps   | Natural functions messages, such as Only Rain Down Drain are wrapped on vehicles. All vehicles can be see across the county and out of the county when vehicles are used for business travel.  | N                          | No target audience                    | N    | N                | Y        | Y                                       | N              | N               | N              | N          | N       | N        | N                  | N             | N            | N     | N             | N                     | N       | N             | N               | N                | N             | N        | N              | N              | N              | N              | Y               | N |
| OP#18                           | Scheduled Social Media Posts (Facebook)                         | Defined Social Media posts that cover all topics   | Y                          | No target audience                    | N    | N                | Y        | Y                                       | N              | N               | N              | N          | N       | N        | Y                  | N             | N            | N     | Y             | N                     | Y       | N             | N               | N                | N             | N        | N              | N              | N              | Y              | Y               | Y |
| OP#19                           | Scheduled Social Media Posts (Instagram)                        | Defined Social Media posts that cover all topics   | Y                          | No target audience                    | N    | N                | Y        | Y                                       | N              | N               | N              | N          | N       | N        | N                  | N             | N            | N     | N             | N                     | Y       | N             | N               | N                | N             | N        | N              | N              | N              | Y              | Y               | Y |
| OP#20                           | Scheduled Social Media Posts (Twitter)                          | Defined Social Media posts that cover all topics   | Y                          | No target audience                    | N    | N                | Y        | Y                                       | N              | N               | N              | N          | N       | N        | Y                  | N             | N            | N     | Y             | N                     | Y       | N             | N               | N                | N             | N        | N              | N              | N              | N              | Y               | Y |
| OP#21                           | E-News/E-Lert   | Email blasts from the community sent to citizens who opt-in. Topics may include floodplain management, environmental news, and public safety   | N                          | No target audience                    | N    | N                | Y        | Y                                       | Y              | N               | N              | N          | N       | N        | Y                  | N             | N            | N     | N             | N                     | Y       | N             | N               | N                | N             | N        | N              | N              | N              | Y              | Y               | Y |
| OP#22                           | Newsletter(s)   | Newsletter from the community distributed by multiple dissemination methods, such as email blasts, mailers, and articles in neighborhood newsletters/magazines   | Y                          | Varies                                | N    | N                | N        | Y                                       | Y              | N               | N              | N          | N       | N        | Y                  | N             | N            | N     | N             | N                     | Y       | Y             | N               | Y                | N             | N        | N              | N              | N              | Y              | Y               | Y |
| OP#25                           | New Homeowner Brochure  | Brochure for new homeowners to introduce them to Pinellas County watersheds and flood risks.   | Y                          | New Homeowners                        | N    | N                | Y        | Y                                       | N              | N               | N              | N          | N       | N        | N                  | N             | N            | N     | N             | N                     | N       | N             | Y               | N                | N             | N        | N              | N              | N              | N              | N               | N |
| OP#27                           | Parks & Recreation Educational Materials                        | Educational material placed in parks and recreational facilities about the watersheds and environmental aspects of the area.   | N                          | No target audience                    | N    | N                | Y        | N                                       | Y              | N               | N              | N          | N       | N        | Y                  | Y             | N            | N     | N             | N                     | Y       | N             | Y               | N                | N             | N        | N              | N              | N              | Y              | Y               | N |
| OP#28                           | Informational Videos  | Flood related informational videos for residents and businesses disseminated by various methods  | Y                          | No target audience                    | N    | N                | N        | N                                       | N              | N               | N              | N          | N       | N        | Y                  | N             | N            | N     | N             | N                     | Y       | N             | Y               | N                | N             | N        | N              | N              | N              | N              | Y               | Y |
| OP#29                           | Homeowners Association Meetings                                 | Meetings from Homeowners Associations  | Y                          | Homeowner's Associations              | N    | N                | N        | N                                       | N              | N               | N              | N          | N       | N        | N                  | N             | N            | N     | N             | N                     | Y       | N             | Y               | N                | N             | N        | N              | N              | N              | Y              | N               | N |
| OP#30                           | Tampa Bay Newspapers Full-Page Spread                           | Flood related reminders, including for residents to review their insurance coverage and consider adding flood insurance, and promote flood insurance technical assistance. Other flood related messages are included.  | Y                          | No target audience                    | N    | N                | Y        | Y                                       | Y              | Y               | Y              | Y          | N       | Y        | Y                  | Y             | N            | Y     | Y             | N                     | N       | N             | Y               | Y                | N             | N        | Y              | Y              | N              | Y              | Y               |   |

### 330 OUTREACH PROJECTS WORKSHEET

[illegible]

# APPENDIX E

## PPI Key Messages



PPI Key Messages

| Topic 1: Know your flood hazard  | Topic 2: Insure your property for your flood hazard   | Topic 3: Protect people from flood hazard  | Topic 4: Protect your property from flood hazard  | Topic 5: Build responsibly  | Topic 6: Protect natural floodplain functions   | Topic 7: Hurricane preparedness  | Topic 8: Pet Preparedness   | Topic 9: Flood Economics   | Topic 10: Resiliency and Sustainability   |
|--|---|--|---|---|---|--|---|--|---|
| <p><b><i>“Find out your flood risk.”</i></b></p> <p>Pinellas County and its municipalities offer a free flood map information service so you can find out if your property is in a high, moderate or low risk flood area or a floodway. You can also find out if your property is susceptible to flooding from storm surge and how deep it could get. They also provide all of the information needed to complete an elevation certificate to get your flood insurance rate.</p> <p>You can also see if the property is near protected areas that have natural floodplain functions, like swamps or mangrove stands. These areas store flood waters or buffer wave action while providing habitat for wildlife and filtering pollutants.</p> | <p><b><i>“Purchase flood insurance for your home, business, or rental.”</i></b></p> <p>Protect your home or business and your belongings with a flood insurance policy. Flood insurance is required for federally backed mortgages on buildings in high-risk flood zones. Most homeowners’ and renters’ insurance policies do not cover losses due to flooding. Anywhere it rains it can flood, so flood insurance is recommended, even if it is not required by your lender. A new policy takes 30 days to take effect, so don’t delay. Flood insurance technical assistance from flood insurance “advocates” is also available. These are professionals in the insurance field who can provide you with reliable information about your flood risk and flood insurance options.</p> | <p><b><i>“Stay informed.”</i></b> If flooding is expected in your area, tune in to local news stations or NOAA weather radio stations 162.450 or 162.550 for updates. Follow us on Facebook, Instagram, Twitter, and Nextdoor [or insert social media platform here] to stay informed and sign up for Alert Pinellas to receive text, phone and/or email notifications. Visit <a href="https://www.pinellascounty.org/alertpinellas">www.pinellascounty.org/alertpinellas</a> for more information and to sign up.</p> | <p><b><i>“Protect Your Property.”</i></b> Consider raising your AC unit, water heater, generators, and other utilities to protect investments from flood damage. Test and mark fuse/or breaker boxes to identify floodable areas. Consider installing sewer line check valves to prevent sewer backup flooding.</p> | <p><b><i>“Build Responsibly.”</i></b> Find out what building permits you may need and hire a licensed contractor. Permits protect you and others by ensuring all proposed work complies with current construction codes, standards, and methods. For more information, visit: <a href="https://pinellas.gov/construction-in-a-floodplain/">https://pinellas.gov/construction-in-a-floodplain/</a>.</p>  | <p><b><i>“Help prevent flooding and pollution by keeping storm drains clear.”</i></b> Keep leaves, grass clippings and other debris out of storm drains and waterways to prevent flooding in your neighborhood. Pollutants from trash, yard waste, pet waste, or pesticides that spill into waterways may cause algae blooms that result in fish kills. When storm drains get clogged with debris they can lead to flooded streets, yards, and even homes. Do your part. Remember, only rain down the drain —it’s the law (Ordinance #06-13). To report illegal dumping, visit the Pinellas County app at <a href="https://pinellas.gov/report-request-contact-us/">pinellas.gov/report-request-contact-us/</a> or call (727) 464-4425.</p> | <p><b><i>“Prepare ahead and make a plan”</i></b> with the Ready Pinellas app, which has readiness checklists and allows you to create a plan for yourself, your family and your pets. Download the latest version for free on your mobile device through the Apple app store or Google Play or visit <a href="https://www.pinellascounty.org/flooding/warning.htm">www.pinellascounty.org/flooding/warning.htm</a> for more information.</p>   | <p><b><i>“Make a plan for your pets.”</i></b> I n the event of a flood, don’t forget your furry friends. Make sure your evacuation plan includes vet records, food, and medicine. Pet friendly shelters should be your last resort. To learn more visit <a href="https://pinellas.gov/preparing-pets-for-emergencies/">pinellas.gov/preparing-pets-for-emergencies/</a></p>       | <p>“Understand what is covered by your flood insurance policy.” Homeowners insurance almost never covers flood damage. There are separate flood insurance coverages for your building and its contents. Check your policy or contact your agent to learn more about your coverage and deductible.</p>  | <p><b><i>“If you’re building new, don’t just meet the minimum requirements - exceed them.”</i></b> Every dollar you invest in building stronger can save you \$6 in future flood damages. <a href="https://www.fema.gov/fact-sheet/building-back-stronger">https://www.fema.gov/fact-sheet/building-back-stronger</a>.</p>  |
| <p><b><i>“Know your hurricane evacuation zone.”</i></b> Remember, flood zones and evacuation zones are different! Knowing the difference is critical during times of disaster to reduce confusion and better maintain the public’s safety. Evacuation zones are based on a property’s vulnerability to storm surge. You must KNOW YOUR EVACUATION ZONE to know when to evacuate! Find your evacuation zone, routes, and shelters. <a href="https://pinellas.gov/evacuation-zone/">https://pinellas.gov/evacuation-zone/</a></p>  | <p><b><i>“You do not need to sign an Assignment of Benefits”</i></b> Remember to review all contracts carefully to avoid fraud that can lead to dire financial consequences. Do not sign an Assignment of Benefits contract as a condition of having your home or business repaired.</p>  | <p><b><i>“Do not play in flood waters.”</i></b> Floodwaters are gross and dangerous! They are contaminated with hazardous materials, aggressive wildlife, and other obstructions that can cause serious illness or injury.</p>   | <p>To protect your property from future flooding, you can schedule a one-on-one consultation with County staff to evaluate drainage by calling Pinellas County’s Flood Information Services at (727) 464-7700. If you live in a municipality, you should contact your city directly.</p>                            | <p><b><i>“Be aware of subst+E4:E5antial improvements rule.”</i></b> Remodeling projects that cost half the value, or greater, of the original structure will require you to elevate the building above the regulatory flood level. Many communities have adopted a lower threshold and/or a cumulative time period for Substantial Improvement. Check with your municipality for the specific requirement in your jurisdiction.</p>   | <p><b><i>“Build Responsibly+E4:E5.</i></b> Higher keeps you dryer.” According to research supported by NOAA, homeowners would reduce the most damage by considering raising their homes a few feet above FEMA’s minimum recommendation. Check with your municipality to learn more about building regulations in your area. <a href="https://repository.library.noaa.gov/view/noaa/59141/noaa_59141_DS1.pdf">https://repository.library.noaa.gov/view/noaa/59141/noaa_59141_DS1.pdf</a></p>   | <p><b><i>“Know your hurricane evacuation zone.”</i></b> Remember, flood zones and evacuation zones are different! Knowing the difference is critical during times of disaster to reduce confusion and better maintain the public’s safety. Evacuation zones are based on a property’s vulnerability to storm surge. You must KNOW YOUR EVACUATION ZONE to know when to evacuate! Find your evacuation zone, routes, and shelters at <a href="https://pinellas.gov/storm-surge/">https://pinellas.gov/storm-surge/</a>.</p> | <p><b><i>“Make sure your pet is licensed with Pinellas County Animal Services in case you get separated.”</i></b> Update your pet’s vaccinations and make sure their county license is valid with current contact information. Visit <a href="https://pinellas.gov/preparing-pets-for-emergencies/">pinellas.gov/preparing-pets-for-emergencies/</a></p>                          | <p><b><i>“Check with a flood insurance advocate to make sure your policy covers your risk.”</i></b> Flood insurance advocates are experts who provide reliable information about flood risk and flood insurance options. Visit <a href="https://pinellas.gov/flood-insurance-technical-assistance/">pinellas.gov/flood-insurance-technical-assistance/</a>.</p>    | <p><b><i>““The sea is already rising!”</i></b> Local tide gages show that sea levels in Pinellas County have been rising since 1950. FEMA flood maps do not show the future flooding conditions for your area, including tidal, precipitation, and storm surge. Take preventative action for your home by planting native plants and using gravel in place of concrete. <a href="https://resilient.pinellas.gov">Resilient.pinellas.gov</a></p> <p><b>DRAFT Alternate Message:</b> Pinellas County follows guidance from Resilient Florida about elevated flooding risks. FEMA flood maps do not show the future flooding conditions for your area, including tidal, precipitation, and storm surge. Take steps to adapt your property now <a href="https://resilient.pinellas.gov/Adaptations.aspx">floridadep-slip.org/Adaptations.aspx</a></p> |
| <p><b><i>“Know your flood zone.”</i></b></p> <p>Remember, flood zones and evacuation zones are different! Knowing the difference is critical during times of disaster to reduce confusion and better maintain the public’s safety. Flood zones are used for assessing a property’s flood risk and flood insurance rates. Flooding can be caused by heavy rains as well as by tropical storms and hurricanes. Everyone lives in a flood zone, which may be high, moderate, or low risk.</p>   | <p><b><i>“Learn more about the difference between disaster assistance and insurance.”</i></b></p> <p>Most forms of disaster assistance require a declaration from the President and often come in the form of loans that must be repaid. However, insurance coverage is available whether a disaster is declared or not. More than 20% of insurance claims are paid for properties outside of a high-risk flood zone. There is also insurance available for the contents of your home or office which is a separate coverage within your policy.</p>  | <p><b><i>“Turn around, don’t drown.”</i></b></p> <p>Avoid areas already flooded, especially if the water is flowing fast. Do not attempt to cross flowing streams or flooded roadways. It only takes 6” of fast-moving water to sweep you off your feet.</p>   | <p><b><i>“Keep debris and trash out of the streets, streams, and ditches.”</i></b></p> <p>They obstruct the stormwater system which can cause water to back up into streets, yards, and homes.</p>  | <p><b><i>“Build Responsibly.</i></b> Higher keeps you dryer.” According to research supported by NOAA, homeowners would reduce the most damage by considering raising their homes a few feet above FEMA’s minimum recommendation. Check with your municipality to learn more about building regulations in your area. <a href="https://repository.library.noaa.gov/view/noaa/59141/noaa_59141_DS1.pdf">https://repository.library.noaa.gov/view/noaa/59141/noaa_59141_DS1.pdf</a></p> | <p><b><i>“Protect Natural Floodplain Functions.”</i></b> Only Rain Down the Drain. It is illegal to dump anything into storm drains, waterways or waterbodies. When storm drains get clogged with debris they can lead to flooded streets, yards, and even homes. Do not open manholes and allow water into the systems. This will overload the system and cause backups or overflows.</p>  | <p><b><i>“Prepare ahead and get a plan.”</i></b> Make a plan for emergencies such as floods, hurricanes and other natural disasters. Know your evacuation routes that lead you to higher ground. Make sure your destination has easy access to food, water, shelter, and emergency supplies.</p>   | <p>Pets get anxious during stressful times. Ask your veterinarian for advice on how to take care of them before, during, and after a flood event. If evacuating, make sure you have a two-week supply of medication on hand for your pets, including proof of vaccination records.</p>  | <p><b><i>“Check with your flood insurance agent to make sure you have the right coverage at the right price.”</i></b> NFIP policyholders within a CRS community should see premium discounts from their community’s CRS class.</p>   | <p>If you witness flooding in your area without rain, then you are probably experiencing king tide or sunny day flooding. King tides are extreme high tides that occur around the time of a full or new moon when the moon is closest to Earth. King tides occur in Pinellas County and have caused roadway flooding in the past. Slow down, don’t speed through flooded areas. Waves from vehicles travelling on flooded roads cause more damage than the rising water alone.</p>  |
|  | <p><b><i>“Your National Flood Insurance Program (NFIP) policy is transferrable.”</i></b> If you are buying or selling a home or commercial property, the existing NFIP flood insurance policy can be transferred to the new owner(s). This provides the same discounts previously applied to the rate and allows for no lapse in coverage until the new owner(s) can find their own flood insurance agent.</p>  | <p><b><i>“Sign up for Special Needs Sheltering and Transportation.”</i></b></p> <p>During mandatory evacuation, Pinellas County activates the Special Needs Evacuation Program, which can provide transportation to a shelter. You must register for the program in advance. Sign up now at <a href="https://pinellas.gov/special-needs/">https://pinellas.gov/special-needs/</a>.</p>   | <p><b><i>“Slow down, don’t speed through flooded areas.”</i></b> Waves from vehicles traveling on flooded roads cause more damage than the rising water alone.</p>  | <p><b><i>“Renovate Responsibly.”</i></b></p> <p>It is illegal to add plumbing or electrical or to convert the space below an elevated home into living space.</p>   | <p><b><i>“Do not remove sand from the beach or disturb dunes to fill sandbags.”</i></b></p> <p>Doing so will cause more harm to property owners. This message is very relevant to Pinellas County, which is home to some of the most popular beaches in the nation. Beaches and dunes provide a natural buffer from storm events to lessen flooding during coastal storms. In addition, removing sand from beaches or dunes may violate federal, state or local law.</p>  | <p><b><i>“Insurance needs proof too!”</i></b> Document your belongings and property to help recover insurance losses by taking photos and videos of the exterior and interior of your home or business.</p>  | <p><b><i>“As a last resort, the County has pet-friendly shelters available for dogs and cats.”</i></b> The shelters for each storm will be posted as the evacuation orders are announced, including pet-friendly shelters. You will be able to see which shelters are open from our Public Shelter website. Bring a photo of your pet and other important documents with you.</p> | <p><b><i>“Know what is covered by your flood insurance policy.”</i></b> Most flood insurance policies, including National Flood Insurance Program policies, do not cover Loss of Use. This coverage can help reimburse you for lodging and other living expenses if you cannot safely live in your home. Check with your insurance agent for coverage options.</p> | <p><b><i>“Learn how king tides and rising water might affect your way of life. (Resilient.pinellas.gov)”</i></b></p>  |
|  | <p><b><i>“Protect yourself with a flood insurance policy.”</i></b> Homeowners and renters who have flood insurance often recover quicker from a flooding event than those without it. Most homeowner’s insurance does not cover flooding. Flood insurance may be required if the property is located in a FEMA Special Flood Hazard Area (SFHA) and they have a federally-backed loan. Even though a property may not be in a FEMA SFHA, it may still be subject to flooding. Technical assistance from flood insurance advocates is also available at <a href="https://pinellas.gov/flood-advocates/">pinellas.gov/flood-advocates/</a>.</p>   | <p><b><i>“Learn when to stay or evacuate.”</i></b></p> <p>Follow state and local directives to evacuate. If evacuation is voluntary and if you are on high ground, the safest measure may be to shelter in place.</p>  | <p><b><i>“Frequently inspect and clean your own</i> Removing leaves and debris promotes a clear path for water to flow away from your structure which prevents damages from flooding.</b></p>   | <p><b><i>“Plan for proper drainage and use low impact development (LID).”</i></b> Drainage features such as rain gardens, pervious pavers and vegetative buffers can help promote natural water flow. For more information and guidance visit: <a href="https://pinellas.gov/stormwater-manual/">https://pinellas.gov/stormwater-manual/</a>.</p>   | <p><b><i>“Save the Swales!”</i></b></p> <p>Swales prevent flooding by giving rain a place to go. During rain events, stormwater can quickly flood roads and homes. So, don’t fill in swales located on your property.</p>   |  | <p><b><i>“Don’t let your pets drink floodwaters.”</i></b></p> <p>Floodwaters are gross and dangerous! They are contaminated with bacteria, sewage and other hazardous materials that can cause serious illness or injury.</p>   | <p><b><i>“Find out how much flood damage could cost you.”</i></b> Just 1 inch of water damage can cost you tens of thousands of dollars. Make sure you are financially prepared to recover from a flood event. FEMA has more information at <a href="https://floodsmart.gov">floodsmart.gov</a>.</p>   | <p><b><i>“Take steps to adapt your property now and consider building higher and stronger to withstand future storms.”</i></b> FEMA flood maps do not show the future flooding conditions for your area, including tidal, rainfall, and storm surge. Learn more: <a href="https://sealevel.nasa.gov">sealevel.nasa.gov</a></p>  |

PPI Key Messages

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|  |  |  | <i>"Before you leave your seasonal property, secure your belongings, any chemicals and outdoor items to protect against flood and wind."</i>   | "Design projects with flood hazards and required development standards in mind." Both FEMA and the County develop flood maps. These are used to determine flood risks which directs development and construction. There is data which shows the flood risk from larger storms that can help plan for future conditions. For more information visit <a href="https://floodmaps.pinellas.gov/">https://floodmaps.pinellas.gov/</a> . | <i>"If you see debris in a waterway, like shopping carts, furniture, tires and trash report it to the local municipality or go to See, Click, Fix &lt;Link&gt;"</i> |  |  | <i>"Review your condo flood insurance policy."</i><br>Condominium association flood insurance policies typically only cover common areas and certain building elements within the unit. Ask for a copy of the policy and understand what's covered. | <i>&lt;Possible king tide flooding expected this week.&gt;</i> King tides are extreme high tides that occur when the moon is closest to Earth (typically during a full or new moon). Per EPA, king tides are lasting longer and extending further inland than in the past. If you live near water, consider building higher and stronger. Learn how rising water might affect your way of life at <a href="https://resilient.pinellas.gov">Resilient.pinellas.gov</a> |
|  |  |  | <i>"Take action to move or raise your possessions to protect from flooding."</i> Some expenses associated with protecting or moving your possessions may be covered by your flood insurance contents coverage. |  |   |  |  |   |   |
|  |  |  | <i>"Before you evacuate, secure your property, belongings, and outdoor items to protect against flood and wind."</i>   |  |   |  |  |   |   |