

2021



SARASOTA COUNTY UNIFIED PROGRAM FOR PUBLIC INFORMATION (PPI) ANNUAL EVALUATION REPORT



Unincorporated Sarasota County, the City of Sarasota, the Town of Longboat Key, the City of North Port, the City of Venice

Prepared by the Sarasota County Unified PPI Committee

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MISSION STATEMENT

To promote public education and awareness of flood hazards; to increase knowledge of flood risk, proper building techniques for floodplains, and the importance of preserving floodplain functions; to provide flood protection methods, promote flood insurance availability, and assist citizens with accurate flood zone maps and map update; and to create a safer community and a higher quality of life.

BACKGROUND

Sarasota County is located in southwest Florida with approximately 37 miles of shoreline bordering the Gulf of Mexico. The county is prone to flooding caused by heavy rains and/or storm surge associated with tropical storms and hurricanes. The county contains more than 420 miles of tidally influenced rivers, streams, and canals. In addition, there are 43 named lakes covering 2,091 acres, and over 70 square miles of estuaries and bays that support diverse habitats for plants and animals.

Unincorporated Sarasota County and the cities of Sarasota, North Port, Venice, and the Town of Longboat Key make up Sarasota County. The Town of Longboat Key is uniquely located in both Sarasota and Manatee County. All are impacted by some form of flooding and participate in the Community Rating System (CRS) and this multi-jurisdictional Unified Program for Public Information (PPI) report. Collectively, there are numerous ongoing outreach efforts with goals to increase flood hazard awareness and to motivate actions to reduce flood damage, encourage flood insurance coverage, and to protect the natural functions of floodplains.

The PPI plan was developed over several years, finalized in December 2018 and formally adopted by the County Commission in January 2019. The benefits of a unified PPI plan include a more comprehensive outreach approach to provide communities and property owners with clear, coordinated messages that are delivered in a cost-effective and consistent manner. This program helps coordinate community messaging to improve resource efficiency and message recognition. It's noted that flood-prone property owners with better access to flood information, such as their vulnerability to flood risk and impacts, have a higher likelihood of being prepared to reduce their risk. The result is a well-informed public, a safer living environment and lower costs associated with flood loss.

PPI COMMITTEE

Sarasota County, along with the City of Sarasota and the Town of Longboat Key, formed the unified PPI committee in 2016 to reduce insurance costs to the residents in a more substantial manner and to reach additional property owners and residents through a more aggressive outreach program. In 2018, the cities of Venice and North Port joined the unified PPI committee, making all communities within Sarasota County participants in the PPI plan. The unified PPI committee sought to include stakeholders from the community such as the Sarasota Bay Estuary Program (SBEP), Mote Marine Institute, as well as CRS recommended stakeholder insurance agents, realtors, lenders, and contractors.

The unified PPI committee is tasked with evaluating the PPI plan each year. This ensures the flood messaging projects maintain their relevance and feasibility and tracks the progress and outcomes of the projects. An annual evaluation report is required to ensure the committee reviews and evaluates each of the projects and makes sure recommendations within the plan are executed. The annual evaluation report is shared with local leaders. The PPI committee met in March 2021 to conduct the evaluation process. The Sarasota County CRS Coordinator is the facilitator of this plan to track, implement, and manage the program.

Each year, the PPI Committee considers county-wide flood issues, evaluates who needs to be informed about flood related topics and how that information should be transmitted, and reviews the inventory of projects that are underway. Formation of the Committee and preparation of the PPI plan followed the steps outlined in the 2013 CRS Coordinators Manual, Section 330, Developing a Program for Public Information. The current updated Committee members are shown in Figure 1 on the following page. The list includes their affiliations and their current position.

In 2020, the nation was challenged with the Covid-19 pandemic. For Sarasota County's CRS Program, the primary challenge was how to best provide messaging to the public because there were no in-person workshops or meetings. Some projects that we implement annually were unaffected by these challenges, while others were greatly affected and temporarily discontinued. Although in-person workshops and public meetings were canceled to comply with Centers for Disease Control (CDC) guidelines, these projects will remain on the list to restart once the CDC lifts these restrictions.

Many communities have dealt with the restrictions by increasing digital outreach. Sarasota County is developing a digital video for the Flood Protection and Flood Grant workshops. When in-person workshops resume, this video will remain available online for citizens that don't travel or have time constraints.

COMMITTEE MEMBERS

Table 1: 2020 PPI Committee Members, Affiliations and Departments

NAME	AFFILIATION	DEPARTMENT
Donna Bailey	Sarasota County	Public Works Stormwater
Ed McCrane	Sarasota County	Emergency Services
Robert Laura	Sarasota County	Public Works Stormwater
James Linkogle	Town of Longboat Key	Public Works
Todd Kerkering	City of Sarasota	Emergency Services
Cindy Cahill	City of Sarasota	Stormwater
Christina Rimes	City of Venice	Engineering/Stormwater
Elizabeth Wong	City of North Port	Stormwater
Katherine Howington	Sarasota County / Bankers Ins	Insurance Agency
Sherry Bitner	Sarasota County / RE Financial	Mortgage Broker
Darcy Young	Sarasota Bay Estuary Program	Director Planning/Comm
Neil Fleet	Town of Longboat Key/AMI-Bay	Property Management
Don Hermey	City of Sarasota/Mote Marine	Env Health & Safety
Christina Pitchford	Sarasota County/Realtor Association of Sarasota and Manatee	Realtor
Dean McConville	City of North Port/State Farm	Insurance Agency
Mary Elizabeth Petty	City of Venice/AAA Insurance	Insurance Agency
Mark Hawkins	City of Venice/Hawks Nest Const	Contractor
Paul Semenec	Sarasota County	Public Works Stormwater
Claire Aronson	Sarasota County	Communications
Kathleen Weeden	City of Venice	Alternate
Thomas Sacharski	City of North Port	Alternate
Mary Foster	City of North Port/State Farm Ins	Alternate
Alan Fish	City of North Port/VBF Surveying	Alternate
Barbara Lockhart	City of North Port/Advisory Board	Alternate
Pete Travis	Sarasota County/Torrent Corp	Alternate
Jessica Williams	Sarasota County/We Are Floods Ins	Alternate
Sharon Gould	Sarasota County/Realtor	Alternate
Kathy Kelly Ohlrich	Sarasota County/CCNA	Alternate
Michael Dexter	SBEP	Alternate

THE NATIONAL FLOOD INSURANCE PROGRAM (NFIP)

The CRS program is part of the NFIP and is a voluntary incentive program that recognizes and encourages community floodplain management activities that exceed the minimum requirements of the NFIP. Activities implemented through the CRS program provide credit scores. These scores along with specific program prerequisites, are used to determine a community's classification. The classification determines the amount of flood insurance discount a community will receive. The possible classifications in the CRS program range from class 10 with no flood insurance discounts, to the highest class 1 with the most flood insurance discounts.

FLOOD INSURANCE RATE MAP (FIRM)

Official map of a community on which FEMA has delineated the Special Flood Hazard Areas (SFHAs), the Base Flood Elevations (BFEs) and the risk premium zones applicable to the community. The BFE is the elevation of surface water resulting from a flood that has a 1% chance of equaling or exceeding that level in any given year. The BFE is shown on the Flood Insurance Rate Map (FIRM) for zones AE, AH, A1–A30, AR, AR/A, AR/AE, AR/A1– A30, AR/AH, AR/AO, V1–V30 and VE.

Newly developed FEMA FIRM maps will introduce a new high-risk flood zone known as the Coastal A Zone (CAZ). This area is still considered an AE flood zone but includes the risk of breaking waves from 1.5' to 3'. These areas are demarcated by a line called the LiMWA or the Limits of Moderate Wave Action. These areas will have a higher flood insurance rating than a typical AE flood zone.

Flood mapping is an important part of the NFIP, as it is the basis of the NFIP regulations and flood insurance requirements. FEMA's flood mapping program is called Risk Mapping, Assessment, and Planning, or Risk MAP. FEMA maintains and updates this data through flood maps and risk assessments.

SPECIAL FLOOD HAZARD AREA (SFHA)

The SFHA is a high-risk area identified on the FEMA FIRMs and defined as land within a 1 percent chance of flooding in any given year. Land in the SFHA is identified by zones that start with the letters A and V. Land outside of the SFHA is identified by zones that start with the letter X.

Development in the SFHA must comply with the local community's flood ordinance. Flood insurance is required for residential and commercial buildings in the SFHA with federally backed mortgages. This is referred to as the Mandatory Purchase Requirement.

UNINCORPORATED SARASOTA COUNTY

Sarasota County has participated in the CRS program since 1992. By implementing comprehensive floodplain management activities, Sarasota County has been rated as a Class 5 community since 2007. The result of this classification means Sarasota County property owners with NFIP insurance receive a discount annually of up to 25% for high-risk properties in the high-risk SFHA and up to a 10% discount for properties located outside the SFHA. This represents an annual savings of approximately \$7 million dollars to the property owners of Sarasota County.

THE CITY OF SARASOTA

The City of Sarasota has participated in the CRS program since 1992 to reduce flood insurance rates for City property owners. The City is rated a Class 6 community, which represents approximately \$2 million dollars in annual savings to City property owners with NFIP policies. This classification reduces NFIP flood insurance policies for high-risk properties in the SFHA by 20% and by 10% for properties outside the SFHA. The City encourages everyone to have flood insurance, even in low risk areas. Always remember: Flood water has no boundary!

THE TOWN OF LONGBOAT KEY

The Town of Longboat Key has participated in the Regulatory phase of the NFIP since July 30, 1971. The Town entered the CRS program in October 1991 and began receiving insurance discounts as a Class 9 Community, and then upgraded three times during the Town's CRS program history to a status of a Class 5 Community in May 2016. However, the Town was retrograded to a Class 6 Community in May of 2020, due to FEMA and Insurance Service Office (ISO) policy regulating the program for Coastal Barrier Islands without rivers or streams. A CRS Class 6 allows property owners to be eligible for NFIP flood insurance discounts of 20% for property located in the SFHA and up to 10% outside the SFHA. However, as a Class 6 Community, property owners continue to receive an average discount of \$208 per policy for an annual community savings of \$2,056,792.

THE CITY OF NORTH PORT

The City of North Port has participated in CRS since 1992. North Port is currently a Class 5 community as of May 1, 2020. A CRS Class 5 allows residents to be eligible for NFIP flood insurance discounts of 25% in high-risk areas and 10% in medium and low-risk areas. This represents a current savings of \$42,635 to North Port residents every year.

THE CITY OF VENICE

The City of Venice has participated in CRS since 1991 and became a Class 6 community in 2005. A Class 6 allows property owners to be eligible for NFIP flood insurance discounts of 20% for property located inside the SFHA, and up to 10% for property located outside the SFHA. This represents a current savings of \$627,592 to Venice property owners every year.

FEDERAL FLOOD INSURANCE ASSESSMENT REVIEW

During 2020, the unified PPI committee worked on developing a unified flood insurance promotion plan. This collaboration allows the communities within Sarasota County to review national flood insurance policies throughout the county. The Committee also developed coordinated outreach messaging to areas where national flood insurance policies are deficient.

Since the communities receive data directly from the NFIP, they are only able to review and develop a plan based on data from those policies. This flood insurance promotion plan will include a ranking of areas based on the number of policies versus the risk of flood. The areas with lower numbers of flood insurance policies in the higher-risk flood

zones “A” or “V”, are given the highest priority for outreach. Detailed flood insurance data will be reviewed in the unified flood insurance promotion plan. This plan requires an annual evaluation report and therefore has been removed from this report.

Each community will have an individual report as an overall report for the entire area. The report will be sent to ISO for their review, as well as CRS activity scoring, to solicit comments or recommendations. For more detailed information regarding the NFIP and the flood insurance policies in your area, please visit each communities' website to see when the reports will be available. When completed, the full report will be available at <https://www.scgov.net/> keyword, Flood Insurance Promotion Plan.

FLOOD MAP UPDATES

Preliminary Flood Insurance Rate Maps (FIRMs) were released on December 31, 2019 as part of the FEMA Risk Mapping, Assessment, and Planning (Risk MAP) program for Sarasota County. Sarasota County received these preliminary maps in early January 2020. These preliminary FIRM updates include panels in coastal areas, as well as in the Philippi Creek Watershed, Little Sarasota Bay Watershed, and the Lemon Bay Watershed. Based on these updated preliminary FIRMs, properties may move in and out of SFHA zones when the preliminary FIRMs become effective.

Unincorporated Sarasota County has digitized, detailed flood studies not shown on the current FEMA FIRMs. County staff determined these detailed flood studies used the criteria outlined by FEMA and established the limits of the 1 % (percent) or SFHA zones. These areas are included in our outreach efforts. Shown as the Community Flood Hazard Area (CFHA) on our online flood maps, they can be found at: <https://www.scgov.net/government/public-works/flood-maps>. These flood studies were accepted by FEMA in 2018- 2019. They are incorporated into the preliminary FEMA Risk MAP, that was received by all the communities within Sarasota County on December 31, 2019. These preliminary maps are anticipated to become effective within the next 18-24 months.

In April of 2020, FEMA placed the map review and adoption process on hold due to the pandemic. In the meantime, the PPI Committee moved forward with the development of the Unified Flood Insurance Promotion Plan so refer to that plan as no flood insurance assessment will be made in this report.

PROJECTS REVIEW

Through the process of developing the PPI, the Committee developed projects aligned with the six required CRS topics, as well as three additional topics outlined as goals. It identified 20 target audiences to whom the outreach messages should be delivered.

The following are the nine goals and key messages of the PPI. The first six goals are a requirement of the CRS program. Initiating the PPI program allows us to implement additional goals which are shown as seven through nine.

1. **Increase flood hazard awareness.**
 - Discover flood risks in your area.
2. **Encourage flood insurance coverage.**
 - Purchase flood insurance for your home or business.
 - Purchase renters flood insurance.
3. **Protect people from flood hazards.**
 - Turn around, don't drown.
 - Stay connected by signing up for the County's CodeRED system
 - Make a plan for emergencies, be prepared.
4. **Protect property.**
 - Keep debris out of driveway culverts or ditches and maintain your drainage swales (Only rain down the drain!).
5. **Build responsibly.**
 - Obtain required permits before starting any home repair, improvement, or construction.
 - Be aware of the substantial improvements rule.
6. **Protect the natural functions of floodplains.**
 - Use low impact development (LID) such as rain barrels, bioretention systems, green roofs, pervious materials, and non-invasive vegetation on your property.
7. **Encourage hurricane preparations.**
 - Make a plan and know your evacuation level.
8. **Educate people about flood economics.**
 - Build with the future in mind.
9. **Inform people about how sea level rise will affect our community.**
 - Reduce your exposure to the effects of sea level rise.

Table 2: Key Sheet - Target Audiences

Audience		Description
A	Residents and businesses in Repetitive Loss Areas	This audience should understand their surroundings and the likelihood of floods. Insurance is strongly recommended.
B	Residents and businesses in the Special Flood Hazard Area	This audience should become aware of their high risk. Insurance is strongly recommended and often required (with a mortgage).
C	Residents and businesses in flood-prone areas	This audience should become aware of their high risk and insurance is strongly recommended.
D	Residents and businesses in the storm surge area	This audience should become aware of their high risk and insurance is strongly recommended.
E	Residents and businesses in moderate- to low-risk flood areas (Shaded X zones)	This audience should understand that although they are not in high-risk areas, there is still a potential to flood, and insurance is recommended. These areas submit over 20 percent of NFIP claims and receive one-third of disaster assistance for flooding.
F	Community Association Institute (SWFL Chapter)	Membership includes condominium, cooperative and homeowner associations. The association can disseminate flood hazard information to their members.
G	Homeowners associations	Associations can education their constituents about flood risk, building properly and insurance.
H	Mobile homes associations	Associations can education their constituents about flood risk, building properly and insurance.
I	Condo Owners associations	Associations can education their constituents about flood risk, building properly and insurance.
J	Real estate professionals	These professionals are in contact with clients that are purchasing or renting properties. They will benefit from flood-related outreach and may relay information to their clients.
K	Real estate buyers	Individuals purchasing or renting property should be made aware of their flood risk and insurance options.
L	Insurance agents	These professionals are in contact with clients that are purchasing or renting properties. They will benefit from flood-related outreach and may relay information to their clients.
M	Lenders	These professionals are in contact with clients that are purchasing or renting properties. They will benefit from flood-related outreach and may relay information to their clients.
N	Mortgage Brokers	These professionals have direct contact with homebuyers.
O	Speakers of other languages	Informational material should be made available in languages other than English.
P	Building contractors and developers	This audience should be kept apprised of floodplain regulations and available county services. They are also in the position to communication information about building with flood risk in mind to their clients.
Q	Architects and/or designers, engineers	Professions responsible for design of homes should be aware of flood risks and insurance requirements.
R	Surveyors	Surveyors need to provide updated information for elevation certificates.
S	County leaders and/or commissioners; Barrier island elected officials	Leaders that can champion the outreach efforts and may have direct input for funding projects.
T	Youths in grades K-8	This sector provides educational opportunities about flood risks.

Table 3: Key Sheet - Messages and Outcomes

Topic		Message		Outcome	
1	Know your flood hazard	A1	Find out your flood risk.	a1	Better prepared and informed resident and businesses
2	Insure your property for your flood hazard	B1	Purchase flood insurance for your home, business or rental.	b1	Increased number of flood insurance policies.
3	Protect people from the flood hazard	C1	Turn around, don't drown.	c1	Saves lives
		C2	Stay connected. Subscribe to County services and social media to receive alerts. Stay tuned to local news channels and radio stations.		
4	Protect your property from the flood hazard	D1	Keep debris out of driveway culverts and ditches and maintain your drainage swales (Only rain down the drain).	d1	Reduced localized flooding.
		D2	Elevate your equipment/utilities	d2	Reduced loss of property and flood insurance claims.
5	Build responsibly	E1	Obtain required permits before starting any home repair, improvement or construction.	e1	Increased compliance and reduced flood loss.
		E2	Be aware of substantial improvement rule.		
6	Protect natural floodplain functions	F1	Keep our waters clean.	f1	Improvement in water quality and natural storage capacity.
		F2	Use Low Impact Development (LID) such as rain barrels, bioretention systems, green roofs, pervious materials, and non-invasive vegetation on your property.		
		F3	Build with conservation in mind; incorporate natural systems into designs.		
7	Hurricane preparedness	G1	Know your evacuation level.	g1	More residents evacuating when necessary.
		G2	Have a plan.	g2	Minimized damage and injury.
		G3	Storm surge can occur without hurricane force winds.		
8	Flood economics	H1	Floods can be costly to individuals, families, and communities.	h1	Improvement in building standards.
		H2	Build with the future in mind.	h2	Reduced loss of property.
		H3	Insurance rates are not static.	h3	Reduced number of claims.
9	Sea level rise	I1	Plan for sea level rise	i1	Increased awareness and planning.
				i2	Reduced impact to life, property, health, and safety.
				i3	Reduced impact to economy.

ADDITIONAL PROJECTS INFORMATION

The Committee recommends continuing the current outreach projects as well as adding the following new project(s):

- Floody the Frog Children’s Outreach Initiative with the proposed activity:
 - Regional (Tampa Bay area) adoption of Floody the Frog into a children’s initiative and first annual Flood Reporter Newsletter.

OUTREACH PROJECTS

No outreach projects were discontinued because they were determined to be ineffective or not feasible to implement. There were projects that were canceled or placed on hold due to the pandemic, that will be restarted once the CDC lifts restrictions.

The PPI Committee will continue to implement and refine the PPI so that flood insurance is seen as a necessity and the efforts put forth by the Committee will help keep it affordable.

APPENDIX A: Project List and Recommendations

The current project list was reviewed by the PPI Committee and the recommendations and/or changes for 2021 are noted in red.

APPENDIX B: Committee Meetings

The quarterly meeting summaries and attendees are included in Appendix B. Note that the first two meetings of 2020 were canceled due to the pandemic. Two PPI Committee meetings were held through Microsoft Teams and the meetings were open to the public. Notes from the meetings are included as well.

This evaluation report was submitted to the Sarasota County BCC on_____, 2021.

APPENDIX A

2021 PROJECT LIST REVIEW AND RECOMMENDATIONS

Figure 1 - PPI PROJECTS LIST

Project	Project Description	Audiences	Messages	Anticipated Outcomes	Jurisdictions	Distribution	Stakeholders	Related CRS Activities	2021 Recommendations (Changes in Red)
PROJECTS LIST									
1	Flood Protection Website – Water-Atlas	ALL	ALL	ALL	Sarasota County	Online	N/A	310, 320, 330, 340, 350	Created, continue updating content when needed.
2	Flood Protection Social Media	ALL			ALL	Social Media Blasts, 4 x year	N/A	330	Continue social media blasts. Recommend increasing to 6 x year.
3	Flood Flyer	ALL	A1, B1, C1, C2, D1, D2, E1, E2, F1, G1, G2	a1, b1, c1, d1, d2, e1, f1, g1, g2	ALL	Advertise in phone book, once/year	N/A	540	Continue to advertise annually.
						Publish in the Herald Tribune, once/year.			Continue to advertise annually.
						Send to Municipalities, once/year			Continue to send updated flood flyers when appropriate
4	Flood Information Workshops	ALL			ALL	Public Workshops, 10 times/year. Increase to 30+ year.	N/A	330	These workshops were canceled to meet CDC guidelines for the pandemic. They will be restarted once the CDC lifts these restrictions.
5	Online Flood Zone Locator Application	ALL			ALL	Online	N/A	320, 350	Continue to keep online and add updates when needed. The preliminary maps were added for the public to view alongside the current effective maps.
6	Flood Response Preparation Media Release Messages	ALL	A1, B1, C1, C2, D1, D2, G1, G2, J1, J2	a1, b1, c1, d1, d2, g1, g2, j1, j2, j3	ALL	TV and Radio, once/year	N/A	332.b	We continue to have media release messages for FRP tied to Hurricane Season
7	Flood Response Preparation Access Sarasota TV Crawls	ALL	A1, B1, C1, C2, D1, D2, G1, G2, J1, J2	a1, b1, c1, d1, d2, g1, g2, j1, j2, j3	ALL	TV, 4 x year	N/A	330, 600	We continue to have TV Crawls for FRP tied to Hurricane Season.

Project	Project Description	Audiences	Messages	Anticipated Outcomes	Jurisdictions	Distribution	Stakeholders	Related CRS Activities	2021 Recommendations (Changes in Red)
8	Flood Response Preparation Social Media	ALL	A1, B1, C1, C2, D1, D2, G1, G2, J1, J2	a1, b1, c1, d1, d2, g1, g2, j1, j2, j3	ALL	Social Media Blasts, once/year	N/A	330, 600	We continue to have social media blasts for FRP tied to Hurricane Season.
9	Add flood risk information to property appraiser records	ALL	A2	a2	ALL	Online	Property Appraiser	330, 442,	Added in 2018. We continue to update flood data to property record cards.
10	Newsletter from elected officials	ALL	ALL	ALL	LBK, Venice, North Port	Newsletter, once/year	Elected Officials	370	Discuss feasibility to implement this project county-wide in 2021. Working on developing this as part of the Flood Insurance Promotion Plan.
11	Property Protection Advice	ALL	D1, D2, E1, E2	d1, d2, e1	Sarasota County	Telephone calls from public regarding floods, mapping, insurance, elevation certificates, etc.		360	We continue to advertise staff visits available to citizens for flood mitigation options. Sarasota County staff answered 590 phone calls from citizens last year as well as numerous emails. Staff performed site visits to four homes to provide flood mitigation options. Phone calls were up substantially from the year before where 363 phone calls were answered.
12	Parks Flyers	Targeted	F1, F2	f1	LBK, North Port	flyer, 4 x year		330	Discuss feasibility to implement this project county-wide in 2021.
13	Repetitive Loss Areas Letter	Targeted	A1, B1, C1, C2, D1, D2, E1, E2, G1, G2, H1, H2, J1, J2, J3, J4	a1, b1, c1, d1, d2, e1, g1, g2, h1, h2, h3, j1, j2, j3	ALL	Mailout, once/year		330, 512	We continue to send notification letters to our RL areas promoting methods of mitigation.

Project	Project Description	Audiences	Messages	Anticipated Outcomes	Jurisdictions	Distribution	Stakeholders	Related CRS Activities	2021 Recommendations (Changes in Red)
14	CCNA Presentation given by Emergency Operations Center (EOC)	Targeted	ALL	ALL	Sarasota County	Presentation, once/year		330	Continue to give annually. Reschedule when CDC lifts restrictions.
15	Neighborhood Environmental Stewardship Team (NEST) Presentation	Targeted	ALL	ALL	Sarasota County	Presentation, once/year		330	Continue to give annually.
16	Educate real estate agents about flood zones and resources available at the County and within municipalities	Targeted	A1, B1	a1, b1	ALL	Newsletter, once/year	Real Estates Professionals	330	We continue to reach out to Real Estate Agents through Newsletters sent through email.
17	RASM on the Road	Targeted	A1, B2	a1, b2	Sarasota County	Community Meetings, once/year	Real Estates Professionals	330	This was canceled due to the pandemic. We will restart these once the CDC lifts restrictions.
18	Educate real estate agents about appropriate types/levels of flood insurance	Targeted	A1, B2, H1, H2, H3	a1,b2, h1, h2, h3	Sarasota County	Annual Workshop	Insurance Professionals	330	We will try to schedule the first workshop later this year. Depending on CDC Guidelines, we may make a virtual workshop.
19	Flood Disclosure and Information Brochure	ALL	A1, B1, F1, F2, G1, G2	a1, b1, f1, g1, g2	Venice, North Port	Brochure, 4 x years	Real Estate Professionals; Insurance Professionals; Lenders	340	Recommend developing this brochure community-wide by 2021-2022.
20	Training for Online Map Services	ALL	A1, B1	a1, b1	Sarasota County	Annual Workshop	Real Estate Professionals; Insurance Professionals	330, 350	This is included in our regular workshops. Recommend creating a workshop dedicated to just training for the online map
21	Flood Brochure and information for savings in flood insurance	ALL	A1, D2, E1, E2, F1, F2, F3, H1, H2, H3	a1, b1, d2, e1, f1, h1, h2, h3	LBK, Venice, North Port	Newsletter, once/year	Insurance Professionals	370	Recommend implementing this project county-wide by 2021-2022.

Project	Project Description	Audiences	Messages	Anticipated Outcomes	Jurisdictions	Distribution	Stakeholders	Related CRS Activities	2021 Recommendations (Changes in Red)
22	Encourage Elevation Certificates	Targeted	A1, D2, E1, E2, F1, F2	a1, d2, e1, f1	ALL	Newsletter, once/year		330	We give recommendations and log our calls through our flood hotline.
23	Flood Insurance Promotion Plan	ALL	B1	b1	ALL	Mailout in tiered priority levels, once/year	Insurance Professionals	370	Recommend the committee implement an insurance plan by late 2021. The committee is currently working on the plan and expect it to be on schedule.
24	Flood Insurance Promotion Letter	ALL	B1	b1	ALL	Mailout, once/year	Insurance Professionals	330, 370	Sent with annual RL notification letters.
25	Educate elected officials about flood topics	Targeted	ALL	ALL	LBK, Venice, North Port	Annual Workshop		330	Recommend implementing this project county-wide by 2021-2022.
26	Host FFMA Elevation Certificate Workshops	Targeted	D2, E1	d2, e1	Sarasota County	Annual Workshop		330	Scheduled for 2020 but was canceled due to pandemic. Will reschedule when CDC lifts restrictions.
27	Floody The Frog, Flood Mascot-Children's Initiative	Targeted	A1, C1, G2	c1, g2	ALL	Local Libraries, Elementary School Libraries, Interactive Website	Teachers, Parents	330	We continue to promote Floody the Frog and flood protection targeted to children. There is an ongoing initiative across the region to incorporate Floody the Frog into a children's outreach program for schools.
28	Flood Zone Determination Letter	Targeted			Sarasota County	Individually, via email or postal		330, 340	We continue to provide this service to citizens on request.

APPENDIX B

2020 UNIFIED PPI COMMITTEE MEETINGS

This last year presented unique challenges for many communities across the nation as we all were suddenly dealing with a pandemic and how to continue 'business as usual' tactics with no in-person meetings.

Our PPI Committee meetings in March and in June were both canceled due to the pandemic restrictions, and we organized a way to conduct meetings while many of us were working remotely.

After some trial and error, in September we were able to resume our meetings using an online venue and have been able to send the Flood Insurance Promotion Plan report for comments with little difficulty.

The following pages include our agenda and notes for the meetings held in September and December 2020.

Figure 2: PPI Committee Meeting Notes 9-9-2020



NOTES

**UNIFIED PROGRAM FOR PUBLIC INFORMATION (PPI)
COMMITTEE MEETING**

September 9, 2020

TEAMS MEETING ONLINE – LINK AVAILABLE IN THE INVITATION EMAIL

INVITEES:

Official Members	Representing
Donna Bailey, dabailey@scgov.net	Public Works, Sarasota County
Ed McCrane, emccrane@scgov.net	Emergency Services, Sarasota County
Steve Hardy, shard@scgov.net	Communications, Sarasota County
James Linkogle, jlinkogle@longboatkey.org	Public Works, Town of Longboat Key
Todd Kerkering, Richard.Kerkering@sarasotaFL.gov	Emergency Services, City of Sarasota
Cindy Cahill, Cynthia.Cahill@sarasota FL.gov	Flood Zone Specialist, City of Sarasota
Kathleen Weeden, kweeden@venicegov.com	Engineering, City of Venice
Elizabeth Wong, ewong@cityofnorthport.com	Stormwater, City of North Port
Stakeholder Members	Representing
Katherine Howington, katherine@sigflood.com	Sarasota County, Bankers Insurance
Sherry Bitner, sherryb@verizon.net	Sarasota County, RE Financial Services, Inc.
Darcy Young, darcy@sarasotabay.org	Sarasota Bay Estuary Program
Neil Fleet, nfleet@amiwra.com	Town of Longboat Key, AMI-Bay Isles
Don Hermey, dhermey@mote.org	City of Sarasota, Mote Marine
Christina Pitchford, christina@yourhometownconsultant.com	Realtor Association of Sarasota & Manatee
Carl Shoffstall, carlS@Floridaplaystructures.com	Sarasota County, Coalition of City Neighborhood Associations
Dean McConville, dean.mcconville.p6je@statefarm.com	City of North Port, State Farm Insurance
Mary Elizabeth Petty, mepetty@venicegov.com	City of Venice, AAA Insurance
Mark Hawkins, mhawkins@venicegov.com	City of Venice, Hawks Nest Construction



Additional Resource Staff or Alternates	Representing
Paul Semenec, psemenec@scgov.net	Public Works, Sarasota County
Des Companion, dcompani@scgov.net	Public Works, Sarasota County
Claire Craigmile, ccraigmile@scgov.net	Communications, Sarasota County
Thomas Sacharski, tsacharski@cityofnorthport.com	City of North Port
Mary Foster, mary.foster.hzp4@statefarm.com	City of North Port, State Farm Insurance
Alan Fish, landsurveyor@vbfainc.com	City of North Port, VBF Surveying
Barbara Lockhart, bml3220@gmail.com	City of North Port, North Port Canal Watch Group & Environmental Advisory Board
Brice Ferguson, bferguson@sggov.net	City of Venice
Pete Travis, pete.travis@torrentcorp.com	Sarasota County, Torrent Corporation
Jessica Williams, jessica.williams@weareflood.com	Sarasota County, We Are Flood Insurance
Sharon Gould, sharon.gould@floridamoves.com	Sarasota County, Realtor
Kathy Kelley Ohlrich, kkohlrich@gmail.com	Sarasota County, Coalition of City Neighborhood Associations
Michael Dexter, michael@sarasotabay.org	Sarasota Bay Estuary Program

Purpose of today’s meeting and Introductions.

1. **PPI Evaluation Report approved by the Board of Commissioners June 3, 2020**
 - a. Report available online
Other communities have had their evaluation reports approved by their governing board.

2. **DRAFT Flood Zone Workshop Presentation Review – transitioning from in-person to online**
 - a. Review each slide and notes
Committee discussed the slides and the overall layout. Recommendations were made on various types of software available to create the workshop.
 - b. Provide comments by the end of September
Committee members will provide any comments by the end of September for our next meeting.

3. **DRAFT Flood Insurance Promotion Plan Review**
 - a. Provide comments by November 15th
During the review of the Flood Insurance Promotion Plan, it was decided that all other municipalities would like to be included and make this a unified flood insurance promotion plan. Members were notified of the restrictions on the data that we can review as a committee and the requirement to comply with the federal privacy act of 1974.
We agreed to review the following in the plan:



- *Flood insurance maps that give the number of policies within an area of high-risk with flood zones shown on map (no specific data will be shown)*
 - *Flood insurance tables that show pre-FIRM; post-FIRM; occupancy type; total bldgs. In the SFHA; bldg. types in the SFHA*
 - *Current projects vs proposed projects*
 - *Phased approach*
 - *Additional content regarding flood insurance purchase for owners, renters, etc.*
- ~~b. Final DRAFT presented at our December meeting~~
Municipalities will now send me their flood data so we can move this flood insurance promotion plan from a single community report to a unified report. We will try to have a draft report generated for our December 9th meeting.

HANDOUTS:

Agenda
Flood Zone Workshop content
Flood Insurance Promotion Plan

Next Meeting:

December 9, 2020

Figure 3: PPI Committee Meeting 12-9-2020



NOTES

**UNIFIED PROGRAM FOR PUBLIC INFORMATION (PPI)
COMMITTEE MEETING**

December 9, 2020

2:00 – 3:00 p.m.

TEAMS MEETING LINK SENT IN EMAIL INVITATION

INVITEES:

Official Members	Representing
Donna Bailey, dabailey@scgov.net	Public Works, Sarasota County
Ed McCrane, emccrane@scgov.net	Emergency Services, Sarasota County
Claire Craigmile, ccraigmile@scgov.net	Communications, Sarasota County
James Linkogle, jlinkogle@longboatkey.org	Public Works, Town of Longboat Key
Todd Kerkering, Richard.Kerkering@sarasotaFL.gov	Emergency Services, City of Sarasota
Cindy Cahill, Cynthia.Cahill@sarasotaFL.gov	Flood Zone Specialist, City of Sarasota
Kathleen Weeden, kweedden@venicegov.com	Engineering, City of Venice
Elizabeth Wong, ewong@cityofnorthport.com	Stormwater, City of North Port
Christina Rimes, Crimes@venicegov.com	City of Venice
Stakeholder Members	Representing
Katherine Howington, katherine@sheallyinsurancegroup.com	Sarasota County, Sheally Insurance Group
Sherry Bitner, sherryb@verizon.net	Sarasota County, RE Financial Services, Inc.
Darcy Young, darcy@sarasotabay.org	Sarasota Bay Estuary Program
Neil Fleet, nfleet@amiwra.com	Town of Longboat Key, AMI-Bay Isles
Don Hermey, dhermey@mote.org	City of Sarasota, Mote Marine
Christina Pitchford, christina@yourhometownconsultant.com	Realtor Association of Sarasota & Manatee
Carl Shoffstall, carlS@Floridaplaystructures.com	Sarasota County, Coalition of City Neighborhood Associations
Dean McConville, dean.mcconville.p6je@statefarm.com	City of North Port, State Farm Insurance
Mary Elizabeth Petty, mepetty@venicegov.com	City of Venice, AAA Insurance
Mark Hawkins, mhawkins@venicegov.com	City of Venice, Hawks Nest Construction

Additional Resource Staff or Alternates	Representing
Paul Semenech, psemenech@scgov.net	Public Works, Sarasota County
Claire Craigmile, ccraigmile@scgov.net	Communications, Sarasota County
Thomas Sacharski, tsacharski@cityofnorthport.com	City of North Port
Mary Foster, mary.foster.hzp4@statefarm.com	City of North Port, State Farm Insurance
Alan Fish, landsurveyor@vbfainc.com	City of North Port, VBF Surveying
Barbara Lockhart, bml3220@gmail.com	City of North Port, North Port Canal Watch Group & Environmental Advisory Board
Brice Ferguson, bferguson@sggov.net	City of Venice
Pete Travis, pete.travis@att.net	Sarasota County, Torrent Corporation
Jessica Williams, jessica.williams@weareflood.com	Sarasota County, We Are Flood Insurance
Sharon Gould, sharon.gould@floridamoves.com	Sarasota County, Realtor
Kathy Kelley Ohlrich, kkohlrich@gmail.com	Sarasota County, Coalition of City Neighborhood Associations
Michael Dexter, michael@sarasotabay.org	Sarasota Bay Estuary Program

Purpose of today's meeting and Introductions:

1. Review of the DRAFT Flood Insurance Promotion Plan

- a. Review the layout and vote to approve by members
Members reviewed the layout and approved
- b. Review any comments
Comments were discussed and no real issues were noted although we did discuss the need to be compliant with the privacy act regarding the insurance data. Elizabeth asked about the breakdown of policies inside/outside the SFHA. Private insurance vs NFIP insurance (self-funding). Khan suggested we include content about the importance of keeping continuous coverage.
- c. Discuss where to annex the plan – FMP vs LMS
The overall consensus was to annex the plan to the LMS.
- d. Possible timeline for plan – ISO review is up to 45 days, and then Board Adoption
It is the intent of this committee to complete the document and present to ISO for approval by the end of March 2021 with the hopes to be able to take it to the Board by late Spring 2021.

2. Community updates

- a. Discuss any new outreach projects
Due to the pandemic, all public outreach has been shelved temporarily and will be resumed when the CDC lifts its restrictions.
- b. Discuss any ideas for outreach for 2021
All ideas for outreach were digital in nature with a small discussion about the digital workshops again. No timeframe has been established for this project.



HANDOUTS:

Agenda

DRAFT of the Flood Insurance Promotion Plan

Action Items:

Municipalities will submit revised content showing their local information for the report.

Next Meeting:

March 2021