



City of Pompano Beach, Florida

Program for Public Information (PPI) 2018

Background

The City of Pompano Beach has developed an outreach program to educate the community concerning matters pertaining to floodplain management and to highlight its importance to the community.

In October 1993, the City of Pompano Beach qualified for the Community Rating System (CRS) Program. CRS is a part of the National Flood Insurance Program (NFIP). It provides reductions to flood insurance premiums in participating communities. The reductions are based on community floodplain management programs, including public information activities. To keep those discounts, communities must continue to implement their programs and provide status reports to the NFIP each year. Since its entrance into the CRS Program, the City has prioritized the dissemination of flood-related information to its residents and businesses.

The City of Pompano Beach also values matters of environmental concern. To this end, it has emphasized not only the life and property protection components of floodplain management but also the natural and beneficial functions of floodplains and the maintenance of open space. Furthermore, it continues active compliance with the MS4 program (Municipal Separate Storm Sewer Systems). The MS4 program is part of the US Environmental Protection Agency's efforts to reduce pollution caused by untreated stormwater runoff.

The City is pleased that its efforts can not only prove beneficial to the Pompano Beach community through mitigation of the hazardous effects of flooding, but they can also prove beneficial in maximizing credit in the CRS program by conforming to the PPI standard outlined in the *2017 CRS Coordinator's Manual*.

PPI Committee

The City's Program for Public Information Committee is composed of key individuals representing applicable departments in the City as well as key community stakeholders representing a range of the City's citizens and businesses. The PPI Committee met two times to develop a Program for Public Information:

- October 5, 2017
- November 30, 2017

This document, which embodies the results of the PPI Committee's work, will serve as the community's guide to implement and expand the effectiveness of dissemination of floodplain management information to its public.

Meetings were held at the Development Services Conference Room 300 in City Hall. The PPI Committee members include five stakeholders and five City staff members, two of whom are Certified Floodplain Managers.

City of Pompano Beach Stakeholders:

Dirk Dejong, Furman Insurance Mr. DeJong serves as the CEO of Frank H. Furman Insurance Agency. He is the past president of the Pompano Beach Chamber of Commerce and the past chairman of the Florida Association of Insurance Agents (FAIA). Mr. Dejong currently serves on the board of directors of the Council of Insurance Agents and Brokers (CIAB) in Washington, D.C.

Ric Green, Chamber of Commerce Mr. Green serves as CEO/President of the Greater Pompano Beach Chamber of Commerce. The Greater Pompano Beach Chamber of Commerce is a business organization of over 600 business and professional people who have joined together for the purpose of promoting the civic, commercial, and economic progress of the community.

Fred Stacer, Building Contractor Mr. Stacer, a state certified building contractor since 1982, has built in approximately 11 counties in Florida, including residential, commercial and industrial projects. Mr. Stacer has served as the chairman of the Pompano Planning and Zoning Board, and member of the East CRA advisory board.

Joe Usman, Building Contractor G.H. Joe Usman is owner of Alltech Construction and Management Services, Alltech Engineering Services and Palm Aire Realty Group. He has served the community as a developer for many years and is Past Chairman of P.E.G. He is also I.C.C. Certified Building Officer.

Judy Vik, Pompano Pelican Newspaper Ms. Vik is a staff writer for the Pelican, a weekly newspaper that covers seven north Broward County cities. She writes news and feature articles. Ms. Vik also serves as a board member of the Cresthaven Civic Association in Pompano Beach.

City of Pompano Beach Staff:

Sandra King, Public Communications Officer Ms. King serves as the City's Director of Communications and Marketing. With over 30 years of government, media and management experience she writes all citywide press releases and serves as spokesperson for city and fire department. Ms. King is responsible for communicating to the public utilizing news media, government access television station, 40-page magazine, website, citizen E-newsletter and social media.

Michael Rada, Structural Chief / Floodplain Manager, CFM Mr. Rada serves as the City's Chief Building Inspector and Floodplain Administrator. In addition to being a Certified Floodplain Manager, he holds the following state certifications: Building Code Administrator, Standard Building Plans Examiner, Standard Building Inspector, and Certified General Contractor.

Kimberly Spill-Cristiano, Emergency Manager, MA, CEM Ms. Cristiano serves as Emergency Manager for the City of Pompano Beach, Department of Fire Rescue, ISO Class 1 Fire Department. Ms. Cristiano is a Certified Emergency Manager through the International Association of Emergency Managers (IAEM). With an expansive emergency management career working on the federal, state, and local levels of government in all phases of disasters, she manages the City's all-hazard emergency management program and currently serves as the Chairperson for the Southeast Regional Domestic Security Task Force Emergency Management Work Group.

Michael Taylor, Utilities Mr. Taylor, Stormwater Supervisor, oversees the City of Pompano Beach Stormwater program. His responsibilities include overseeing the maintenance for all the stormwater underground infrastructure, handling the NPDES permit for the MS4, and addressing flood emergencies from rain events. Mr. Taylor has many different certifications throughout different stormwater associations.

Paola West, Principal Planner / CRS Coordinator, CFM, ISA CA Ms. West serves as the City's Principal Planner and CRS Coordinator. In this capacity, she oversees Zoning, Site Planning, and new development applications for the City of Pompano Beach. Ms. West is a Certified Floodplain Manager, as well as a Certified Arborist.

CRS Max Consultants, Inc. served as facilitator in the development of the PPI.



Pictured left to right: Michael Rada, Sandra King, Dirk Dejong, Paola West, Fred Stacer, Joe Usman, Judy Vik, Michael Taylor
Not pictured: Ric Green and Kimberly Spill-Cristiano

Assessment of Public Information Needs

After a brief introduction to the National Flood Insurance Program and the Community Rating System, the committee began by assessing the community's public information needs pertaining to the local flood hazard.

In the City of Pompano Beach intense or prolonged, concentrated rain is the primary cause of localized flooding. Major rainfall events occur in association with hurricanes, tropical storms, and thunderstorms associated with frontal systems. This overabundance of rainfall creates saturated soil conditions, after which additional rain causes surface ponding or an overflow of catchment canals and ponds. This can result in street and yard flooding, which is regarded as nuisance flooding. Flood damage to buildings has historically been significant, as confirmed by the fact that there are 24 Repetitive Loss Properties.

Utilities representative Michael Taylor helped the committee review some of the most significant areas of flooding in the City. The ensuing discussion resulted in the designation of several target areas.

Target Areas:

The committee agreed that, while it is important that the whole community receive public information pertaining to flooding, there are some areas and groups that particularly need to be targeted.

1. Target Area #1: Properties within the Repetitive Loss Areas: Any area that has been subject to repetitive losses from flooding, as defined by the NFIP, needs to be especially targeted for public information. A special outreach project entailing an advisement to the properties in these areas in the City will continue to be undertaken. The four advisements specified in the 2017 CRS Coordinator's Manual will be included.
2. Target Area #2: Coastal Areas: Properties located on the City's barrier island are deemed to be especially vulnerable because they are not only subject to the flooding events resulting from heavy rain but also from storm surges and tidal events.

3. Target Area #3: Flood-prone Areas along Dixie Highway. There are several flood-prone areas along Dixie Highway. In light of this vulnerability, these areas should be recipients of targeted outreach.
4. Target Area #4: Avondale Community. The Avondale community is another area that tends to be flood-prone and would benefit from targeted outreach.
5. Target Area #5: John Knox Village: John Knox Village, a retirement community adjacent to I-95, is known for flooding, particularly in the parking lot. Because parking lot flooding is considered nuisance flooding, rather than the flooding of buildings, which is of greatest concern to the NFIP, this area will not be as highly prioritized as the other areas.

Target Audiences:

The committee recognized several additional target audiences, other than those characterized by target areas, which need flood-related information.

1. Target Audience #1: Condominium Associations. Because condominium associations typically concern themselves with matters vital to their respective communities, this was determined to be an appropriate target audience.
2. Target audience #2: Homeowner associations: Because homeowner associations, like condominium associations, typically concern themselves with matters vital to their respective communities, this was determined to be an appropriate target audience.
3. Target audience #3: Chamber of Commerce: The Chamber of Commerce has easy access to businesses in the City via social media and email. The fact that its President, Ric Green, is a member of the PPI Committee will facilitate advisements to this target group.
4. Target audience #4: Banks and Mortgage Companies: Banks and mortgage companies can be especially impacted by flooding because of the fiscal exposure they face. Accordingly, this target audience was determined to be important.
5. Target audience #5: Insurance Agencies: Because insurance agencies are central to the National Flood Insurance Program and because they are in a strong position to encourage flood insurance coverage, the committee identified this as a target group.
6. Target audience #6: Real Estate Agencies: Because real estate agencies are key players in the purchase of properties and can encourage flood insurance coverage, the committee identified this audience as a target group.

Included in the assessment of public information was an assessment of the projects which are already being undertaken both by the various departments within the City and by stakeholders and agencies outside the City. A listing of some of the projects conducted by the City or by others is included in Table 1 below.

Table 1. Other Public Information Efforts			
Organization	Project	Subject Matter	Frequency
City of Pompano Beach	City Flood Hazard Brochure	Various flood-related topics	Annually

Table 1. Other Public Information Efforts			
Organization	Project	Subject Matter	Frequency
City of Pompano Beach	Mailings to HOA/Condo Associations	Various topics	As deemed appropriate
City of Pompano Beach	Presentations for HOA/Condo Associations	Various topics	Several times annually
City of Pompano Beach	Handouts and brochures available at various locations	Various flood-related topics	Year-round
City of Pompano Beach	Facebook and Twitter messages	Various flood-related topics	Year-round
	Press releases	Various flood-related topics	As needed
	Website	Various flood-related topics	Year-round
	Map inquiry service	Flood hazard areas, Flood Insurance 101, flood protection	Year-round
	MS4 Projects, Swale and Canal Maintenance, Illegal Dumping Signage, etc.	Take care of your storm drain; protect water quality, no illegal dumping	Year-round
City of Pompano Beach	City Government Access Channel	Mitigate flood damage, flood insurance, protect storm water, prevent flooding and other messages as deemed appropriate	Year-round
South Florida Water Management District	Handouts on water flow and stormwater management	Stormwater management	Available year-round
Local TV Stations	Hurricane preparedness publications	Hurricane preparedness	Annually at beginning of hurricane season
Regional network TV and radio stations	Coverage in hurricane season	Preparation for and response to hurricanes and floods	May - November
Chamber of Commerce	Email blasts to Chamber members	Various topics	Monthly
Florida Power & Light	Hurricane preparedness pamphlet included with monthly bill	Preparation for hurricanes	May

An assessment of flood insurance coverage was also conducted and is discussed later in this report.

Messages and Outcomes

After assessing the Community's flooding information needs, the PPI Committee identified the following as the priority messages. Each message has a desired, measurable, outcome, as shown in Table 2.

Table 2. Messages and Desired Outcomes	
Message	Outcome
1. Know your flood hazard	More map information inquiries
2. Insure your property for flood hazard	Increase in the number of flood insurance policies
3. Protect people from the hazard	Fewer water rescues and police citations for ignoring barricades
4. Protect your property from the hazard	Reduced property loss due to flooding
5. Build responsibly	Reduced number of building department citations
6. Protect natural floodplain functions	Improved water quality as reported in NPDES
7. Be prepared for hurricanes	Reduced property loss from hurricanes
8. Maintain your storm drains	Reduced street flooding events from clogged storm drains
9. Be prepared for storm surge	Increased evacuation in storm events
10. Plan for sea level rise	Increased openness to freeboard restrictions and other regulations intended to prepare for sea level rise

Outreach Projects to Convey Messages

After determining the messages and their desired outcomes, the committee proceeded to identify outreach projects to convey the messages. The PPI Committee identified 36 projects and initiatives that are recommended to be implemented. Many of the projects have already been established and their continued implementation is recommended. Other projects are specific recommendations of the committee that can be implemented to enhance the current outreach program. Table 7, included at the end of this report, represents a compilation of the recommended projects, complete with the assignment as to who is responsible for implementation and when implementation is anticipated.

Some discussion ensued concerning the benefit of utilizing stakeholders to disseminate information. The committee noted that its representative from the Pompano Beach County Chamber of Commerce, Ric Green, can facilitate the dissemination of flood-related information to business members throughout the community. Flood insurance information will be distributed through the area's insurance agencies, including that of the PPI Committee's representative from the insurance profession, Dirk Dejong. In her position with the *Pompano Pelican* Newspaper, Judy Vik is also well positioned to disseminate flood-related information as a community stakeholder.

Other Public Information Initiatives

In addition to the outreach projects recommended in Table 7 there are other important public information initiatives that are an integral part of the community's CRS program. The PPI Committee acknowledges the importance of advertising through public information venues the various services that the City offers, some of which are credited in the CRS program under other activities. In particular, the City will advertise the following assistance that it offers:

- **Activity 310 (Elevation Certificates):** The availability of elevation certificates will continue to be advertised in the City's newsletter and on the City website.
- **Activity 320 (Map Information Service):** This service continues to be offered. Three new CRS map information elements are being identified to maximize points in relation to CRS and will be implemented in 2018. This service will be advertised in the City flood hazard brochure at least annually and on the City website.
- **Activity 350 (Flood Protection Information):** The PPI Committee noted that the City has an informative website which covers all of the 10 messages chosen by the committee. The website is being updated to maximize CRS credit in this item. FEMA publications and locally pertinent documents are cataloged at the Broward County Public Library, including the Research Library.
- **Activity 360 (Flood Protection Assistance):** The City continues to offer these services to the community, and will advertise the services, including site visits in the flood hazard brochure at least annually and on the City website.
- **Activity 540 (Drainage System Maintenance):** The "no dumping" regulations will continue to be advertised in the newsletter and on social media, at least annually and on the City website.
- **Activity 610 (Flood Warning and Response):** Flood warning and safety information will be advertised to the entire community in the City newsletter, at least annually, and included on the City website and social media

Flood Response Preparations

In addition to projects that are implemented every year, the PPI Committee recommends projects that will be implemented immediately before, during, and after a flood. These projects are ready for reproduction and dissemination after a flood warning. A copy of the Flood Response Preparations (FRP) document was distributed for the Committee to examine and discuss. Pertinent City of Pompano Beach personnel have reviewed the document and recommended its implementation as a toolkit for the City to utilize as deemed most appropriate in the event of a major flood or hurricane event. The projects are briefly described in this PPI at the end of Table 7.

Implementation, Monitoring and Evaluation

Upon adoption of the PPI Report, the various entities listed in Table 7 will begin implementation of the projects included in the PPI. The CRS Coordinator will monitor the projects as they are developed, as well as their results. He/she will record input from PPI Committee members and suggestions from other City employees and stakeholders participating in the activities.

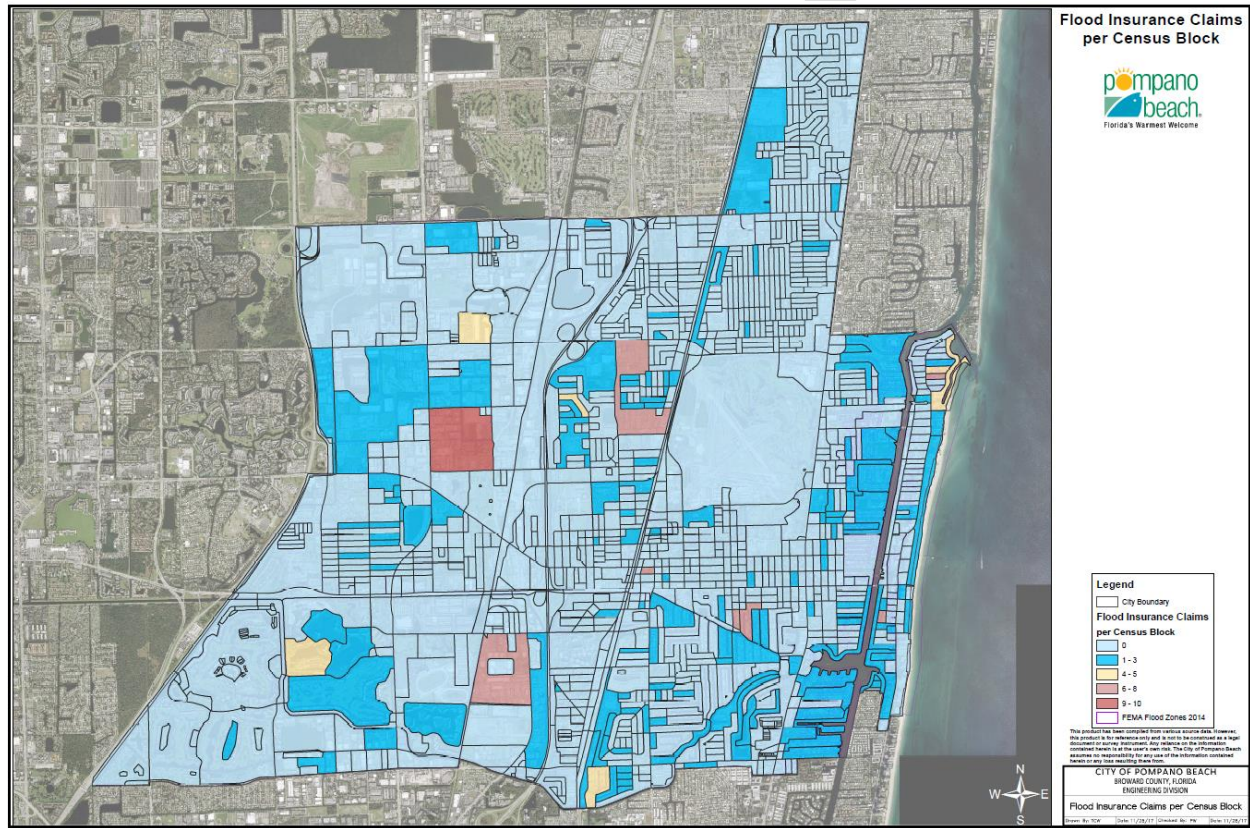
The PPI Committee will meet at least once each year to review the implementation of these projects and initiatives. At that time, the status of the projects will be explained and progress toward the outcomes will be discussed. The committee will review the outcomes of each individual activity to change, add, or approve them. An evaluation report will then be written and sent by email for approval by the committee. Upon approval it will be sent to the Council and submitted as part of the City's annual recertification package to the Community Rating System. A review and evaluation of the Flood Insurance Promotion component of the PPI, and the Flood Response Preparations document will be included in this document.

Flood Insurance Promotion

In addition to serving as the City's Program for Public Information Committee, the members chose to function also as its Flood Insurance Promotion Committee. The committee was structured with this purpose in mind; all CRS committee membership requirements are met.

Flood Insurance Coverage Assessment:

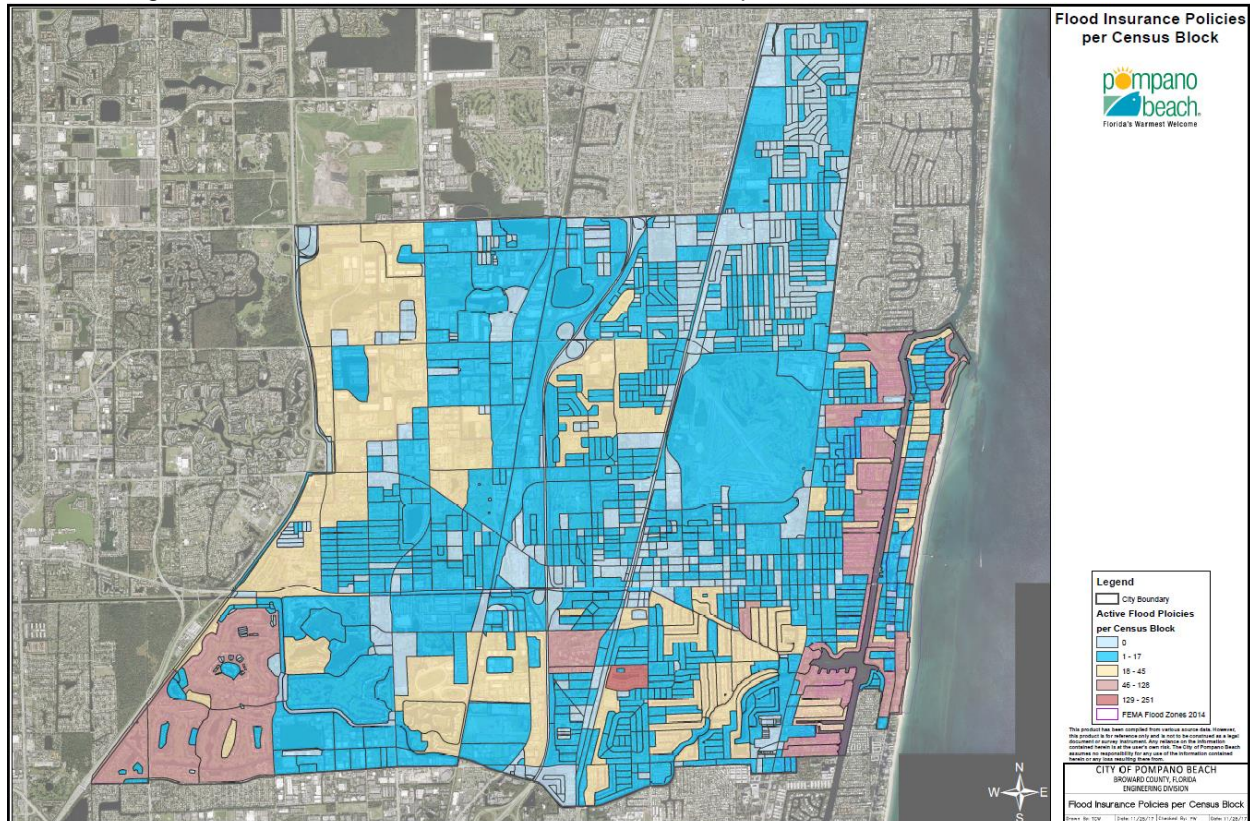
The map below, developed by the City Engineering Division, depicts the distribution of all historical flood insurance claims in Pompano Beach by census block. The flood insurance claims data was provided by FEMA. Care was taken not to violate privacy rights.



Map Flood Insurance Coverage

The Engineering Division of the City of Pompano Beach developed a map, with a flood zone overlay depicting the flood insurance coverage within the community. The map was based upon a template that had previously proven beneficial in the Village of Wellington, another community in south Florida. The Village of Wellington map is included as a national example in the CRS Resources website. The concentration of flood insurance policies in designated areas enables an easy comparison of areas in the community. Discussions with CRS authorities led to the determination that census blocks could form a good unit of evaluation. First, it is a unit available to all communities. Second, the units are typically drawn to cover relatively homogenous populations, which is beneficial in the determination of strategies to increase flood insurance coverage. Finally, the size and number of such units are manageable for a community the size of the City of Pompano Beach. A comparison of the concentration of flood insurance

policies in each census block helps to gain a clearer understanding of the various factors that determine flood insurance coverage. The map is color coded, enabling a viewer to observe at a glance those areas that have a greater, or lesser concentration of flood insurance policies.



The PPI Committee used these maps to make some helpful assessments of the flood insurance coverage. Considerable discussion ensued as the committee compared the concentrations of flood insurance claims with the concentrations of flood insurance policies.

Following are some of the assessments made:

- There are approximately 7,000 policy addresses and 19,000 active policies in the community and a total of 321 closed, paid claims.
- While coastal areas typically had the highest concentration of policies, they did not tend to have the highest concentration of claims.
- The area that had the most concentration of claims did not have a high concentration of policies. Accordingly, the committee identified this area, Lyons Park, as a target area for flood insurance promotion.
- A second area identified by the committee as a target audience was Hillsboro Shores, a coastal area in the northern part of the City

Identification of Target Areas

The committee identified the same target areas as were previously identified in this PPI report.

Target Area #1: Properties within the Repetitive Loss Areas

Target Area #2: Coastal Areas

Target Area #3: Flood-prone Areas along Dixie Highway

Target Area #4: Avondale Community

Target Area #5: John Knox Village

In addition to these areas, based upon an evaluation of the maps above, the committee identified two additional communities as target areas:

Target Area #6: Lyons Park Community

Target Area #7: Hillsboro Shores – north end of barrier island near inlet.

Identification of Target Audiences

The committee identified the same target audiences for flood insurance promotion as were previously identified in this PPI report.

Target Audience #1: Condominium Associations

Target audience #2: Homeowner associations

Target audience #3: Chamber of Commerce

Target audience #4: Banks and Mortgage Companies

Target audience #5: Insurance Agencies

Target audience #6: Real Estate Agencies

Table 3 below provides a summary of the number of buildings in the respective flood zones in Pompano Beach:

Table 3: Buildings in flood zones

Flood Zone	Number of Buildings
AE	1960
AH	4320
VE	213

Table 4: City of Pompano Beach Insurance Statistics

Community Overview

Community:	POMPANO BEACH, CITY OF		State:	FLORIDA	
County:	BROWARD COUNTY		CID:	120055	

Program:	Regular	Emergency Entry:	12/10/1971	Regular Entry:	09/05/1979
Status:	PARTICIPATING			Status Effective:	09/05/1979
Current Map:	08/18/2014	Study Underway:	YES	Level of Regs:	DE
FIRM Status:	REVISED			Initial FIRM:	09/05/1979
FHBM Status:	SUPERCEDED BY FIRM			Initial FHBM:	03/16/1973
Probation Status: Probation Effective: Probation Ended: Suspension Effective: Reinstated Effective: Withdrawal Effective: Reinstated Effective:					
CRS Class / Discount:	07 / 15%			Policies in Force:	18,987
Effective Date:	05/01/2012			Insurance in Force:	\$4,129,029,000.00
CAV Date:	05/11/2012	Workshop Date:		No. of Paid Losses:	321
CAC Date:	11/08/2017	GTA Date:	07/19/2016	Total Losses Paid:	\$2,989,362.45
<input type="checkbox"/> Tribal Community <input type="checkbox"/> Upton Jones Claims <input type="checkbox"/> ICC Claims				<input type="checkbox"/> HMGP Projects <input type="checkbox"/> FMA Projects	
Community Website: http://pompanobeachfl.gov/pages/misc_pages/city_manager/city_manager.html.php				Sub. Damage Claims Since 1978: 2	

Table 5: Community statistics for Insurance Occupancy

Insurance Occupancy

As of 05/31/2017

Community:	POMPANO BEACH, CITY OF	State:	FLORIDA
County:	BROWARD COUNTY	CID:	120055

Overview	Occupancy	Zone	Pre/Post FIRM			
	Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
Single Family	4,534	\$2,604,526	\$1,268,961,900	201	\$1,296,024.87	\$104,875.45
2-4 Family	629	\$301,145	\$137,421,400	24	\$283,089.53	\$16,617.34
All Other Residential	12,920	\$2,697,211	\$2,277,322,600	34	\$274,660.65	\$16,381.73
Non Residential	904	\$1,041,040	\$445,323,100	62	\$1,135,587.40	\$54,459.96
Total	18,987	\$6,643,922	\$4,129,029,000	321	\$2,989,360.00	\$192,332.00

	Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
Condo	12,976	\$2,587,180	\$2,223,415,300	24	\$142,008.65	\$10,208.48
Non Condo	6,011	\$4,056,742	\$1,905,613,700	297	\$2,847,353.80	\$182,126.00
Total	18,987	\$6,643,922	\$4,129,029,000	321	\$2,989,361.00	\$192,334.00

Table 6: Community statistics for Insurance Zone**Insurance Zone****As of 05/31/2017**

Community:	POMPANO BEACH, CITY OF	State:	FLORIDA
County:	BROWARD COUNTY	CID:	120055

Overview	Occupancy	Zone	Pre/Post FIRM			
	Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
A01-30 & AE Zones	6,572	\$2,735,270	\$1,296,882,600	138	\$1,352,758.04	\$86,449.47
A Zones	0	\$0	\$0	0	\$0.00	\$0.00
AO Zones	71	\$27,405	\$12,509,300	0	\$0.00	\$0.00
AH Zones	4,399	\$1,500,279	\$950,804,100	113	\$1,349,374.64	\$81,849.96
AR Zones	0	\$0	\$0	0	\$0.00	\$0.00
A99 Zones	0	\$0	\$0	0	\$0.00	\$0.00
V01-30 & VE Zones	230	\$303,933	\$38,177,400	2	\$10,379.48	\$1,350.00
V Zones	0	\$0	\$0	0	\$0.00	\$0.00
D Zones	0	\$0	\$0	0	\$0.00	\$0.00
B, C & X Zone						
Standard	5,570	\$1,171,650	\$1,154,509,600	23	\$137,093.65	\$11,823.47
Preferred	2,145	\$905,385	\$676,146,000	5	\$70,001.97	\$4,161.58
Total	18,987	\$6,643,922	\$4,129,029,000	281	\$2,919,605.00	\$185,632.00

Narrative Summary

The committee was in agreement that the promotion of flood insurance is a very important message for the Pompano Beach community and that it needs to be prioritized. The following assessments were among those made by the committee.

- Several areas in the community were identified by the committee as being particularly vulnerable to flooding and/or lacking in flood insurance coverage. These areas are being specifically targeted for outreach.
- Repetitive loss areas are typically particularly vulnerable to flooding; targeted outreach to these areas is recommended.
- Increase in both building coverage and property content coverage is recommended.
- Considering the fact that condo coverage is much stronger than coverage of non-condo properties, more effort needs be focused on non-condo properties.

Outcomes of flood insurance promotion efforts should include the following:

- Increasing the number of buildings insured throughout the community, and especially within the target areas
- Increasing the number of properties with contents coverage
- Increasing the number of properties with flood insurance located outside the SFHA.

Coverage Improvement Plan:

Projects Designed to Increase Flood Insurance Participation

In addition to the activities already identified in the previous sections of this PPI document, including Table 1, there are other activities already being implemented to promote flood insurance. There are informative brochures in local insurance agency offices, and there are incentives at these offices designed to promote flood insurance. Additionally, this community receives FloodSmart commercials on television.

1. Letter from Mayor: One key component of the coverage improvement plan is the letter from the Mayor to all properties in the City encouraging residents and businesses to consider purchase of flood insurance.
2. Outreach to property owners in Target Areas: The committee determined that perhaps the ones who need the message of flood insurance promotion most are the ones most vulnerable to flooding. These will be recipients of several outreach projects.
3. Social media postings: Because the City of Pompano Beach has developed effective social media capabilities, this will be implemented to get the flood insurance promotion message out.

Technical Assistance

The City is committed to providing technical assistance pertaining to advising people who have questions about flood insurance. This new service will be advertised to the entire community in the 2018 Flood Hazard Brochure.

Adoption

This document will become effective when it is adopted by the City of Pompano Beach Commission. The adoption is anticipated in April 2018.

Table 7. PPI Projects and Initiatives

Outreach Projects (OP)						
Target Audience	Message(s) (See Table 2)	Outcome (See Table 2)	Project	Assignment	Schedule	Stakeholder
All properties in the City	1-10	1-10	City Flood Hazard Brochure	CRS Coordinator	Annually	
	1-10	1-10	Handouts and brochures available at various locations	CRS Coordinator	Year-round	
	1-10	1-10	Articles in <i>Pompano Pelican</i> magazine	<i>Pompano Pelican</i> magazine staff	Weekly magazine	Pompano Pelican
	1-10	1-10	Articles in <i>Forum</i> magazine	<i>Forum</i> magazine staff	Weekly magazine	Forum
	1 - 10	1 - 10	Twitter and Facebook postings of flood information	Director of Communications	Year-round	
	2	2	Flood insurance promotion letter from mayor or other elected official with flood flyer enclosed (370)	CRS Coordinator	April/May	
	1 - 10	1 - 10	Public service announcements on City Government Access Channel	Director of Communications	Year-round	
	1 - 10	1 - 10	Signs at City centers, such as Pat Larkins	Director of Communications	Year-round	
	3-4,8-9	3-4,8-9	Hurricane Preparedness Guides Published by Local TV Channels	Local TV Channels	Annually in May	Local TV Channels
	3-4, 8-9	3-4, 8-9	Hurricane Preparedness Guide published by <i>Sun Sentinel</i> Newspaper	<i>Sun Sentinel</i> staff	Annually in May	Sun Sentinel
	1 - 6	1 - 6	FEMA publications for pick-up (brochures, etc.) concerning floodplain management	CRS Coordinator	Year-round	FEMA
	6, 8	6, 8	Advisements against clogging storm drains and polluting drainage system (MS4 activities)	CRS Coordinator	Year-round	
	1, 6, 8	1, 6, 8	Handouts on water flow and stormwater management	South Florida Water Management District	Available year-round	South Florida Water Management District
	1 - 10	1 - 10	Newsletter to water customers	CRS Coordinator	Monthly	

Table 7. PPI Projects and Initiatives

Outreach Projects (OP)						
Target Audience	Message(s) (See Table 2)	Outcome (See Table 2)	Project	Assignment	Schedule	Stakeholder
	3-4, 7, 9-10	3, 4, 7 and 9	Code Red (Reverse 911) Messages to subscribers	Emergency Management Division	As needed for emergencies	
	1 - 10	1 - 10	<i>Tradewinds</i> magazine	Director of Communications	Semi-annually	
	1-10	1-10	Emergency Management Department outreaches	Emergency Management Department	Year-round	
	1, 4-5	1, 4-5	Property Protection Advice/Site Visits response (Activity 360)	CRS Coordinator	Year-round	
	1 - 10	1 - 10	Public Library (Activity 350)	CRS Coordinator	Year-round	
	1,6	1,6	Map inquiry service (Activity 320)	CRS Coordinator	Year-round	
	1 - 10	1 - 10	City website flood and preparedness information (Activity 350)	Director of Communications	Year-round	
	1 - 10	1 - 10	Hurricane preparedness pamphlet included with monthly bill	Florida Power and Light	May	Florida Power and Light
Homeowner and Condo Associations	1-10	1-10	Mailings to HOA/Condo Associations	CRS Coordinator	Year-round	
Homeowner and Condo Associations	1-10	1-10	Presentations	Emergency Management Department	May	FEMA
Chamber of Commerce	1-10	1-10	Emails, social media posts and flood awareness information to Chamber of Commerce Members	CRS Coordinator/ Chamber of Commerce	Year Round, especially May/June	Chamber of Commerce
Coastal Areas	1 - 10	1 - 10	Distribution of flood awareness material	CRS Coordinator	July	

Table 7. PPI Projects and Initiatives

Outreach Projects (OP)						
Target Audience	Message(s) (See Table 2)	Outcome (See Table 2)	Project	Assignment	Schedule	Stakeholder
Repetitive Loss Areas	1 - 10	1 - 10	Flood awareness information including flood insurance	CRS Coordinator	May – general outreach; followed by flood insurance promotion outreach	
Flood-prone areas along Dixie Highway	1 - 10	1 - 10	Flood awareness information	CRS Coordinator	May	
Avondale community	1-10	1-10	Flood awareness information	CRS Coordinator	May	
John Knox Village	1-10	1-10	Flood awareness information mailing	CRS Coordinator	May	
Banks and mortgage companies	1-10	1-10	Flood awareness information mailing	CRS Coordinator	May	
Real estate agencies	1-10	1-10	Flood awareness information mailing	CRS Coordinator	May	
Insurance agencies	1-10	1-10	Flood awareness information mailing	CRS Coordinator	May	
Lyons Park	1, 2	1, 2	Flood insurance information mailing	CRS Coordinator	May	
Hillsboro Shores	1, 2	1, 2	Flood insurance information mailing	CRS Coordinator	May	

FRP Number	Target Audience	Message(s) (See Table 2)	Outcome (See Table 2)	Project	Assignment	Schedule	Stakeholder
FRP #1	N/A	1-4; 7-9	1-4; 7-9	Facebook PSAs	Director of Communications	Before the storm	N/A
FRP #2	N/A	1-4; 7-9	1-4; 7-9	Twitter PSAs	Director of Communications	Before the storm	N/A
FRP #3	N/A	1-4; 7-9	1-4; 7-9	Email PSAs	Emergency Management	Before the storm	N/A
FRP #4	N/A	1-4; 7-9	1-4; 7-9	Brochure handouts	Emergency Management	Before the storm	N/A
FRP #5	N/A	1-4; 7-9	1-4; 7-9	TV/ Radio PSAs	Director of Communications	Before the storm	N/A
FRP #6	N/A	1-4; 7-9	1-4; 7-9	Reverse 911 messages	Emergency Management	Before the storm	N/A
FRP #7	N/A	1-4; 7-9	1-4; 7-9	Newspaper PSAs	Emergency Management	Before the storm	N/A
FRP#8	N/A	1-4; 7-9	1-4; 7-9	EOC communications	Emergency Management	Before the storm	N/A
FRP#9	N/A	1-4; 7-9	1-4; 7-9	Facebook PSAs	Director of Communications	During the storm	N/A
FRP#10	N/A	1-4; 7-9	1-4; 7-9	Twitter PSAs	Director of Communications	During the storm	N/A
FRP#11	N/A	1-4; 7-9	1-4; 7-9	Email PSAs	Emergency Management	During the storm	N/A
FRP#12	N/A	1-4; 7-9	1-4; 7-9	Brochure handouts	Emergency Management	During the storm	N/A
FRP#13	N/A	1-4; 7-9	1-4; 7-9	TV/ Radio PSAs	Director of Communications	During the storm	N/A
FRP#14	N/A	1-4; 7-9	1-4; 7-9	Reverse 911 messages	Emergency Management	During the storm	N/A
FRP#15	N/A	1-4; 7-9	1-4; 7-9	Newspaper PSAs	Emergency Management	During the storm	N/A

FRP Number	Target Audience	Message(s) (See Table 2)	Outcome (See Table 2)	Project	Assignment	Schedule	Stakeholder
FRP#16	N/A	1-4; 7-9	1-4; 7-9	EOC communications	Emergency Management	During the storm	N/A
FRP#17	N/A	1-4; 7-9	1-4; 7-9	Facebook PSAs	Director of Communications	After the storm	N/A
FRP#18	N/A	1-4; 7-9	1-4; 7-9	Twitter PSAs	Director of Communications	After the storm	N/A
FRP#19	N/A	1-4; 7-9	1-4; 7-9	Email PSAs	Emergency Management	After the storm	N/A
FRP#20	N/A	1-4; 7-9	1-4; 7-9	Brochure handouts	Emergency Management	After the storm	N/A
FRP#21	N/A	1-4; 7-9	1-4; 7-9	TV/ Radio PSAs	Director of Communications	After the storm	N/A
FRP#22	N/A	1-4; 7-9	1-4; 7-9	Reverse 911 messages	Emergency Management	After the storm	N/A
FRP#23	N/A	1-4; 7-9	1-4; 7-9	Newspaper PSAs	Emergency Management	After the storm	N/A
FRP#24	N/A	1-4; 7-9	1-4; 7-9	EOC communications	Emergency Management	After the storm	N/A
FRP#25	N/A	1-4; 7-9	1-4; 7-9	Public Address System	Emergency Management	After the storm	N/A