



PROGRAM FOR PUBLIC INFORMATION (PPI)

October 2016

Record of Revisions

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1. BACKGROUND

The Town of Redington Shores (“Redington Shores” or “Town”) lies on a barrier island in west central Pinellas County (Figure 1). The Town is prone to flooding caused by heavy rains or storm surge that may be associated with tropical storms or hurricanes. As such, Redington Shores has a number of ongoing outreach efforts with goals to increase flood hazard awareness and to motivate actions to reduce flood damage, encourage flood insurance coverage, and protect the natural functions of floodplains. For example, each year, residents of Redington Shores receive a flyer with information on flood prevention and flood safety. Other public outreach efforts include:

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

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

The PPI was introduced by the Federal Emergency Management Agency (FEMA) as a new planning tool to provide a step-by-step coordinated approach to flood hazard outreach, which Redington Shores followed in developing this PPI (Figure 2). The Town’s purpose in developing this plan is to improve communication with citizens, and to provide information about flood hazards, flood safety, flood insurance, and ways to protect property and natural floodplain functions. Although the Town already shares flood information with its businesses, residents, and visitors, this program will help coordinate the Town’s messages and outreach materials with County efforts to improve resource efficiency and message recognition.

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Figure 1 Town of Redington Shores

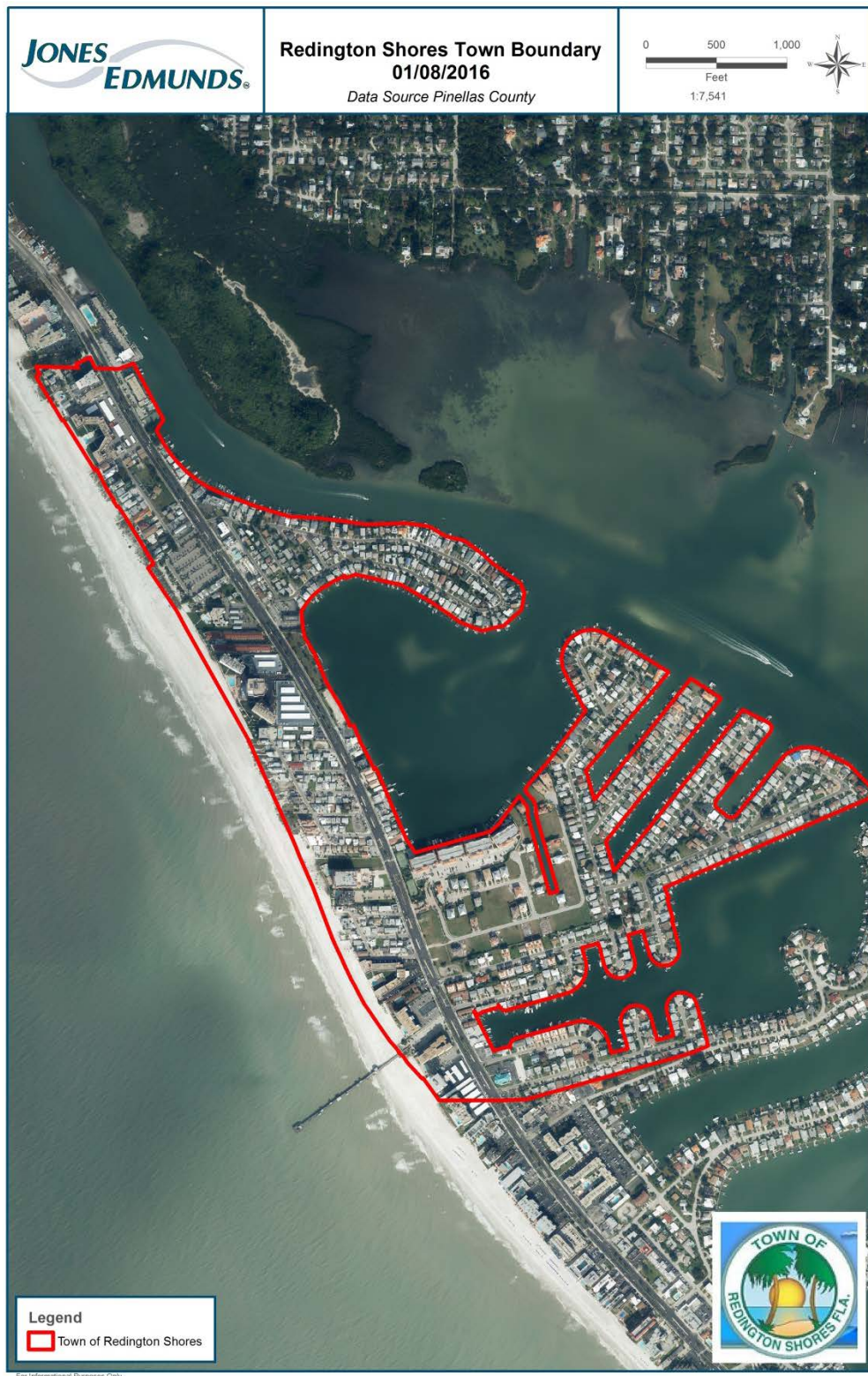
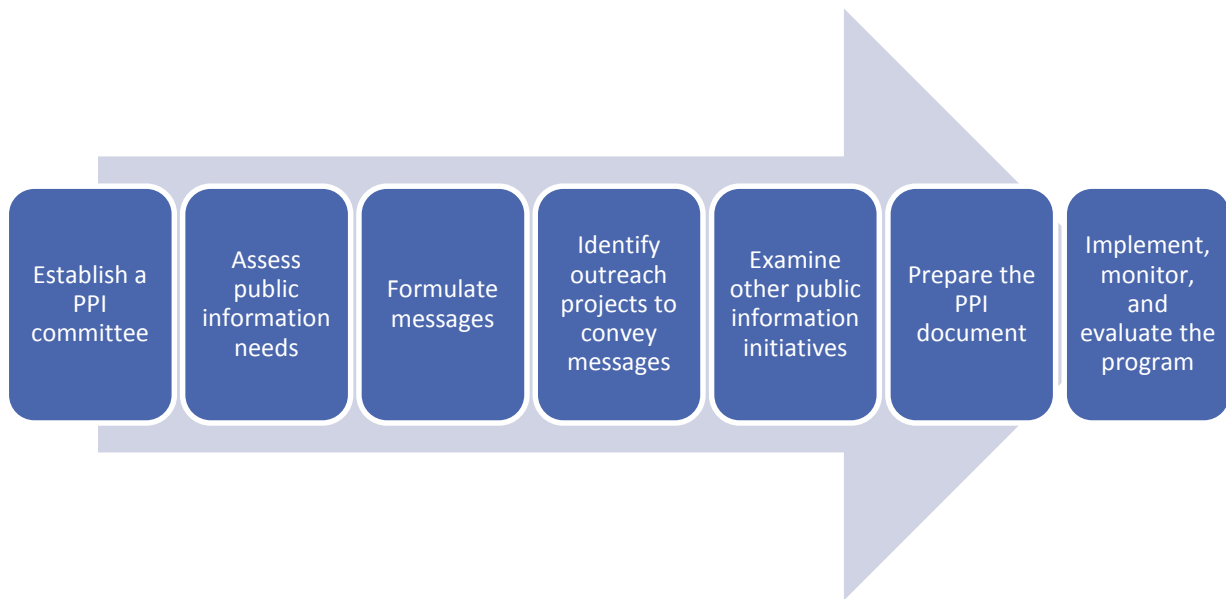


Figure 2 **PPI Planning Process**



2. PPI Committee

The role of the PPI Committee is to provide input about target audiences, types and delivery of messages, and insight into ongoing efforts in the community. The Redington Shores PPI committee has members from both inside and outside the local government. Town officials and staff from the Building Department worked together with active members of the community, including representatives of the insurance, real estate, construction, and engineering industries, as well as representatives from condominium homeowners' associations, to develop and implement this plan (Table 1). The Committee met five times between November 2015 and April 2016 to develop this PPI (Appendix 1). Formation of the PPI committee and preparation of the PPI Document followed the steps outlined in the 2013 CRS Coordinators Manual, Section 330, Developing a Program for Public Information.

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

Table 1 PPI Committee Members

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

3. Public Information Needs Assessment

The PPI committee assessed the Town’s flood problems, identified who needs to be informed about flood related topics, and reviewed the inventory of projects that are already underway.

3.1. Target Areas and Audiences

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

Structures, such as homes and businesses, that were built prior to the adoption of the first FIRM are considered pre-FIRM and may not have been built above the base flood elevation (BFE). Properties developed after the FIRM adoption, post-FIRM, were built to the BFE requirement at the time of development, which may have changed after construction. Therefore, some post-FIRM properties may be subject to flood risk as well.

There are also historically flood prone areas within the Town, including repetitive loss areas, that are generally low-lying areas where conveyance is susceptible to back up from tidal tailwater. Repetitive loss areas include properties for which two or more claims of more than \$1,000 have been paid by the National Flood Insurance Program (NFIP) within any 10-year period since 1978 and all nearby properties with the same or similar flooding conditions.

Based on the flooding and development information described above, the Committee identified the residents and businesses within these areas as target audiences to whom projects should be directed (Items 1-3 of Table 2). In addition to identifying these audiences based on their location, the Committee identified additional groups of stakeholders from across the Town that would also benefit from information on flood related topics. For example, people looking to purchase properties in the Town should be apprised of their flood risk and flood insurance requirements. The complete list of target audiences is described in Table 2.

Figure 3 **Storm Surge**

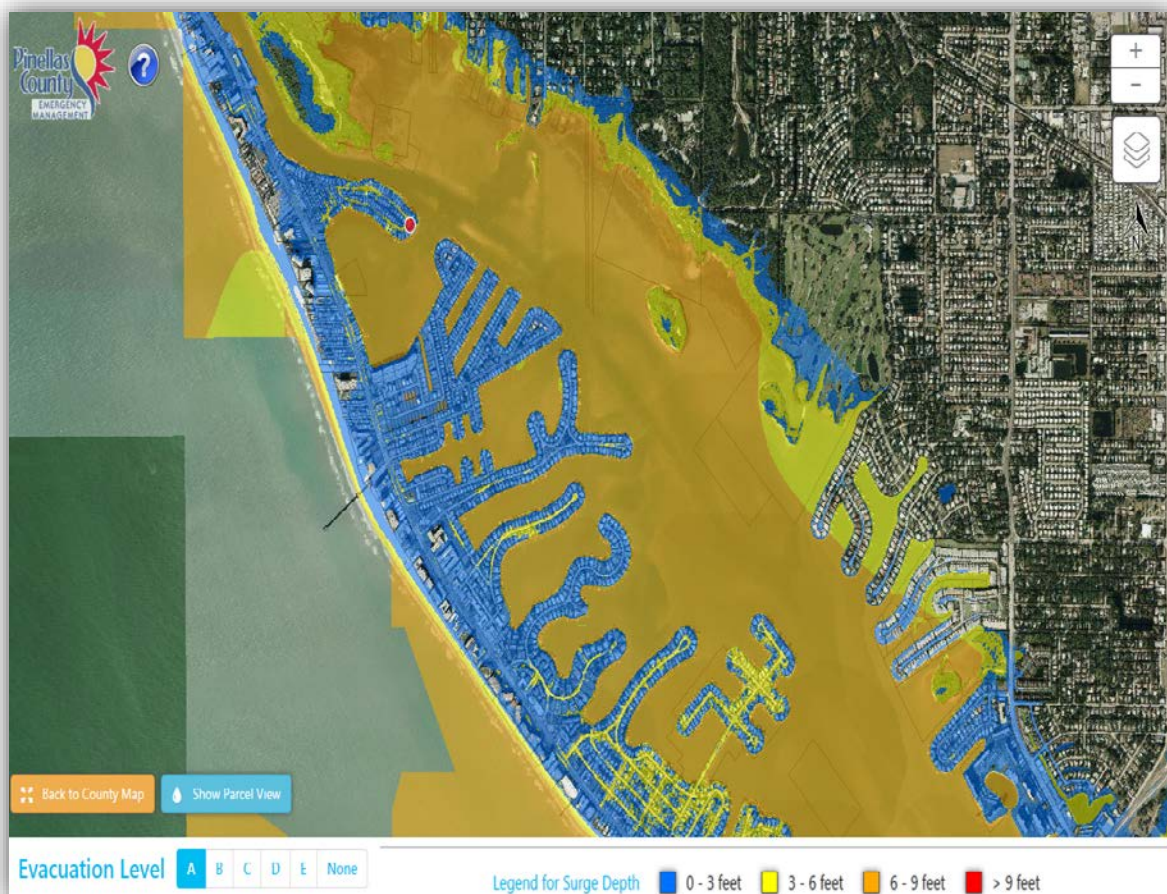


Figure 4 FEMA Flood Hazard Areas

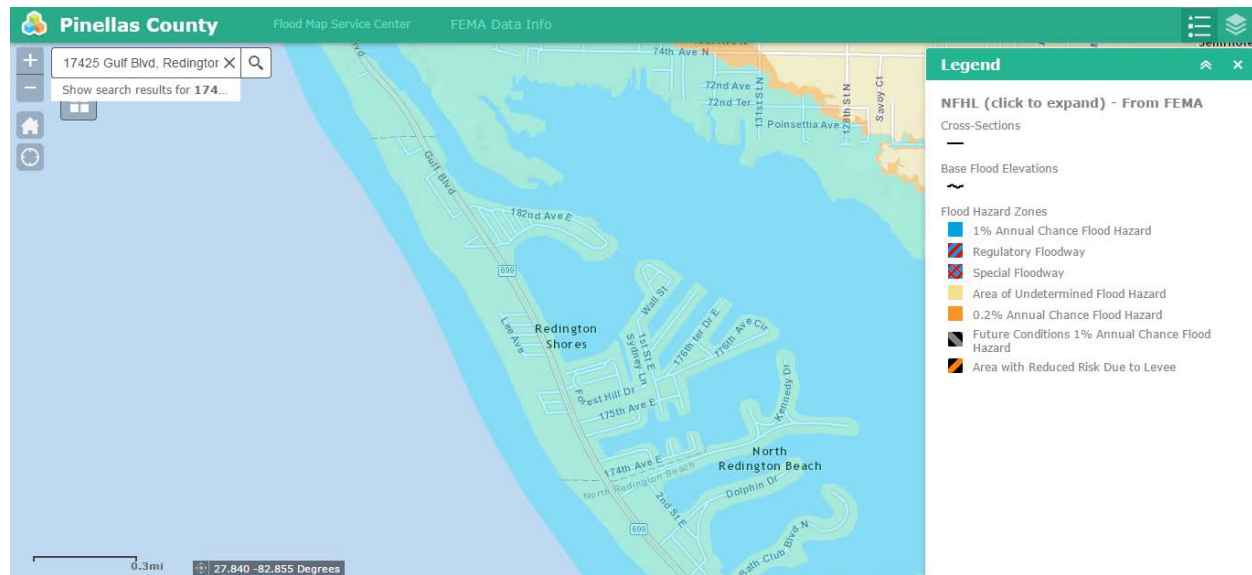


Table 2 Target Audiences

Audience	Description
Residents and businesses in Repetitive Loss Areas	This audience should understand their surroundings and the likelihood of flood and insurance is strongly recommended.
Residents and businesses in the Special Flood Hazard Area	This audience should become aware of their high risk and insurance is strongly recommended and often required.
Residents and businesses in the storm surge area	This audience should become aware of their high risk and insurance is strongly recommended.
Residents and businesses in Flood Response Hazard Areas	This audience will be identified by Emergency Management to receive flood warning and response information.
Pre-Firm Residents and Businesses	This audience should become aware of their high risk and insurance is strongly recommended and often required.
Residents and businesses in Repetitive Loss or Severe Repetitive Loss properties that have been identified by FEMA as eligible to receive FEMA mitigation grants.	This audience should be made aware of mitigation grants.
Real Estate professionals, Flood Insurance Providers, and/or Lenders	Real Estate professionals, Flood Insurance Providers, and/or Lenders may benefit from flood information and should be aware of the the Town (and County) outreach efforts.
Buyers of real estate	Individuals purchasing or renting property should be made aware of their flood risk and insurance options.

Audience	Description
Contractors and builders	This audience should be kept apprised of floodplain regulations and available Pinellas County Services. They are also in the position to communicate information about building with flood risk in mind to their clients.
Surveyors	Surveyors need to receive updated information about elevation certificates.
Landscapers	The Pinellas County Watershed Management office has ongoing outreach efforts targeted at landscapers to educate them about impacts to water quality. Messages regarding flood risk and protection of natural systems will be incorporated into their programs and materials.
Customers of Redington Shores services	There is an opportunity provide flood information to people that are calling or visiting the Town of Redington Shores Offices, using the Town's website, or watching Redington Shores TV on Bright House Network channel 642.
Park and preserve patrons	This audience should understand the natural functions of the County parks and preserves that they are visiting.
English Speakers of Other Languages (ESOL)	Informational material should be made available in languages other than English to ensure the ESOL is informed about flooding.
Condominium associations and residents	This audience should understand the flood protection and insurance recommendations and requirements for condominium owners, renters, and their associations.
Pet owners	Residents with pets should be made aware of the additional preparations they will need to make to keep their pet safe during an event.
Special interest	Special interest groups, that an outreach project may target, such as: <ul style="list-style-type: none"> • Organizations or agencies that may also be involved in flood related projects • A group of volunteers or a neighborhood interest group

3.2. Ongoing public information efforts

The PPI Committee compiles an inventory of existing flood information and flood response outreach efforts that are being implemented throughout the Town each year. The PPI committee then reviews the inventory of ongoing projects annually in order to ensure the community is receiving pertinent information. The Committee identifies existing projects that should be part of the PPI to improve their effectiveness and/or new projects to ensure the outreach messages are adequately reaching the identified target audiences.

Appendix 2 contains the inventory of 2016 flood related outreach projects.

3.3. Flood Information Needs Survey

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

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

Figure 5

Flood Information Survey Results – Topics

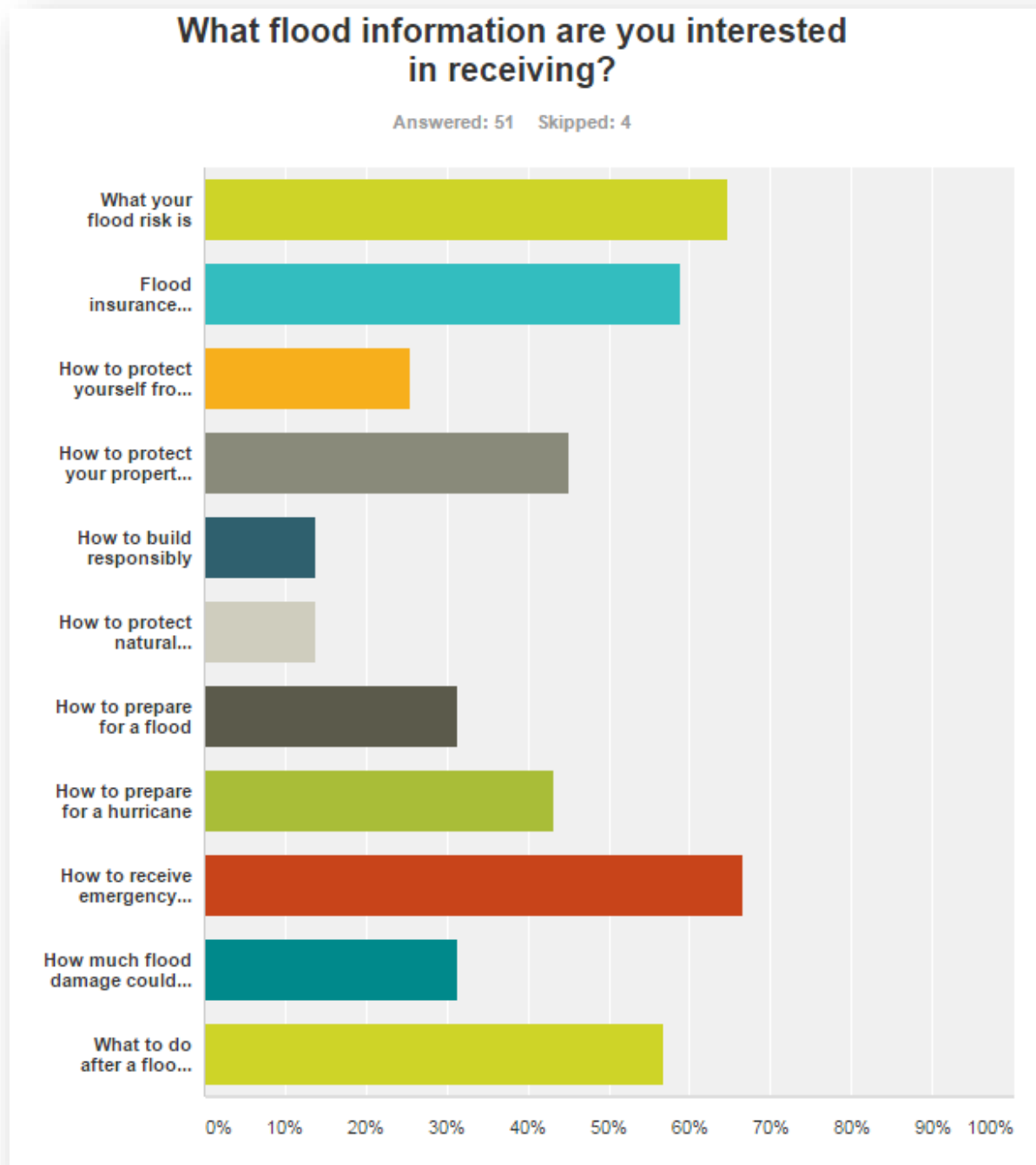


Figure 6 Flood Information Survey Results – Dissemination

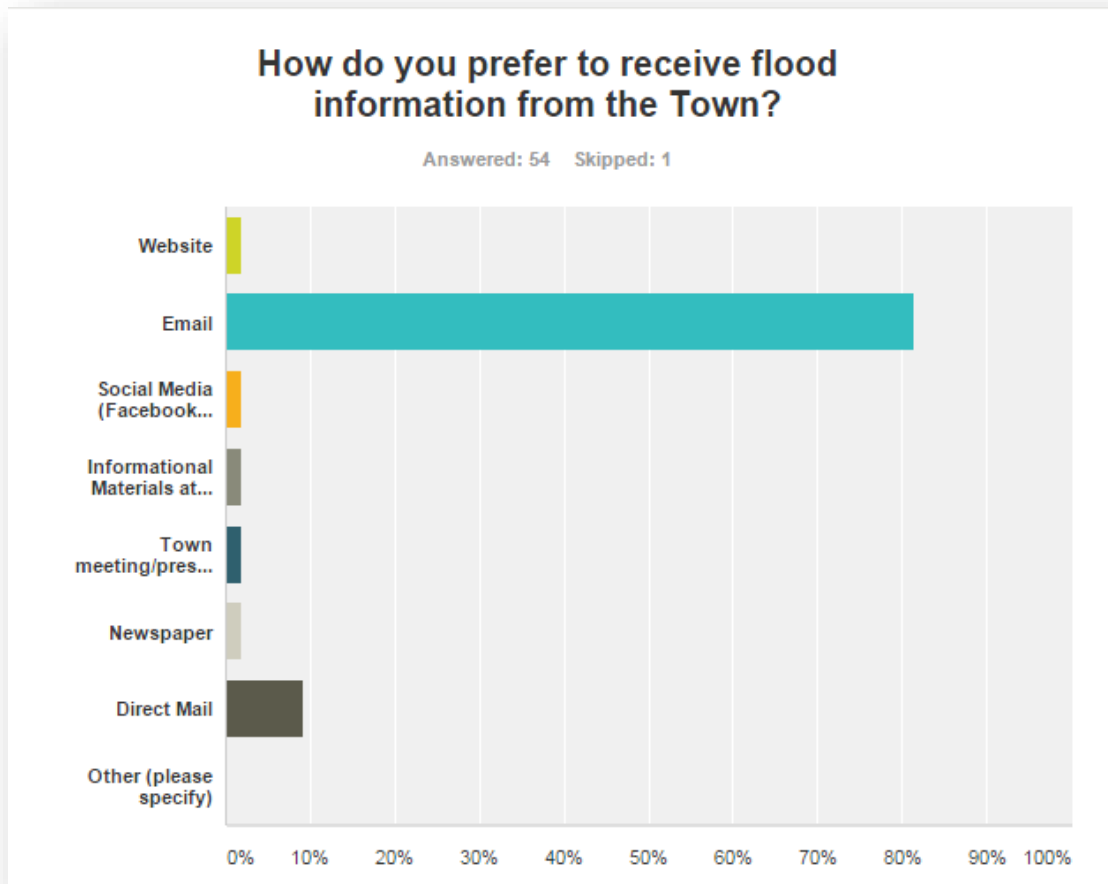


Table 3 Flood Information Needs - Resident Survey Results

Survey Question	Responses (% of total responses received)
Are you a full-time resident, part-time resident, or other?	<ul style="list-style-type: none"> • 74% Full-time resident • 24% Part-time resident • 2% Other
In what type of residence are you residing?	<ul style="list-style-type: none"> • 74% House • 23% Condo • 2% Townhouse • 1% Other

Survey Question	Responses (% of total responses received)
How do you prefer to receive flood information from the Town?	<ul style="list-style-type: none"> • 81% Email • 9% Direct mail • 2% Town website • 2% Social media • 2% Information materials at Town Hall • 2% Town meeting / presentation • 2% Newspaper
How else would you like to receive flood information from the Town?	<ul style="list-style-type: none"> • 26% Direct mail • 23% Email • 21% Town website • 10% Newspaper • 8% Information materials at Town Hall • 7% Town meeting / presentation • 5% Social media
What flood information are you interested in receiving?	<ul style="list-style-type: none"> • 15% What your flood risk is • 15% How to receive emergency alerts • 13% Flood insurance information • 12% What to do after a flood or evacuation • 10% How to protect your property from a flood • 9% How to prepare for a hurricane • 7% How to prepare for a flood • 7% How much flood damage could cost you • 6% How to protect yourself from a flood • 3% How to build responsibly • 3% How to protect natural floodplain functions
Which best describes your residence?	<ul style="list-style-type: none"> • 75% I own my property and have flood insurance • 25% I own my property and do not have flood insurance
If you own a business in the Town of Redington Shores, which best describes your business?	<ul style="list-style-type: none"> • 100% I do not own or rent a business property
Are you interested in volunteering to help the Town implement the flood information outreach projects that the Redington Shores PPI Committee Develops?	<ul style="list-style-type: none"> • 80% No • 20% Yes

4. Messages and outcomes

Outreach campaign messages must be accurate and concise to result in action and positive outcomes. The PPI Committee used the public information needs assessment to identify specific topics, messages, and expected

outcomes for flood information projects that are implemented throughout the year (Table 4). The identified messages are based on the NFIP CRS floodplain management topics, the County PPI messages and outcomes, and the identified information needs of the Town. The Town also has pre-scripted key messages that are disseminated before, during, and after a flood (Appendix 4). These messages were reviewed by the Committee and are relayed through the flood warning and response outreach projects, which are detailed in the Flood Response Preparations Package (Appendix 4).

Table 4 PPI Messages & Outcomes

Topic		Message		Outcome	
1	Know your flood hazard	A1	Find out what your flood risk is.	a1	Better prepared and informed residents and businesses
	Know your flood hazard	A2	Stay Connected	a1	Better prepared and informed residents and businesses
2	Insure your property for your flood hazard	B1	Get flood insurance for your home, business, or rental.	b1	Increase in number of flood insurance policies.
3	Protect people from the hazard	C1	Turn Around Don't Drown.	c1	Reduced number of rescue calls
	Protect people from the hazard	C2	Stay Connected.	c2	Improved efficiency of evacuations.
4	Protect your property from the hazard	D1	Keep debris and trash out of the streets and drainage system.	d1	Reduced localized flooding
		D2	Clear storm drains to prevent flooding.	d1	Reduced localized flooding
		D3	Elevate your equipment, such as water heaters, AC units, etc.	d2	Reduced property loss from flooding
5	Build responsibly	E1	Find out what building permits you need.	e1	Increased compliance and reduced flood loss
		E2	Build Smart	e1	
6	Protect natural floodplain functions	F1	Only Rain Down the Drain.	f1	Improvement in water quality and natural storage capacity
		F2	Do not walk on sand dunes or disturb vegetation; they protect beaches from erosion and help to lessen flooding during coastal storms.	f2	Sand dunes will be protected, which will help protect landward structures.
7	Hurricane preparedness	G1	Know Your Zone. The Town of Redington Shores is located in Hurricane Evacuation Zone A.	g1	Improved efficiency of evacuations.

Topic		Message		Outcome	
		G1	Know Your Zone. The Town of Redington Shores is located in Hurricane Evacuation Zone A.	g2	Reduced number of rescue calls
8	General preparedness	H1	GET A PLAN! Make sure that you have an emergency plan for you, your loved ones, and your pets. Visit www.flgetaplan.com to make yours.	h1	Less damage and injury from a storm
				h2	Reduced number of rescue calls
9	Flood Economics	I1	Find out how much flood damage could cost you.	i1	Increase in awareness of the expense of flooding.
	Flood Economics	I1		i2	Increase in number of flood insurance policies.
9	Flood Economics	I2	Support the Town's participation in the NFIP CRS by getting involved with flood information outreach.	i3	Improved understanding of costs associated with flooding and flood insurance.
10	Protect your pet from flood hazards	J1	Find the closest pet friendly accommodations for a flooding event.	j1	Reduce the number of abandoned animals after a flooding event.
		J2	GET A PLAN! Make sure that you have an emergency plan for you, your loved ones, and your pets. Visit www.flgetaplan.com to make yours.	j2	Reduced number of rescue calls

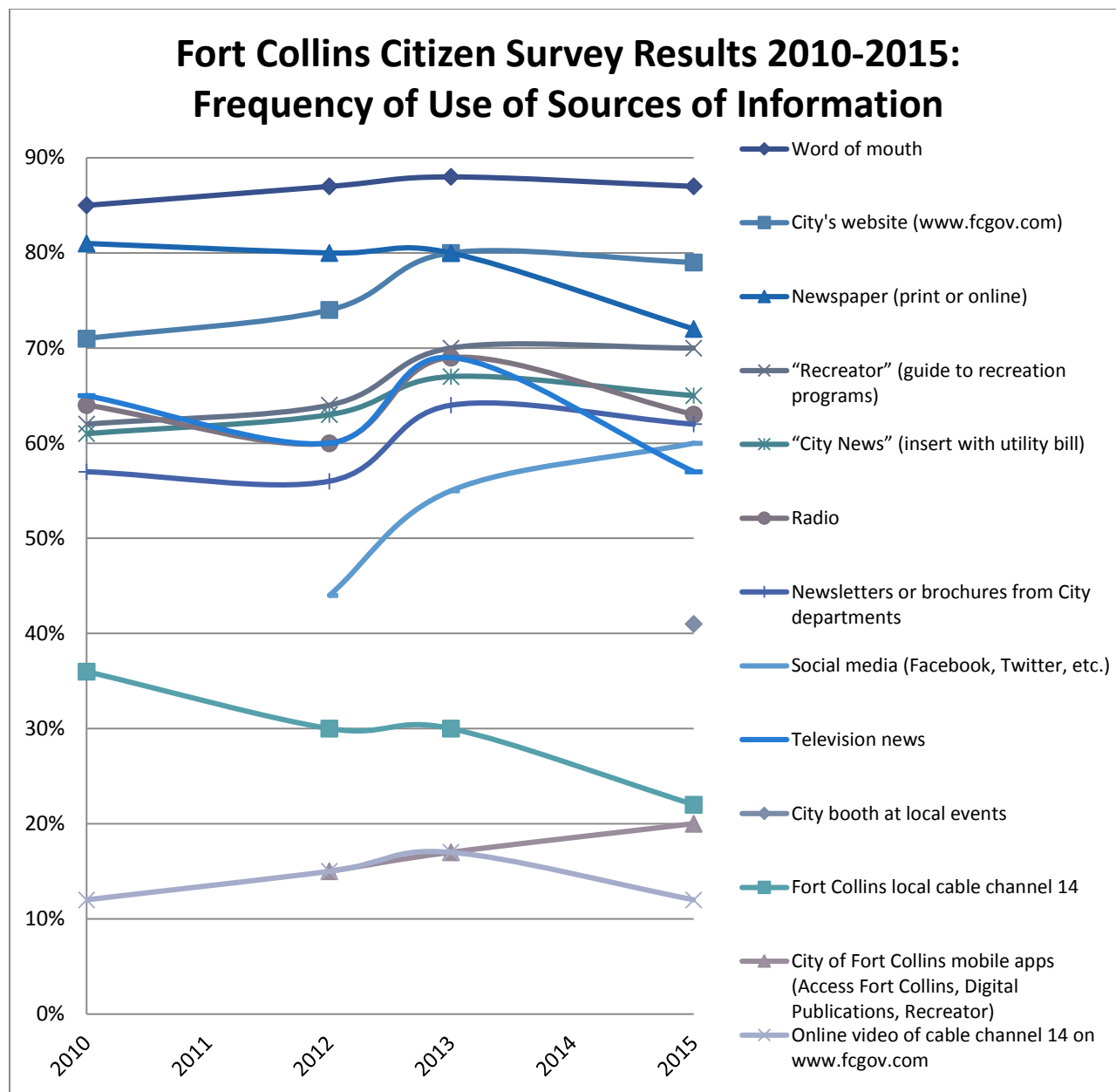
4.1. Publicity and Dissemination of Messages

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

By way of reference, the City of Fort Collins ("City") has conducted eight citizen surveys since 2001, which provides the residents the opportunity to rank and rate a number of things, such as how well the City performs at providing City information (National Research Center, 2015). Respondents indicated the extent to which they used various information sources about City issues, services and programs. Survey results indicate that word of mouth, the community website, and newspaper (online or print) are the preferred ways to receive information (Figure 7). Residents are also getting information from several other sources, such as

recreational guides and utility bill inserts. Social media has the greatest increase in use in recent years, while use of newspapers, radio, and television for information are on the decline.

Figure 7 Frequency of Use of Sources of Information (Data from Fort Collins Citizen Survey, 2015)



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

- Town of Redington Shores Flood Information Website
- Town of Redington Shores Social Media, including Facebook

- Email distributions
- Newspaper inserts
- Direct mail

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

5. PPI Projects

Based on the public information needs assessment (Section 3), the PPI Committee identified several PPI Outreach Projects and Flood Warning and Response Projects to develop and/or modify and implement. Flood warning and response messages need to be disseminated before, during, and after a flood. Because these projects will need to be implemented in a timely manner, the Town and the County have pre-scripted key messages that will be used when there is an impending flood event (Appendix 4 and Pinellas County PPI). The Town also supports several County-wide outreach and warning and response projects being implemented county-wide under the Pinellas County PPI. The town plans to support County-wide efforts by sharing the information with Town residents and businesses, and offering to host trainings. County projects are detailed in the Pinellas County Program for Public Information, which is available at <http://www.pinellascounty.org/flooding/insurance.htm>.

Redington Shores PPI general outreach projects include:

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

Town Supported Countywide Outreach Projects include:

- Flood Map Service Center

- Flood Information e-News
- Real Estate Agents Training and Brochure
- Training for Contractors & Builders
- Training for surveyors
- Only Rain Down the Drain Campaign
- Flood Information Videos

Redington Shores PPI flood warning and response projects include:

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

Town Supported Countywide flood warning and response projects include:

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

These projects will be disseminated in multiple ways to multiple audiences. Additionally, some of these projects are directly related to other CRS activities and/or serve to publicize many flood related services offered by the Town. A comprehensive table of Town projects, including a detailed project description, audience(s), topic(s), message(s), outcome(s), related CRS activities and services, schedule, project administrator, and stakeholder(s) for each of these PPI projects is in Appendix 3.

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

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

6. Outreach Initiatives

6.1. Floodplain Management Planning

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

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

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

6.2. Flood Information Branding

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

combination of projects with like messages and branding will promote message recognition throughout the Town and County.

6.3. Flood Information Website

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

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

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

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

6.4. Flood Map Information

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

The PPI committee identified realtors as the target audience to receive information about the service, as it supports the realtor disclosure program. Annually, the Town mails all Real Estate Agents in Town information

about the map information services and available training (Figure 8). The map information service are also publicized in the Town's Flood Information brochure, email distributions, and social media.

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

6.5. Real Estate Disclosure Program

Real estate agents are in an ideal position to inform buyers whether a property is in a flood zone and if flood insurance is required. As such, the County, in coordination with the Pinellas Realtor Organization, provides training to agents to use the online Flood Map Information Service to obtain flood information needed to complete Pinellas County Real Estate Disclosure and Flood Information Brochure. Agents will provide the brochure to their customers, completed with information specific to the property that they are interested in, so that they are made aware of the flood hazard and the flood insurance purchase requirement.

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

Figure 8 Real Estate Disclosure Program Outreach



6.6. Flood Protection Assistance and Advisory Service

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

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

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

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

flood information brochure, which also includes information about this service, will be provided by real estate agents to buyers of properties in the SFHA (Target Audience 5).

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

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

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

6.7. Flood Insurance Coverage Improvement Plan

In addition to building flood control projects and regulating new development in the floodplain to protect people from the consequences of flooding, the Town of Redington Shores advocates flood insurance. Many people are not aware that flood insurance is available, and many of those who are aware do not see a need to insure their property. The PPI Committee plans to perform an assessment of the level of flood insurance coverage and will develop a Coverage Improvement Plan in 2017. The plan will include specific projects that publicize the availability of flood insurance and its importance as a preparedness measure. The committee has identified the following target audiences for these projects:

- Residents and businesses in the Special Flood Hazard Area and/or storm surge area and/or and flood-prone areas
- Residents and businesses in Repetitive Loss Areas
- Customers of Redington Shores services
- Buyers of real estate

Additionally, the flood insurance providers on the PPI Committee will serve as voluntary insurance advocates to the Town. Advocates will advise people who have questions about flood insurance. Their contact information will be included in the identified projects.

6.8. Natural Functions Open Space Educational Materials

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

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

6.9. Stream Dumping Regulation

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

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

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

6.10. Emergency Notifications Publicity

The extent of the damage caused by a flood is related not just to its severity, but also early warning to provide timely and effective information that enables people and communities to respond before severe weather hits that may cause flooding. As such, efforts to reduce flood loss throughout Pinellas County, including the Town of Redington Shores, are focused, in part, on early warning systems and providing timely and effective information that enables people and communities to respond when severe weather hits. Both

the Town and County Flood Warning and Response Preparations Packages include numerous messages and outreach projects that are prepared in advance, but not implemented until a flood is impending or occurs. The Town's annual flood and hurricane information outreach efforts, such as the flood information brochure (It's Not All Sunshine), Flood and Hurricane Awareness Meeting, TV Programming (Bright House channel 642), and newsletters inform the public how they will be warned and the safety measures they should take, should flooding occur. This information is also available on the Town website and in the widely distributed Pinellas County All Hazard Guide.

7. Annual Evaluation

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

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

8. Plan adoption

The Town of Redington Shores PPI was initiated in October 2015. The first PPI Committee meeting took place in November 2015, with several subsequent meetings to develop this comprehensive PPI. The Town of Redington Shores PPI was adopted by the Town Commission on October 12, 2016. Each subsequent year the Commission will review and approve the Annual Update (Appendix 5).

Appendix 1 PPI Committee Meetings

PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE

TOWN OF REDINGTON SHORES

MONDAY, NOVEMBER 9, 2015 – 4:00 PM

AGENDA

CALL TO ORDER

PLEDGE OF ALLEGIENCE

INTRODUCTION OF PPI COMMITTEE MEMBERS

PUBLIC INFO NEEDS ASSESSMENT

EXISTING PUBLIC INFORMATION AND OUTREACH EFFORTS INVENTORY

TOPICS, MESSAGES AND OUTCOMES

PROJECTS

PPI DOCUMENT

ADJOURNMENT

PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE

TOWN OF REDINGTON SHORES

MONDAY, NOVEMBER 9, 2015 – 4:00 PM

SIGN-IN SHEET

Name	Committee Member	Initials
Steve Andrews	Building Official	SA
Dave Browning	Resident	DB
Tim Deboy	Resident	TD
Lisa Foster	Resident	LF
Chris Henderson	Resident	CH
Lee Holmes	Vice Mayor	LH
Jeff Kareskie	Resident	JK

TOWN OF REDINGTON SHORES PPI COMMITTEE MEETING MINUTES

PROJECT NAME:	Program for Public Information Committee
MEETING DATE:	November 9, 2015 at 4:00 P.M.
MEETING LOCATION:	17425 Gulf Blvd, Redington Shores, FL 33708
PARTICIPANTS:	Town of Redington Shores and stakeholders

Attendees are listed in Attachment 1.

I. Purpose

The purpose of this Committee meeting was to kick off the Town of Redington Shores Program for Public Information (PPI), determine the Town's PPI Goals, identify targeted outreach audiences, messages, and outreach projects.

II. Discussion Items

Committee Chair, Chris Henderson, provided an overview of the purpose of the PPI and requirements and expectations of its committee as described in the 2013 Community Rating System (CRS) Coordinator's Manual. Committee member, Lisa Foster, led the group through a brief PowerPoint presentation that covered the planning steps for the PPI Committee as follows:

A. Committee Members - Review of the current Redington Shores PPI Committee Members that include six (6) residents and two town representatives.

B. Public Information Needs Assessment and Target Audiences

1. Discussion regarding the target audiences – After a discussion regarding possible target audiences, the committee agreed to the following groups:
 - SFHA and Storm Surge Areas
 - Repetitive Loss Areas
 - Pre-FIRM Residents and Businesses
 - Post-FIRM Residents and Businesses
 - Condos
 - Customers of Redington Shores Services
 - Buyers
 - Landscapers
 - Park Patrons
2. Foster will work with Town Building Official, Steve Andrews, to refine the Repetitive Loss Area delineations.
3. Member, Dave Browning, asked that the committee consider boat dock owners as a possible future target audience.
4. Foster then led the discussion on the existing inventory of town public information and outreach efforts.

C. PPI Messages

The committee discussed the general categories for PPI topics and associated messages.

D. PPI Projects

Foster discussed the different type of projects and the possible points for each. A discussion by the committee members then followed regarding the use of selected Pinellas County project materials. The committee also agreed to focus on the use of the Town's scrolling TV channel, Town website, and after-hours phone messages as communication projects.

E. Other Initiatives

The committee then discussed other initiatives including the possible updating of the Town's website as a means to communicate flood hazard messages.

F. PPI Document

Henderson stated that he will lead the effort to prepare a first draft of the PPI Document for review by the committee. Once approved, Henderson stated that he would forward to the Town Commissioners for final approval by the Town.

III. Action Items

- Refine Repetitive Loss Areas - Steve and Lisa
- Compile Audience Mailing lists - Chris and Lisa
- Draft project plans - Chris and Lisa
- Draft PPI report – Chris

Attachment 1
PPI Committee Meeting Attendees

Chris Henderson	PPI Committee Chair / Resident
Lee Holmes	Redington Shores Vice Mayor
Steve Andrews	Redington Shores Building Official
Dave Browning	Resident
Tim Deboy	Resident
Lisa Foster	Resident
Jeff Kareskie	Resident

Also present: Lee Landers (resident).

PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE

TOWN OF REDINGTON SHORES

FRIDAY, FEBRUARY 19, 2016 – 5:00 PM

AGENDA

CALL TO ORDER

PLEDGE OF ALLEGIENCE

INTRODUCTION OF PPI COMMITTEE MEMBERS

AGENDA ITEMS:

- Flood Hazard Survey Results
- PPI Document Content
 - Finalize Target Audiences
 - Develop and finalize Messages and Outcomes for each Topic, including OP and FRP
 - PPI Projects
 - Review and Prioritize Projects using Score Sheet
 - Identify responsible parties and timeline for implementation
 - Other Public Information Initiatives
 - Content for Town Website

ACTION ITEMS

NEXT MEETING

ADJOURNMENT

PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE

TOWN OF REDINGTON SHORES

FRIDAY, FEBRUARY 19, 2016 – 5:00 PM

SIGN-IN SHEET

Name	Committee Member	Initials
Steve Andrews	Building Official	
Dave Browning	Resident	
Tim Deboy	Resident	
Lisa Foster	Resident	
Kim Harr	Resident	
Chris Henderson	Resident	
Lee Holmes	Vice Mayor	
Jeff Kareskie	Resident	
Dave Motley	Resident	

TOWN OF REDINGTON SHORES PPI COMMITTEE MEETING MINUTES

PROJECT NAME:	Program for Public Information Committee
MEETING DATE:	February 19, 2016 at 5:00 P.M.
MEETING LOCATION:	17425 Gulf Blvd, Redington Shores, FL 33708
PARTICIPANTS:	Town of Redington Shores and Stakeholders

Attendees are listed in Attachment 1.

I. Purpose

The purpose of this Committee meeting was to review the results of the town flood hazard survey and further discuss the content of the Town of Redington Shores Program for Public Information (PPI) document content.

II. Discussion Items

Committee Chair, Chris Henderson, provided an overview of the results from the resident flood hazard survey. Members of the committee discussed several of the survey responses and considered methods for future resident surveys. It was agreed that the PPI committee would revise and resend the survey annually, including use of the Town of Redington Shores fall newsletter that is delivered to all residents through the local newspaper.

Henderson then handed out a draft table of PPI topics, messages and outcomes that were discussed during the previous committee meeting. The committee decided that we should add two additional columns to the PPI Messages & Outcomes table to include a field for "Timing" and a field for "Flood Response". In addition, the committee agreed to add a 10th topic to the list for "Protect Your Pet from a Flood Hazard".

Committee member, Lisa Foster, led the group through several sections of the draft PPI document. The committee reviewed and finalized the Target Audiences that were first introduced at the November 2015 PPI committee meeting. Foster then introduced the current and proposed PPI Projects and the committee discussed prioritizing certain Projects based upon the current Score Sheet. Feasibility, logistics, responsible parties, and schedule for PPI projects were also discussed.

The Committee agreed that developing the flood info brochure was a priority and to use the Pinellas County flood information brochure as a starting point for a Redington Shores customized flood brochure. Foster agreed to lead the effort to update the Town's brochure with input from Andrews.

III. Action Items

- Follow-up with Town Clerk in order to determine ability to modify town cable scrolling message – Henderson
- Develop power point presentation with the PPI identified flood information messages for Bright House channel 615 slideshow. Draft slideshow will be reviewed at next PPI committee meeting. Messages will include PPI Outreach Project (OP) and Flood Response Project (FRP) messages (including messages for impending flood (watch and warning), during a flood, and after a flood. – Henderson

- Determine availability to modify Town telephone recording remotely – Andrews
- Review PPI Messages and Outcomes handout and provide recommended Flood Response messages – All PPI Committee members
- Prepare Town of Redington Shores Flood Brochure – Foster following initial markup by Andrews
- Provide high quality photographs for use in Flood Brochure – Henderson and Motley
- Coordinate next PPI Committee meeting for Friday April 8, 2016 at 3:00 PM - Henderson

The meeting was adjourned at 6:30 PM.

Attachment 1
PPI Committee Meeting Attendees

Chris Henderson	PPI Committee Chair / Resident
Lee Holmes	Redington Shores Vice Mayor
Steve Andrews	Redington Shores Building Official
Tim Deboy	Resident
Kim Harr	Resident / Insurance Broker
Lisa Foster	Resident
Jeff Kareskie	Resident
Dave Motley	Resident

TOWN OF REDINGTON SHORES

PPI COMMITTEE

MEETING MINUTES

PROJECT NAME:	Program for Public Information – Flood Brochure Review
MEETING DATE:	March 18, 2016 at 3:00 P.M.
MEETING LOCATION:	17425 Gulf Blvd, Redington Shores, FL 33708
PARTICIPANTS:	Town of Redington Shores and Stakeholders

Attendees are listed in Attachment 1.

I. Purpose

To review the Town Flood Brochure.

II. Discussion Items

Reviewed current Pinellas County flood brochure and reviewed proposed changes for the Town's brochure.

III. Follow-up Items:

1. Steve – Have Mary contact website consultant to add a link www.townofredingtonshores.com/flooding that automatically directs the user to the "Hurricane / Flood" tab of the town's website.
2. Steve – Confirm date for Hurricane / Flood Town meeting, add to Town calendar and let Lisa know so she can present at the meeting.
3. Chris – Coordinate with Victor in order to tape and rebroadcast the Hurricane / Flood Awareness Meeting Thursday May 19th @ 7 PM
4. Lisa – Forward markup copy of brochure to Steve and Chris on Monday for final review.
5. Chris – Obtain an update on the status / timing of the website redesign.
6. Lisa – Deliver mark-up version of brochure to the County on Monday.
7. Chris – Coordinate next working session for Friday the 25th.
8. Steve and Lee – Select two or three messages (total of six messages) from the FRP Message table Chris sent out on 3/7/16 and write a detailed and specific message of what you would like to tell our town residents. Ensure that you provide three responses for each (1) flood / hurricane watch, (2) warning (3) for after
9. Lisa – Ask County what vendor they used for the brochures. Steve to evaluate printing costs from alternative vendors.
10. Chris – Work on PowerPoint use topic messages

Attachment 1
PPI Brochure Review Attendees

Chris Henderson	PPI Committee Chair / Resident
Steve Andrews	Redington Shores Building Official
Lisa Foster	Resident

TOWN OF REDINGTON SHORES

PPI COMMITTEE

MEETING MINUTES

PROJECT NAME:	Program for Public Information – Flood Brochure Review
MEETING DATE:	March 25, 2016 at 3:00 P.M.
MEETING LOCATION:	17425 Gulf Blvd, Redington Shores, FL 33708
PARTICIPANTS:	Town of Redington Shores and Stakeholders

Attendees are listed in Attachment 1.

I. Purpose

To review the Town Flood Brochure.

II. Discussion Items

a. Flood Response Messages

i. Impending Watch (what to do):

1. #1 - Tune in to your local news (cable TV, Internet, radio, etc) in order to receive updated information on the status of the Severe Weather Event
2. #1 - Stay connected – Sign up to receive emergency alerts @ county website
3. #2 – Do an inventory (preferably photos) of your personal property in case you need to file a flood insurance claim (click here for more info).
4. #3 – Get your Pinellas County Sheriff's office reentry pass now at town hall to ensure that you can return to your home after an evacuation (click here for more info – including what will be needed to obtain your pass)
5. #3 – Fill up your automobile gas tank and make sure your prescriptions are filled.
6. #4 – Make plans now to relocate or store boats and other watercraft.
7. #6 – Trim your trees and remove any yard debris to help keep storm drains clear during severe weather event.
8. #7 – You are in an evacuation Zone A. Look up your evacuation route and shelter locations now. You can look up at (link to county evacuation site)
9. #8 - Make sure that you have an emergency plan for you, your loved ones and your pets. For information on how to make one, click here (county / Red Cross).
10. #10 – You are in an evacuation Zone A. If you have a pet, find out where the closest pet friendly shelter or accommodations are.

ii. Impending Warning (what to do):

1. #1 - Tune in to your local news (cable TV, Internet, radio, etc) in order to receive updated information on the status of the Severe Weather Event

2. #1 - Stay connected – Sign up to receive emergency alerts @ county website
 3. #2 – Do an inventory (preferably photos) of your personal property in case you need to file a flood insurance claim (click here for more info).
 4. #3 – Follow your evacuation orders.
 5. #3 – Pack your emergency go bag (click here for details)
 6. #4 – Secure your property and bring in lawn furniture, grills, trash cans and any other items that may cause damage to property.
 7. #4 – Get your sandbags at town hall now.
 8. #6 – Clear any debris from storm drains in your neighborhood.
 9. #7 – You are in an evacuation Zone A. Follow evacuation instructions.
 10. #8 - Let friends and family know your evacuation plans.
 11. #10 – You are in an evacuation Zone A. If you have a pet, prepare travel package that includes pet food and pet medications.
- iii. During a Severe Weather Event (what to do):
1. #1 - Tune in to your local news (cable TV, Internet, radio, etc) in order to receive updated information on the status of the Severe Weather Event
 2. #1 - Stay connected – Sign up to receive emergency alerts @ county website
 3. #3 – Turn around and don't drown.
- iv. After a Severe Weather Event (what to do):
1. #1 – Stay tuned to local news for updates on flooding status.
 2. #2 – File your flood insurance claim now. Click here for more information
 3. #3 – Follow reentry order and avoid flooded areas.
 4. #3 – Use caution when returning home. Click here for a list of things you should be careful for.
 5. #4 – Remove all wet items that may contribute to property mold damage.
 6. #5 – Build back stronger and safer. Click here for (link to build back safer and stronger FEMA brochure)
 7. #5 – Get building permits at town hall.
 8. #9 – Look out for price gouging
 9. #10 – Keep pets of flood waters.

Reviewed current Pinellas County flood brochure and reviewed proposed changes for the Town's brochure.

III. Follow-up Items:

- a. Lisa – Finalize PPI document package and forward to Chris by Monday.
- b. Chris – Forward the PPI document package to the PPI Committee (only project sheets and other appendix not included. We will make changes to initiatives. Bring comments to meeting on the 8th)

- c. Chris – Make changes to the initiative – Make town specific / vs county specific.
- d. Lisa – Advise on County's willingness to make changes to brochures
- e. Steve – Confirm approval for \$350 expense to update brochure.
- f. Steve – Have Tracey source 1,000 plastic door hangers ((make sure they fit the FEMA docs)
- g. Lisa – Send Steve two FEMA documents that will (how to file your flood insurance claim and build stronger)
- h. Steve – Obtain FEMA brochures
- i. Jeff – Find State price gouging website.
- j. Chris – Work w/ Jeff to prepare draft outline for scrolling messages for BH642
- k.

- 1. Steve – Have Mary contact website consultant to add a link www.townofredingtonshores.com/flooding that automatically directs the user to the "Hurricane / Flood" tab of the town's website.
- 2. Steve – Confirm date for Hurricane / Flood Town meeting, add to Town calendar and let Lisa know so she can present at the meeting.
- 5. Chris – Obtain an update on the status / timing of the website redesign.
- 9. Lisa – Ask County what vendor they used for the brochures. Steve to evaluate printing costs from alternative vendors.
- 10. Chris – Work on PowerPoint use topic messages

Attachment 1
PPI Brochure Review Attendees

Chris Henderson	PPI Committee Chair / Resident
Steve Andrews	Redington Shores Building Official
Lisa Foster	Resident

PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE

TOWN OF REDINGTON SHORES

FRIDAY, APRIL 8, 2016 – 3:00 PM

AGENDA

CALL TO ORDER

PLEDGE OF ALLEGIENCE

AGENDA ITEMS:

- Review of PPI Project List
 - Assignments and timeframe
- Discuss Town's Flood Insurance Improvement plan

ACTION ITEMS

NEXT MEETING

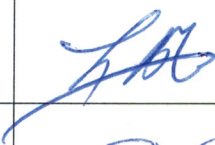

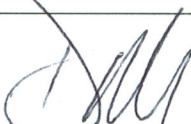
ADJOURNMENT

PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE

TOWN OF REDINGTON SHORES

FRIDAY, APRIL 8, 2016 – 3:00 PM

SIGN-IN SHEET

Name	Committee Member	Initials
Steve Andrews	Building Official	
Tim Deboy	Resident	Out
Lisa Foster	Resident	
Kim Harr	Resident	Out
Chris Henderson	Resident	
Lee Holmes	Vice Mayor	
Jeff Kareskie	Resident	
Dave Motley	Resident	

TOWN OF REDINGTON SHORES PPI COMMITTEE MEETING MINUTES

PROJECT NAME:	Program for Public Information Committee
MEETING DATE:	April 8, 2016 at 3:00 P.M.
MEETING LOCATION:	17425 Gulf Blvd, Redington Shores, FL 33708
PARTICIPANTS:	Town of Redington Shores and Stakeholders

Attendees are listed in Attachment 1.

I. Purpose

The purpose of this PPI Committee meeting was to review the Town of Redington Shores Program for Public Information (PPI) draft document and PPI Project List, and assign responsibilities and timeframes to each project.

II. Discussion Items

PPI Committee Chairman Henderson opened the meeting and reviewed the items to be covered from the agenda. Committee member, Foster, led the group through a review of the PPI document, including the revisions made since the previous PPI Committee meetings. The committee finalized the list of Target Audiences and Vice Mayor Holmes was assigned the task of performing a final review of the Flood Warnings and Response Messages from Table 5 of the document.

The committee then reviewed recent additions to the PPI projects section of the document and then discussed the Pinellas countywide LMS stakeholder subcommittee. Members Motley and Kareskie volunteered to serve on behalf of the Redington Shores PPI committee as stakeholder members of the county subcommittee.

The group then reviewed the Outreach Initiatives section of the document and made additional revisions to the PPI document.

III. Action Items

- Review the Flood Warnings and Response Messages from Table 5 of the document and provide comments - Holmes
- Identify town position responsible for each of the Flood Response Project identified in Appendix 2 of the PPI Document - Andrews
- Finalize Bright House town channel slideshow with Messages that will include PPI Outreach Project (OP) and Flood Response Project (FRP) messages (including messages for impending flood (watch and warning), during a flood, and after a flood. There will be two scrolling presentations, one standard to scroll regularly, and one to be played before, during, and/or after a major weather or flooding event– Henderson
- Order door hanger bags (10 x 15-inch size) for Flood Response project – Andrews
- Include select flood information messages in next Surfside Subdivision newsletter and include flood info brochure – Motley
- Determine timing of upcoming county-wide LMS stakeholder subcommittee meeting and notify volunteers Motley and Kareskie - Andrews

- Obtain listing of all registered lenders, insurance agents & real estate agents in Redington Shores – Andrews
- Complete project sheets appendix and make final document revisions - Foster
- Schedule next PPI Committee meeting for September 2016 to finalize 2016 PPI document to be submitted to the Town Commission for adoption - Henderson

The meeting was adjourned at 4:10 PM.

Attachment 1
PPI Committee Meeting Attendees

Chris Henderson	PPI Committee Chair / Resident
Lee Holmes	Redington Shores Vice Mayor
Steve Andrews	Redington Shores Building Official
Lisa Foster	Resident
Jeff Kareskie	Resident
Dave Motley	Resident

Appendix 2 Ongoing Outreach and Flood Response ProjectS

A. Town of Redington Shores Outreach

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

B. Pinellas County Pinellas County County-wide Outreach

Pinellas County County-wide Ongoing PPI Projects
E-News/E-Lert newsletters
Social Media posts
UtiliTalk Newsletter - Flood info content
All-Hazard Guide - English and Spanish - Countywide distribution

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

C. Outreach by Other Organizations

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

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

Organization	Outreach	Type	url
Bay News 9	Storm Threat 2016 - Keeping you Safe	Publications and Website	http://www.baynews9.com/hurricane.html
Bay News 9	Hurricane Guide	Publication	http://www.baynews9.com/hurricane.html
TBO Hurricane Guide	Information and tracking map	Website and Interactive Map	http://www.tbo.com/hurricane-guide/
Tampa Bay Times	2016 HURRICANE PREPAREDNESS GUIDE	Website	http://www.tampabay.com/topics/specials/hurricane-preparedness.page
Tampa Bay Times	2017 HURRICANE PREPAREDNESS GUIDE	Newspaper insert	https://issuu.com/timescreative/docs/hurricaneguide2016_liores?e=10555583/35952277
Tampa Bay Times	News	Website and Newspaper	http://www.tampabay.com/news/weather/hurricanes/still-tropical-depression-nine-drenching-tampa-bay-morning-commuters/2291644
ABC Action News	PERSONALIZED HURRICANE SURVIVAL GUIDE	Interactive Map	http://www.abcactionnews.com/hurricane
ABC Action News	Storm Shield: Get severe weather alerts for ANY type of phone	App	http://www.abcactionnews.com/weather/storm-shield-a-sophisticated-weather-radio-on-your-iphone-and-android
ABC Action News	News and weather	TV, Social Media, Website, App	http://www.abcactionnews.com/
CBS Tampa Bay, CW44	Hurricane Guide	Website	http://tampa.cbslocal.com/hurricane-guide/
CBS Tampa Bay, CW45	News and weather	TV, Social Media, Website, App	http://tampa.cbslocal.com/

Appendix 3 PPI Projects

ProjectID	Project
1	Flood Information Brochure

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

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

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

ProjectID	Project
2	Newsletters/eNewsletters

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

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

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

ProjectID	Project
3	Annual Hurricane and Flood Hazard Awareness Town Meeting

Description				
The Flood and Hurricane Awareness Town meeting includes speakers from the County, Seminole Fire Department, Weather Service, Town staff, and stakeholder members of the PPI committee. All 10 priority topics are covered and flood information handouts are provided to attendees.				
Target Audience(s)				
N/A				
Distribution	CRS Activities	Responsible Party	Schedule	Stakeholder Implementation
Website, Event, Television broadcast	330, 610	CRS Coordinator	Annually in May	<input checked="" type="checkbox"/>

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

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

ProjectID	Project					
4	Flood Information on Social media (Facebook and Nextdoor)					
Description						
The Town of Redington Shores started Facebook and Nextdoor social media pages in conjunction with development of a new Town website in 2016. Flood information will be shared via the town’s Facebook and Nextdoor pages along with other town information. The PPI Committee posts at least one message per month on the Town’s website news page and social media pages. Additional flood information will be posted by the town or will be shared from the County social media sites appropriate, such as during a storm event.						
Target Audience(s)						
N/A						
Distribution		CRS Activities		Responsible Party	Schedule	Stakeholder Implementation
Social Media		320, 330, 340, 350, 360, 370, 540, 610		CRS Coordinator	In tandem with website: Summer 2016- New Site	<input type="checkbox"/>

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

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

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

Description				
The Town of Redington Shores currently broadcasts town information on Bright House Network channel 642. This broadcast is available to all residents of the Town and is run 24 hours a day throughout the week. This Committee developed two new slideshows. The first contains the flood outreach messages identified in this PPI as well as other Town information. The second presentation is for use before, during and after a severe weather event and includes flood warning and response messages identified in this PPI.				
Target Audience(s)				
N/A				
Distribution	CRS Activities	Responsible Party	Schedule	Stakeholder Implementation
Television broadcast	320, 330, 340, 350, 360, 370, 540, 610	CRS Coordinator	Summer 2016; Annual review and updates as appropriate	<input type="checkbox"/>

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

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

ProjectID	Project
6	Parks & Recreation Educational Materials

Description				
The Town of Redington Shores has a variety of informational materials available at number of town parks and beach access walkways. The PPI Committee will review these materials to identify opportunities to include additional Priority Topics and additional messages developed by the PPI and communicate the importance of natural functions open space and support the On;y Rain Down the Drain campaign.				
Target Audience(s)				
Park and preserve patrons				
Distribution	CRS Activities	Responsible Party	Schedule	Stakeholder Implementation
Static Locations, Parks and Recreation Sites	330, 420, 540	CRS Coordinator	Initiate in 2017	<input type="checkbox"/>

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

Appendix 4 Town of Redington Shores Flood Warning and Response Outreach Package

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

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

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

B. Town of Redington Shores Flood Warning and Response Messages

Table 5 Town of Redington Shores Flood Warning and Response Messages

Dissemination Timing		Topic	Message			Outcome
Impending - Watch	1	Know your flood hazard	M01	Stay connected – Sign up to receive emergency alerts at www.pinellascounty.org/emergency/stayconnected	O01	Residents, businesses, and visitors will be aware of the hazard
Impending - Watch	1	Know your flood hazard	M01	Stay connected – Sign up to receive emergency alerts at www.pinellascounty.org/emergency/stayconnected	O01	Residents, businesses, and visitors will be aware of the hazard
Impending - Watch	1	Know your flood hazard	M01	Stay connected – Sign up to receive emergency alerts at www.pinellascounty.org/emergency/stayconnected	O01	Residents, businesses, and visitors will be aware of the hazard
Impending - Watch	1	Know your flood hazard	M03	Tune in to your local news (cable TV, Internet, radio, etc) in order to receive updated information on the status of [Event]	O01	Residents, businesses, and visitors will be aware of the hazard
Impending - Watch	1	Know your flood hazard	M03	Tune in to your local news (cable TV, Internet, radio, etc) in order to receive updated information on the status of [Event]	O01	Residents, businesses, and visitors will be aware of the hazard

Dissemination Timing		Topic		Message		Outcome
Impending - Watch	1	Know your flood hazard	M03	Tune in to your local news (cable TV, Internet, radio, etc) in order to receive updated information on the status of [Event]	O01	Residents, businesses, and visitors will be aware of the hazard
Impending - Watch	2	Insure your property for your flood hazard	M05	Take photos or video of your home's interior and your personal property. Click here for more information: https://www.fema.gov/media-library-data/1409252356253-ee460a21e69333f01eea03a8f55eb3c6/F-687_ClaimsHandbook_508XI_Aug2014.pdf	O03	Residents and businesses will be able to file an accurate flood insurance claim
Impending - Watch	3	Protect people from the hazard	M06	Fill up your automobile gas tank and make sure your prescriptions are filled.	O07	Fewer stranded vehicles
Impending - Watch	4	Protect your property from the hazard	M13	Clear any debris from drains in your neighborhood or parking lot.	O10	Reduced storm drain blockages
Impending - Watch	4	Protect your property from the hazard	M13	Clear any debris from drains in your neighborhood or parking lot.	O10	Reduced storm drain blockages
Impending - Watch	4	Protect your property from the hazard	M13	Clear any debris from drains in your neighborhood or parking lot.	O10	Reduced storm drain blockages
Impending - Watch	4	Protect your property from the hazard	M13	Clear any debris from drains in your neighborhood or parking lot.	O15	Reduced storm drain blockages and pollution.
Impending - Watch	4	Protect your property from the hazard	M13	Clear any debris from drains in your neighborhood or parking lot.	O15	Reduced storm drain blockages and pollution.

Dissemination Timing		Topic		Message		Outcome
Impending - Watch	4	Protect your property from the hazard	M13	Clear any debris from drains in your neighborhood or parking lot.	O15	Reduced storm drain blockages and pollution.
Impending - Watch	4	Protect your property from the hazard	M16	Make plans now to relocate or store boats and other watercraft.	O12	Fewer damaged or lost watercraft
Impending - Watch	6	Protect natural floodplain functions	M13	Clear any debris from drains in your neighborhood or parking lot.	O10	Reduced storm drain blockages
Impending - Watch	6	Protect natural floodplain functions	M13	Clear any debris from drains in your neighborhood or parking lot.	O10	Reduced storm drain blockages
Impending - Watch	6	Protect natural floodplain functions	M13	Clear any debris from drains in your neighborhood or parking lot.	O10	Reduced storm drain blockages
Impending - Watch	6	Protect natural floodplain functions	M13	Clear any debris from drains in your neighborhood or parking lot.	O15	Reduced storm drain blockages and pollution.
Impending - Watch	6	Protect natural floodplain functions	M13	Clear any debris from drains in your neighborhood or parking lot.	O15	Reduced storm drain blockages and pollution.
Impending - Watch	6	Protect natural floodplain functions	M13	Clear any debris from drains in your neighborhood or parking lot.	O15	Reduced storm drain blockages and pollution.

Dissemination Timing		Topic		Message		Outcome
Impending - Watch	6	Protect natural floodplain functions	M21	Trim your trees and remove any yard debris to help keep storm drains clear during severe weather event.	O15	Reduced storm drain blockages and pollution.
Impending - Watch	7	Hurricane preparedness	M23	You are in an evacuation Zone A. Look up shelter locations now at http://egis.pinellascounty.org/apps/knowyourzone/	O16	People will be better prepared.
Impending - Watch	8	General preparedness	M24	Download the The Official All-hazard Guide for Pinellas County, Surviving the Storm, at http://www.pinellascounty.org/emergency/pdf/survive-the-storm.pdf	O16	People will be better prepared.
Impending - Watch	8	General preparedness	M25	GET A PLAN! Make sure that you have an emergency plan for you, your loved ones, and your pets. Visit www.flgetaplan.com to make yours.	O16	People will be better prepared.
Impending - Watch	10	Protect your pet from flood hazards	M28	If you have a pet, visit www.pinellascounty.org/emergency/petpreparedness or call (727) 582-2150 to register for a Pet-Friendly Public Shelter.	O19	Fewer lost and stranded animals.
Impending - Warning	1	Know your flood hazard	M01	Stay connected – Sign up to receive emergency alerts at www.pinellascounty.org/emergency/stayconnected	O01	Residents, businesses, and visitors will be aware of the hazard
Impending - Warning	1	Know your flood hazard	M01	Stay connected – Sign up to receive emergency alerts at www.pinellascounty.org/emergency/stayconnected	O01	Residents, businesses, and visitors will be aware of the hazard
Impending - Warning	1	Know your flood hazard	M01	Stay connected – Sign up to receive emergency alerts at www.pinellascounty.org/emergency/stayconnected	O01	Residents, businesses, and visitors will be aware of the hazard
Impending - Warning	1	Know your flood hazard	M03	Tune in to your local news (cable TV, Internet, radio, etc) in order to receive updated information on the status of [Event]	O01	Residents, businesses, and visitors will be aware of the hazard
Impending - Warning	1	Know your flood hazard	M03	Tune in to your local news (cable TV, Internet, radio, etc) in order to receive updated information on the status of [Event]	O01	Residents, businesses, and visitors will be aware of the hazard

Dissemination Timing		Topic	Message			Outcome
Impending - Warning	1	Know your flood hazard	M03	Tune in to your local news (cable TV, Internet, radio, etc) in order to receive updated information on the status of [Event]	O01	Residents, businesses, and visitors will be aware of the hazard
Impending - Warning	3	Protect people from the hazard	M08	Follow your evacuation orders.	O08	Fewer stranded people and pets
Impending - Warning	3	Protect people from the hazard	M10	Pack your emergency go bag (click here for details)	O04	People will be better prepared
Impending - Warning	4	Protect your property from the hazard	M13	Clear any debris from drains in your neighborhood or parking lot.	O10	Reduced storm drain blockages
Impending - Warning	4	Protect your property from the hazard	M13	Clear any debris from drains in your neighborhood or parking lot.	O10	Reduced storm drain blockages
Impending - Warning	4	Protect your property from the hazard	M13	Clear any debris from drains in your neighborhood or parking lot.	O10	Reduced storm drain blockages
Impending - Warning	4	Protect your property from the hazard	M14	Get your sandbags at town hall now.	O11	Less property damage
Impending - Warning	4	Protect your property from the hazard	M17	Secure your outdoor property (lawn furniture, grills, trash cans, etc) or bring it inside.	O11	Less property damage

Dissemination Timing		Topic		Message		Outcome
Impending - Warning	6	Protect natural floodplain functions	M13	Clear any debris from drains in your neighborhood or parking lot.	O10	Reduced storm drain blockages
Impending - Warning	6	Protect natural floodplain functions	M13	Clear any debris from drains in your neighborhood or parking lot.	O10	Reduced storm drain blockages
Impending - Warning	6	Protect natural floodplain functions	M13	Clear any debris from drains in your neighborhood or parking lot.	O10	Reduced storm drain blockages
Impending - Warning	7	Hurricane preparedness	M22	You are in an evacuation Zone A. Follow evacuation instructions.	O08	Fewer stranded people and pets
Impending - Warning	8	General preparedness	M26	Let friends and family know your evacuation plans.	O17	Fewer misplaced or lost people
Impending - Warning	10	Protect your pet from flood hazards	M30	You are in an evacuation Zone A. If you have a pet, prepare travel package that includes pet food and pet medications.	O21	People will be better prepared to care for their pets
During	1	Know your flood hazard	M01	Stay connected – Sign up to receive emergency alerts at www.pinellascounty.org/emergency/stayconnected	O01	Residents, businesses, and visitors will be aware of the hazard
During	1	Know your flood hazard	M01	Stay connected – Sign up to receive emergency alerts at www.pinellascounty.org/emergency/stayconnected	O01	Residents, businesses, and visitors will be aware of the hazard
During	1	Know your flood hazard	M01	Stay connected – Sign up to receive emergency alerts at www.pinellascounty.org/emergency/stayconnected	O01	Residents, businesses, and visitors will be aware of the hazard
During	1	Know your flood hazard	M03	Tune in to your local news (cable TV, Internet, radio, etc) in order to receive updated information on the status of [Event]	O01	Residents, businesses, and visitors will be aware of the hazard
During	1	Know your flood hazard	M03	Tune in to your local news (cable TV, Internet, radio, etc) in order to receive updated information on the status of [Event]	O01	Residents, businesses, and visitors will be aware of the hazard

Dissemination Timing		Topic		Message		Outcome
During	1	Know your flood hazard	M03	Tune in to your local news (cable TV, Internet, radio, etc) in order to receive updated information on the status of [Event]	O01	Residents, businesses, and visitors will be aware of the hazard
During	3	Protect people from the hazard	M11	Turn around and don't drown.	O05	Fewer stranded vehicles, people, and pets
After	1	Know your flood hazard	M02	Stay tuned to local news for updates on flooded areas, road closures, and re-entry points.	O01	Residents, businesses, and visitors will be aware of the hazard
After	2	Insure your property for your flood hazard	M04	File your flood insurance claim now. Click here for more information: https://www.fema.gov/media-library-data/1409252356253-ee460a21e69333f01eea03a8f55eb3c6/F-687_ClaimsHandbook_508XI_Aug2014.pdf	O02	People will not miss the 60 day deadline to file a claim.
After	3	Protect people from the hazard	M07	Follow reentry orders and avoid flooded areas.	O06	Reduced injuries.
After	3	Protect people from the hazard	M12	Use caution when returning home. Click here for a list of things you should be careful for. http://www.redcross.org/images/MEDIA_CustomProductCatalog/m14240163_ReturningHomeChecklist.pdf	O06	Reduced injuries.
After	4	Protect your property from the hazard	M13	Clear any debris from drains in your neighborhood or parking lot.	O15	Reduced storm drain blockages and pollution.
After	4	Protect your property from the hazard	M13	Clear any debris from drains in your neighborhood or parking lot.	O15	Reduced storm drain blockages and pollution.
After	4	Protect your property from the hazard	M13	Clear any debris from drains in your neighborhood or parking lot.	O15	Reduced storm drain blockages and pollution.

Dissemination Timing		Topic		Message		Outcome
After	4	Protect your property from the hazard	M15	If your home or business has flooded, remove wet contents immediately to prevent mold. Wet carpeting, furniture, bedding and other items holding moisture can develop mold within 24 to 48 hours. Click here for more information: https://www.floodsmart.gov/t	O03	Residents and businesses will be able to file an accurate flood insurance claim
After	5	Build responsibly	M18	Build back stronger and safer. Click here to learn how: https://www.fema.gov/media-library/assets/documents/29837	O13	Increase use of floodproof materials and more elevated equipment and/or buildings
After	5	Build responsibly	M19	Get building permits at town hall.	O14	Redevelopment will be to code
After	6	Protect natural floodplain functions	M13	Clear any debris from drains in your neighborhood or parking lot.	O15	Reduced storm drain blockages and pollution.
After	6	Protect natural floodplain functions	M13	Clear any debris from drains in your neighborhood or parking lot.	O15	Reduced storm drain blockages and pollution.
After	6	Protect natural floodplain functions	M13	Clear any debris from drains in your neighborhood or parking lot.	O15	Reduced storm drain blockages and pollution.
After	6	Protect natural floodplain functions	M20	Dispose of storm debris properly. It is illegal to dump anything into storm drains, the intercoastal, the Gulf, or any other waterway. Please bundle any debris and place at the end of your driveway. Waste services will pick up storm debris on [date].	O15	Reduced storm drain blockages and pollution.
After	9	Flood Economics	M27	Look out for price gouging. It is illegal for anyone to sell necessary goods or services at higher than normal prices during a state of emergency. Visit http://www.pinellascounty.org/consumer/price_gouging.htm for more information.	O18	Residents and businesses will not get price gouged

Dissemination Timing	Topic	Message	Outcome
After	10 Protect your pet from flood hazards	M29 Keep pets out of flooded areas and standing water.	O20 Fewer sick or injured pets.

C. Town of Redington Shores Flood Warning and Response Projects

The Town has several outreach projects in place to inform the public about flooding, and what steps may be taken to minimize the hazards to life and property (Table 6). These projects convey the template messages in Section 2 before, during and after flooding events. Procedures for copying and disseminating the messages in Section 2 via these tools are detailed in the Town of Redington Shores Disaster Plan. The messages and outreach projects used to disseminate them are reviewed annually and updated as needed.

Table 6 Flood Warning and Response Projects

Project	Description	Assignment	Dissemination Timing
1 Website	FWRP messages will be posted on the News Page of the Town website, townofredingtonshores.com.	Town Clerk or designee	Impending - Watch
			Impending - Warning
			During
			After
2 Social Media	FWRP messages will be posted on the Town's Facebook Page.	Town Clerk or designee	Impending - Watch
			Impending - Warning
			During

Project		Description	Assignment	Dissemination Timing
				After
3	Email Blasts	FWRP messages will be sent to email contact list.	Town Clerk or designee	Impending - Watch
				Impending - Warning
				During
				After
4	Messages for Town Phone Line	If Town Hall is required to close due to an evacuation, the Town's recorded phone message will be changed to include information and FWRP messages.	Town Clerk or designee	Impending - Warning
5	TV Programming (Bright House channel 642)	The Town's regular TV scroll will be replaced with the Redington Shores 'What to Do Before, During, and After a Storm' scroll when a hurricane warning is issued for the Town.	Town Clerk or designee	Impending - Watch

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

Appendix 5 Town of Redington Shores Commission Approval

RESOLUTION NO. 10-16

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

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

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

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

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


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

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

YEAS: 5

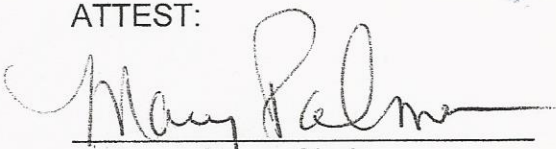
NAYS: 0

ABSENT OR ABSTAINING: 0



Mayor/Commissioner

ATTEST:



Town Clerk