

2020



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



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

Prepared by the Sarasota County Unified PPI Committee

Table of Contents

MISSION STATEMENT	2
BACKGROUND	2
PPI COMITTEE	3
Committee Members.....	4
NATIONAL FLOOD INSURANCE PROGRAM	4
Unincorporated Sarasota County	5
The city of Sarasota.....	5
The Town of Longboat Key	5
The city of North Port	5
The city of Venice.....	5
FEDERAL FLOOD INSURANCE ASSESSMENT REVIEW	6
FEDERAL FLOOD MAP UPDATES	9
PROJECTS REVIEW	10
Key Sheet – Target Audiences.....	11
Key Sheet – Messages and Outcomes	12
Discontinued Outreach Projects List.....	13
Appendix Summary	13
Board Submittal Date Line.....	13
LIST OF FIGURES AND TABLES:	
Figure 1. 2019 PPI Committee Members, Affiliations, Departments.....	4
Table 1. 2018 vs 2019 Policy Count and Coverage Amount (Pre/Post FIRM)	7
Table 2. Insurance Occupancy	8
Table 3: Policy Count Comparison.....	9
APPENDIX A:	
Project List and Recommendations.....	14
APPENDIX B:	
Meeting Notes.....	19

MISSION STATEMENT

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

BACKGROUND

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

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

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

PPI COMMITTEE

To reduce insurance cost to the residents in a more substantial manner and to reach more property owners through a more aggressive outreach program, Sarasota County along with the City of Sarasota, and The Town of Longboat Key formed the PPI committee in 2016. The City of Venice and the City of North Port joined in 2018 making all communities within Sarasota County participants in the PPI plan. The PPI committee also includes stakeholders such as the Sarasota Bay Estuary Program (SBEP), Mote Marine Institute, insurance agents, realtors, lenders, and contractors.

The PPI committee is tasked with evaluating the PPI plan each year to ensure the projects maintain their relevance and feasibility and to track progress and outcomes. An annual evaluation report is required to ensure the committee reviews and evaluates each of the projects and makes recommendations. The PPI committee met on December 11, 2019 to work through this evaluation process. The Sarasota County CRS Specialist is acting as the facilitator of this plan to track, implement, and manage the program.

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

COMMITTEE MEMBERS

FIGURE 1: 2019 PPI Committee Members, Affiliations and Departments

NAME	AFFILIATION	DEPARTMENT
Donna Bailey	Sarasota County	Public Works
Ed McCrane	Sarasota County	Emergency Services
Steve Hardy	Sarasota County	Public Works
Robert Laura	Sarasota County	Public Works
James Linkogle	Town of Longboat Key	Public Works
Todd Kerkering	City of Sarasota	Emergency Services
Cindy Cahill	City of Sarasota	Stormwater
Kathryn Harring	City of Venice	Stormwater
Elizabeth Wong	City of North Port	Stormwater
Katherine Howington	Sarasota County / Bankers Ins	Insurance Agency
Sherry Bitner	Sarasota County / RE Financial Services	Mortgage Broker
Darcy Young	Sarasota County / SBEP	Director Planning/Comm
Neil Fleet	Town of Longboat Key/AMI-Bay Isles	Property Mgmt
Don Hermev	City of Sarasota/Mote Marine	Env Health & Safety
Christina Pitchford	Sarasota County/RASM	Realtor
Carl Shoffstall	Sarasota County/CCNA	Coalition Chair
Dean McConville	City of North Port/State Farm Insurance	Insurance Agency
Mary Elizabeth Petty	City of Venice/AAA Insurance	Insurance Agency
Mark Hawkins	City of Venice/Hawks Nest Const	Contractor
Paul Semenev	Sarasota County	Additional Staff Resources
Des Companion	Sarasota County	Additional Staff Resources
Claire Aronson	Sarasota County	Additional Staff Resources
Thomas Sacharski	City of North Port	Alternate
Mary Foster	City of North Port/State Farm Ins	Alternate
Alan Fish	City of North Port/VBF Surveying	Alternate
Barbara Lockhart	City of North Port/Advisory Board	Alternate
Pete Travis	Sarasota County/Torrent Corp	Alternate
Jessica Williams	Sarasota County/We Are Floods Ins	Alternate
Sharon Gould	Sarasota County/Realtor	Alternate
Kathy Kelly Ohlrich	Sarasota County/CCNA	Alternate
Michael Dexter	Sarasota County / SBEP	Alternate

THE NATIONAL FLOOD INSURANCE PROGRAM (NFIP):

The CRS program is part of the NFIP and is a voluntary incentive program that recognizes and encourages community floodplain management activities that exceed the minimum requirements of the NFIP. Activities implemented through the CRS program provide credit scores, which are summarized through a regular audit process. Scores are formally accepted by FEMA and, when compared to prerequisites, are used to give a community their classification. The possible classifications range from Class 10 with the least credit points to Class 1 with the most credit points.

UNINCORPORATED SARASOTA COUNTY:

Sarasota County has participated in the CRS program since 1992. By implementing comprehensive floodplain management activities, Sarasota County has been rated as a Class 5 community since 2007. The result of this classification means NFIP insurance for Sarasota County property owners is discounted annually by 25% for high risk properties and 10% for medium to low risk policies, representing a savings of just over \$7 million dollars to residents of Sarasota County annually.

THE CITY OF SARASOTA:

The City of Sarasota has participated in the CRS (Community Rating System) program since 1992 to reduce flood insurance rates for the residents of the City. The City is rated a Class 6 community in the CRS program and that represents almost \$2 million dollars in savings to the City of Sarasota's jurisdiction NFIP (National Flood Insurance Policy) holders annually. This classification reduces NFIP flood insurance policies in special flood hazard areas (VE, AE, AH, A) by 20% and other (X500/X) hazard areas 10%. The City encourages everyone to have flood insurance, even in non-flood areas. Always remember: Flood water has no boundary!

THE TOWN OF LONGBOAT KEY:

The Town of Longboat Key has participated in the Regulatory phase of the National Flood Insurance program since July 30, 1971. The Town entered the CRS program in October 1991 and began receiving insurance discounts as a Class 9 Community, upgraded three times during the Town's history in the program to a current status of a Class 5 Community in May 2016. The Town will be retrograded to a Class 6 in May of 2020 due to FEMA and Insurance Service Office policy regulating the program, in regards, to Coastal Barrier Islands without rivers or streams. However, as a Class 6 Community, residents receive an average discount of \$208 per policy for an annual community savings of \$2,056,792.

THE CITY OF NORTH PORT:

The City of North Port has participated in CRS since 1992 North Port is currently a Class 6 community as of September 1, 2018. A CRS Class 6 allows residents to be eligible for discounts on their flood insurance, 20% in high risk areas and 10% in low risk areas. This represents a current savings of \$31 925 to North Port residents every year. Through a rerating process, North Port will be improving from a CRS Class 6 to a CRS Class 5 effective May 1, 2020. A CRS Class 5 will allow residents to be eligible for discounts on their flood insurance, 25% in high risk areas and 10% in low risk areas. This will represent a savings of \$38 931 to North Port residents every year.

THE CITY OF VENICE:

The City of Venice has participated in CRS since 1991. Venice is currently a class 6 as of 2005. A 6 allows the residents to be eligible for discounts on their flood insurance, 20% in high risk areas and 10% in low risk areas. This represents a current savings of \$627,592 to Venice residents every year.

FEDERAL FLOOD INSURANCE ASSESSMENT REVIEW:

One of the goals of the Unified PPI is to increase flood insurance coverage across all jurisdictions. Flood insurance is a requirement for structures located in the SFHA. Although we have identified CFHA, structures located solely in the CFHA are not required to purchase flood insurance, but it is recommended. Federal flood insurance data is provided to communities annually. Private flood insurance data is not provided and is therefore not a part of our review or assessment.

As part of the annual evaluation, the PPI committee reviewed the 2019 Federal NFIP flood insurance data. This data will be compared to future annual NFIP policy data to gauge if completed projects had a positive effect on the flood insurance policy count.

During this annual evaluation of the PPI, the committee assessed the flood coverage for each of their communities. One readily available source of information on flood hazards is federal flood insurance data. The following two statistics from the National Flood Insurance Program (NFIP) ask the questions.

1. Where do people have flood insurance policies?
2. Where have flood insurance claims been paid?

The areas of concentrated claims have been found to have storm surge and stormwater drainage issues associated with coastal, low lying areas and Pre-FIRM structures throughout the county.

The following tables 1 - 3, display the Federal flood insurance data as of December 2019. Combined, there are currently 64,510 policies in force with 23,288 or 36% of those policies located in non-SFHAs.

Flood insurance is required as a condition of federally backed mortgages or loans for structures located in a high-risk A, AE, or VE zones. Therefore, one would expect most policies to be in the A, AE, and VE zones.

Federal aid is contingent upon a community being a member of the NFIP. With flood insurance, Federal aid to private individuals is available through low interest loans after a declared disaster. If a homeowner does not have flood insurance, then those loans may not be available to them.

Our next PPI evaluation report or update will have a comparison of policies from 2019 vs 2020 and will delve deeper into flood insurance data in our communities and how we can focus on areas where flood insurance may be deficient.

As noted earlier, flood insurance data is only available for Federal flood insurance. Private insurers do not share their data with communities so their data is not reflected in the following tables.

Table 1 provides an overview of the Federal flood insurance policy count by flood zone. Properties in Zone D, A/AE, AH, AO, V/VE are required to carry flood insurance if there is a federally backed mortgage on the property. Zone X properties are not required by law to have a flood insurance policy, but it is recommended. Group policy information is only noted where indicated.

TABLE 1. 2019 Policy Count and Coverage Amount (Rounded to nearest dollar)

Zone	Community	Policies 2019	\$ of Insurance In-Force Pre and Post	\$ of Closed Paid Losses Pre-FIRM	\$ of Closed Paid Losses Post-FIRM
A/AE/AO/AH	Sarasota County	21,039	4,913,088,000	16,278,730	3,939,776
	City of Sarasota	6,192	1,490,722,600	3,318,072	165,207
	*Town of Longboat Key	*9,598	*2,211,093,900	*4,825,015	*261,348
	City of North Port	195	48,050,800	88,192	717,562
	City of Venice	3,045	555,609,600	1,455,453	15,778
V/VE	Sarasota County	642	110,722,300	2,137,250	121,673
	City of Sarasota	195	46,830,400	751,131	1,635
	*Town of Longboat Key	*310	*54,943,600	*902,164	*30,391
	City of North Port	0	0	0	0
	City of Venice	6	395,100	316,233	0
D	Sarasota County	23	4,759,500	405,490	77,032
	City of Sarasota	0	0	136,561	13,488
	*Town of Longboat Key	*0	*0	*0	*0
	City of North Port	0	0	0	0
	City of Venice	0	0	0	0
X (Standard)	Sarasota County	912	244,862,700	1,956,308	846,290
	City of Sarasota	332	89,105,700	761,640	201,366
	*Town of Longboat Key	*0	*0	*0	*0
	City of North Port	71	19,231,500	31,883	1,675
	City of Venice	576	120,593,200	193,761	11,213
X (Preferred)	Sarasota County	15,149	4,716,758,000	2,514,051	899,207
	City of Sarasota	1,377	431,268,000	1,644,016	85,185
	*Town of Longboat Key	*0	*0	*0	*0
	City of North Port	2,505	761,318,000	147,953	7,850
	City of Venice	2,323	727,700,000	278,288	34,598
Group Policies	Sarasota County	18	663,100	0	0
	City of Sarasota	2	\$69,800	0	0
Totals	All Communities	64,510	16,547,785,800	38,142,191	7,431,274

*It is important to note the Town of Longboat Key lies both in Sarasota and Manatee County. The data received by the Town of Longboat Key is not broken down by county and as such will reflect the whole values.

The total losses from all flood zones on Post-FIRM structures is approximately 19% of the losses on Pre-FIRM structures. This illustrates the impact sound floodplain regulations have for construction and how these regulations not only save money on insurance claims but also create a safer community.

A comparison of the low-risk, X-Zone (Pre-FIRM and Post-FIRM) paid losses compared to other zone losses, shows approximately 20% of paid losses are in the lowest risk zone. This statistic compares with National statistics.

Table 2 provides the insurance data for the different types of structures located within each community in the county.

TABLE 2. 2019 NFIP Insured Structures Breakdown by Building Type (Reported 12/31/2019)

Sarasota County & All Municipalities					
Unincorporated Sarasota County	Policies In-Force	\$ Premium	\$ Insurance In-Force	# of Closed Paid Losses	\$ of Closed Paid Losses
Single Family	25,114	18,640,274	7,346,505,200	1,865	23,332,877.33
2-4 Family	2,345	1,682,263	466,929,700	173	1,113,452.43
All other Residential	9,492	5,436,285	1,847,646,200	118	1,210,115.02
Non-Residential	832	28,089,177	9,990,853,600	126	1,782,212.31
City of Sarasota					
Single Family	2,746	3,684,419	822,298,500	415	5,257,940.78
2-4 Family	224	182,970	41,930,900	27	115,780.33
All other Residential	4,771	2,299,2235	1,021,866,800	84	1,085,386.02
Non-Residential	357	1,412,956	171,880,300	57	470,571.98
City of Venice					
Single Family	2,523	1,375,983	772,390,300	87	1,123,434.02
2-4 Family	348	268,834	58,728,500	30	510,970.40
All other Residential	2,893	1,480,556	492,440,000	82	501,509.63
Non-Residential	186	486,137	80,739,100	24	2,272,549.18
City of North Port					
Single Family	2,704	990,259	811,225,000	42	992,284.74
2-4 Family	38	12,902	8,077,000	0	0
All other Residential	13	3,638	2,128,000	0	0
Non-Residential	16	28,272	7,170,300	0	0
Town of Longboat Key					
Single Family	1,712	2,594,958	476,755,200	565	4,655,342.68
2-4 Family	784	717,423	155,019,200	61	392,374.39
All other Residential	7,231	3,784,754	1,571,875,300	116	677,003.15
Non-Residential	181	615,864	62,387,800	40	294,558.85

Approximately 64% of all (64,510) policies are within the moderate and high-risk SFHA and 36% are within the low-risk SFHA.

These statistics underscore two things:

1. The entire county is subject to flooding and the PPI should strive to reach all residents and businesses.
2. We should continue to review floodplain regulations for higher regulatory standards.

This PPI committee will strive to achieve 100% insurance coverage for all properties within the moderate and high-risk SFHA. Statistics show that many of the houses are pre-FIRM structures and insurance will help rebuild houses to current code when substantially damaged by flood events.

Table 3 below gives the final policy count (all policy types) county-wide. The next evaluation/update will give a comparison of 2019 vs 2020 data illustrating the number of policy changes within each municipality in the county.

TABLE 3. Policy Count

Community	2019	2020	Count Difference	%
Sarasota County	37,783			
City of Sarasota	8,098			
Town of Longboat Key	9,908			
City of Venice	5,950			
City of North Port	2,771			
Grand Total	64,510			

FLOOD MAP UPDATES:

Preliminary Flood Insurance Rate Maps (FIRMs) as part of the FEMA Risk Mapping, Assessment, and Planning (Risk MAP) program for Sarasota County were received December 2019. These preliminary FIRM updates include panels in coastal areas, as well as in the Phillippi Creek Watershed, Little Sarasota Bay Watershed, and the Lemon Bay Watershed. Based on these updated preliminary FIRMs, properties may move in and out of special flood hazard zones when the FIRM becomes effective. Our next Flood Insurance Assessment will reflect these map changes and will strive to determine what areas and targets we should focus on for future outreach projects or which current projects will include these areas.

Unincorporated Sarasota County has digitized, detailed flood studies not shown on the current FEMA flood maps. County staff determined these detailed flood studies using the criteria outlined by FEMA to establish the limits of the 1 % (percent) or Special Flood Hazard Area. These areas are included in our outreach efforts. Shown as the Community Flood Hazard Area (CFHA) on our online flood maps, they can be found at: <https://www.scgov.net/government/public-works/flood-maps>.

These flood studies were submitted to and accepted by FEMA in 2018 and 2019. They are incorporated into the preliminary FEMA RISK-Map received by all the communities within Sarasota County this last December 31, 2019. These preliminary maps are anticipated to become effective within the next 18-24 months.

PROJECTS REVIEW:

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

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

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

Key Sheet – Target Audiences:

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

Key Sheet – Messages and Outcomes:

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

ADDITIONAL PROJECTS INFORMATION:

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

Floody the Frog Children’s Outreach Initiative with the current activities:

- Environmental Stewardship Team (NEST) Annual Calendar Coloring Contest. This year’s (2020) theme was flooding and water quality.
- Three outreach posters on flood safety and protection were developed to target children with messages about flood safety. These posters have been distributed to elementary school libraries and public libraries.
- A mascot costume was purchased for Floody the Frog and the mascot attends various events throughout the county.
- An interactive webpage is currently being developed for children. This webpage will be located on scgov.net and mirrored on the Water Atlas website as well. We expect the website to be ‘live’ by March 2020.

This project continues to be developed.

OUTREACH PROJECTS:

No outreach projects were discontinued because they were determined to be ineffective or not feasible to implement.

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

APPENDIX A: Project List and Recommendations

The current project list was reviewed by the PPI Committee and the recommendations and/or changes for 2020 are noted in red.

APPENDIX B: Committee Meetings

Quarterly meetings summary and attendees.

This evaluation report was submitted to the Sarasota County BCC on _____, 2020.

APPENDIX A

2019

PROJECT LIST

REVIEW

AND

RECOMMENDATIONS

Project Number	Project Description	Audiences	Messages	Anticipated Outcomes	Jurisdictions	Distribution	Stakeholders	Related CRS Activities	Recommendations (changes in red)
1	Flood Protection Website – Water-Atlas	All	All	All	Sarasota County	Online	N/A	310, 320, 330, 340, 350	Created, continue updating content when needed.
2	Flood Protection Social Media	All			All	Social Media Blasts, 4 X year	N/A	330	Continue social media blasts. Recommend increasing to 6 X year.
3	Flood flyer	All	A1, B1, C1, C2, D1, D2, E1, E2, F1, G1, G2	a1, b1, c1, d1, d2, e1, f1, g1, g2	All	Advertise in phone book, once/year	N/A	540	Continue to advertise annually.
						Publish in Herald Tribune, once/year			Continue to advertise annually.
						Send to Municipalities, once/year	N/A		Continue to send updated flyers when appropriate.
4	Flood Information Workshops	All			All	Public workshops, 10 times/year. Increased to 30+ per year.	N/A	330	Recommend keeping 30+ per year. We added Grant Workshops to the schedule. Continue to schedule workshops.
5	Online Flood Zone Locator Application	All			All	Online	N/A	320, 350	Continue to keep online and add updates when needed.
6	Flood Response Preparation Media release messages					TV and Radio, once/year	N/A	332.b	We continue to have media release messages for FRP tied to Hurricane Season.
7	Flood Response Preparation Access Sarasota TV Crawls					TV, 4 X year	N/A	330, 600	We continue to have TV crawls for FRP tied to Hurricane Season.
8	Flood Response Preparation Social Media	All	A1, B1, C1, C2, D1, D2, G1, G2, J1, J2	a1, b1, c1, d1, d2, g1, g2, j1, j2, j3	All	Social Media Blasts, once/year	N/A	330, 600	We continue to have social media blasts for FRP tied to Hurricane Season.

Project Number	Project Description	Audiences	Messages	Anticipated Outcomes	Jurisdictions	Distribution	Stakeholders	Related CRS Activities	Recommendations (changes in red)
9	Add flood risk information to property appraiser records	All	A2	a2	All	Online	Property Appraiser	330, 442	Added in 2018. We continue to update flood data to property records.
10	Newsletter from elected officials	All	All	All	LBK, Venice, North Port	Newsletter, once/year	Elected officials		Discuss feasibility to implement this project community-wide in 2021.
11	Property Protection Advice	All	D1, D2, E1, E2	d1, d2, e1	Sarasota County	Flyer, once/year		360	We continue to advertise staff visits available to citizens for flood mitigation options.
12	Parks flyers	Targeted	F1, F2	f1	LBK, North Port	flyer, 4 times/year			Discuss feasibility to implement this project county-wide in 2021.
13	Repetitive Loss Areas Letter	Targeted	A1, B1, C1, C2, D1, D2, E1, E2, G1, G2, H1, H2, J1, J2, J3, J4	a1, b1, c1, d1, d2, e1, g1, g2, h1, h2, h3, j1, j2, j3	All	Mailout, once/year		330, 512	We continue to send notification letters to our RL areas promoting methods of mitigation.
14	CCNA presentation given by EOC	Targeted	All	All	Sarasota County	Presentation, once/year		330	Continue to give annually.
15	Neighborhood Environmental Stewardship Team Presentation	Targeted	All	All	Sarasota County	Presentation, once/year		330	Continue to give annually.
16	Educate real estate agents about flood zones and resources available at the County	Targeted	A1, B1	a1, b1	Sarasota County	Newsletter, once/year	Real Estate Professionals	330	We continue to reach out to Real Estate Agents through Newsletters sent through email.
17	RASM on the Road	Targeted	A1, B2	a1, b2	Sarasota County	Community Meetings, once/year	Real Estate Professionals	330	We will continue to give a presentation to RASM annually.

Project Number	Project Description	Audiences	Messages	Anticipated Outcomes	Jurisdictions	Distribution	Stakeholders	Related CRS Activities	Recommendations (changes in red)
18	Educate real estate agents about appropriate types/levels of insurance	Targeted	A1, B2, H1, H2, H3	a1, b2, h1, h2, h3	Sarasota County	Annual Workshop	Insurance Professionals	330	We will schedule the first workshop later this year.
19	Flood Disclosure and Information Brochure	All	A1, B1, F1, F2, G1, G2	a1, b1, f1, g1, g2	Venice, North Port	Brochure, 4 times/year	Real Estate Professionals; Insurance Professionals; Lenders	340	Recommend developing this brochure community-wide by 2021-2022.
20	Training for Online Map Services	All	A1, B1	a1, b1	Sarasota County	Annual Workshop	Real Estate Professionals; Insurance Professionals	330, 350	This is included in our regular workshops. Recommend creating a workshop dedicated to just training for the online map
21	Flood Brochure and information for savings in flood insurance	All	A1, D2, E1, E2, F1, F2, F3, H1, H2, H3	d2, e1, f1, h1, h2, h3	LBK, Venice, North Port	Newsletter, once/year	Insurance Professionals	370	Recommend implementing this project community-wide by 2021-2022.
22	Encourage elevation certificates	Targeted	A1, D2, E1, E2, F1, F2	a1, d2, e1, f1	All	Newsletter, once/year		330	We give recommendations through our phone logs.
23	Flood Insurance Improvement Plan	All	B1	b1	All	Mailout, once/year	Insurance Professionals	370	Recommend the committee implement an insurance plan by late 2021.
24	Flood Insurance Promotion	All	B1	b1	All	Mailout, once/year	Insurance Professionals	330,370	Sent with our annual RL notification letters.
25	Educate elected officials about flood topics	Targeted	All	All	LBK, Venice, North Port	Annual Workshop		330	Recommend implementing this project community-wide by 2021.
26	Host FFMA Elevation Certificate Workshops	Targeted	D2, E1	d2, e1	Sarasota County	Annual Workshop		330	Scheduled for October 2020.

Project Number	Project Description	Audiences	Messages	Anticipated Outcomes	Jurisdictions	Distribution	Stakeholders	Related CRS Activities	Recommendations
27	Floody The Frog, Flood Mascot - Children's Initiative	Targeted	A1, C1, G2	c1, g2	All	Local Libraries, Elementary School Libraries	Teachers, parents	330	We continue to promote Floody the Frog and flood protection for children.
28	Flood Zone Determination Letter	Targeted			Sarasota County	Individually, via email or postal		330, 340	We continue to provide this service to citizens on request.

APPENDIX B

2019

UNIFIED PPI

COMMITTEE MEETINGS

1ST Meeting – February 20, 2019

The Facilitator called the meeting to order. Introductions were given of participants (old and new), and we reviewed the purpose of the meeting. The City of North Port and the City of Venice joined us as permanent members. We discussed PPI Report Local Adoption requirements; Filling out blank Project Sheets using the key code; Upcoming outreach initiatives; Vote on quarterly meeting dates for the remainder of the year.

Committee Members in attendance:

MEMBER	REPRESENTING
Donna Bailey, CRS Specialist and Meeting Facilitator	Sarasota County
Ed McCrane, Manager Emergency Services	Sarasota County
James Linkogle, Public Works	Town of Longboat Key
Todd Kerkering, Emergency Services	City of Sarasota
Kathryn Harring, Stormwater	City of Venice
Elizabeth Wong, PE, Stormwater	City of North Port
Sherry Bitner, RE Financial Services	Sarasota County
Darcy Young, Manager, Sarasota Bay Estuary Program	Sarasota County
Don Hermey, Maintenance, Mote Marine	City of Sarasota
Khansith Boupha, Jones Edmunds Associates	Sarasota County
Mary Foster, State Farm Insurance	City of North Port
Barbara Lockhart, North Port Canal Watch Group Environmental Advisory Board	City of North Port
Alan Fish, VBF Surveying	City of North Port
Bob Laura, Manager, Stormwater	Sarasota County
Paul Semenec, Manager, Stormwater	Sarasota County

1:00 PM – Call meeting to order – introduction/welcome participants (new and old), review purpose of meeting.

- Meeting called and introductions were made. The City of Venice and the City of North Port joins us as permanent members.
- 1:10 PM – Review PPI Report adoption and discuss dates for additional local adoption
- We reviewed the PPI report and discussed what other municipalities need to do to get the PPI adopted locally. Todd Kerkering with the City of Sarasota noted they have auto-adopt for all elements of the LMS and with the PPI being an annex to the LMS it should auto-adopt for them.
- 1:20 PM – Review blank Project Sheets, key code from PPI and discuss
- We reviewed blank project sheets and the key code from the PPI that includes target audiences and messages. Elizabeth Wong asked for a digital copy. All other municipalities asked for copies as well.
- 1:45 PM – Review upcoming outreach initiatives
 - Flood Awareness Week coordinated messaging with the FFMA

- Flood Awareness Week proclamation
 - Flood Awareness Week Herald Tribune ad
 - Earth Day Celebration at Oscar Scherer State Park, April 20th? and flood protection handouts review
 - Any other initiatives coming up?
- We reviewed the upcoming outreach and discussed materials each community will contribute for the Earth Day initiative. Each community will need to print 250 copies. Once they have their items printed, they will contact Donna and she will pick them up. Each community will resend their logos for us to include on the artwork for Earth Day.
- Elizabeth Wong discussed the flood display on the property appraiser record cards. She suggested placing the sentence guiding readers to the flood map, be placed on top and the font enlarged. She states readers often miss it or disregard it.
- We discussed the real estate brochure that Kathryn Harring has created. It was suggested that the brochures direct the reader to the FEMA Map Center but it was noted that single properties are not shown on a Firmette, only an entire area. This may make it difficult for the reader to locate their own property. Kathryn has also included updates to their outreach and media (memes) and has them on the City of Venice website.
- Elizabeth Wong asked for a copy of the message that is going out in our utility bills promoting Flood Awareness Week.
- Sherry Bitner discussed videotaping and suggested 2-3-minute videos of maybe reading the messaging for our Flood Awareness Week. We briefly discussed the current project our CRS Coordinator Des is working on for possibly filming a workshop. Sherry also noted TV station could push the flood messaging out and we could work on YouTube videos.
- We discussed the Flood Response packages – Todd Kerkering offered space at the City of Sarasota if needed to store the documents while we work on the project.
- The committee discussed elevation certificates and a disconnect between our CRS program and the FEMA regulations. We also discussed elevation certificates being available online. James Linkogle noted the pdfs need to be ADA compliant. We need to review whether ours meet this requirement.
- Elizabeth asked about Elevation Certificate training in North Port. They have a venue that would support 45-50 people. I will reach out to Marty Duran to discuss this possibility.
- 2:50 PM – Vote on quarterly meetings for remainder of the year
 - Future dates for meetings were discussed and agreed upon. Donna will send out an invitation to get these dates on everyone’s calendars.
- ACTION ITEMS:
 - Donna will send out a copy of the utility bill messaging to North Port for their review.
 - Donna will send out the Flood Awareness Week messaging to all members for their review.
 - Donna will send out the digital project worksheets and key codes.
 - All communities will submit their logos to include on our Earth Day artwork
 - All communities will notify Donna when they have their materials printed and ready to pick up.

2nd Meeting – April 10, 2019

The Facilitator called the meeting to order. Introductions were given and we reviewed the purpose of the meeting. Upcoming Preliminary Coastal Map updates were discussed; Hazard Disclosure; Earth Day Promotion outreach initiative.

Committee Members in attendance:

MEMBER	REPRESENTING
Donna Bailey, CRS Specialist and Meeting Facilitator	Sarasota County
Des Companion, CRS Coordinator	Sarasota County
Ed McCrane, Manager Emergency Services	Sarasota County
James Linkogle, Public Works	Town of Longboat Key
Todd Kerkering, Emergency Services	City of Sarasota
Kathryn Harring, Stormwater	City of Venice
Heather Hansen for Elizabeth Wong, PE, Stormwater	City of North Port
Sherry Bitner, RE Financial Services	Sarasota County
Christina Pitchford, Realtor	Realtors Assoc. of Sarasota & Manatee (RASM)
Pete Travis, Torrent Corporation	Sarasota County
Jessica Williams, Wright Flood	Sarasota County
Khansith Bouphe, Jones Edmunds Associates	Sarasota County
Alan Fish, VBF Surveying	City of North Port
Bob Laura, Manager, Stormwater	Sarasota County
Paul Semenec, Manager, Stormwater	Sarasota County

2:00 PM – Call meeting to order – introduction of participants and purpose of meeting.

2:10 PM - Coastal Map Updates – Des Companion

- Current timeline for completion
- Coordinate and schedule meetings within jurisdictions (2 each?)
 - *Des Companion with Sarasota County discussed the FEMA Risk MAP updates: A handout for the process and legal requirements for preliminary maps was reviewed. This FEMA Risk MAP update will be a combination of the FEMA Coastal study and Sarasota County’s Physical Map Revision (PMR) studies of Phillippi Creek, Lemon Bay and Little Sarasota.*
 - *According to FEMA’s Mark Vieira, whom Des spoke with, Congress is expecting Sarasota County preliminary maps under the Risk MAP program at the end of December 2019, with FEMA Region IV outreach occurring sometime in February or March.*
 - *The following activities are suggested for each community to begin preparation, such as:*
 - *Reservations for 2 public meetings beginning the end of February or March/April 2020;*

- *Preparation to handle additional outreach, appeals and comments and phone calls,*
- *Draft media releases and postcard for mailing etc.*
 - *Since Longboat Key has its community split by Sarasota County and Manatee County, they should only need to provide one public meeting. Also recommended, we hold some at night and/or on the weekend so working residents can attend.*
 - *A LiMWA (Limit of Moderate Wave Action) line will be shown on the map. This will introduce the new flood zone in Sarasota county, "Coastal AE Zone" on maps. This flood zone is already part of the Florida Building Code.*
 - *Bob Laura with Sarasota County stated FEMA will provide a 'Changes since last effective FIRM' product that will outline those properties and areas that will change in both the FEMA Coastal study and the County updates we applied for. That is a new Risk MAP product that FEMA produces.*
 - *There is generally 90 days for comments and appeals, and 180 days for compliance and adoption. Bob noted historically FEMA makes the maps effective 12-18 months after the preliminary maps but with coastal areas that can be even longer, depending on the number of appeals received. Coastal map updates typically get more appeals and comments than other areas.*
 - *James Linkogle of Longboat Key discussed some changes in the Coastal Risk maps for his portion of Longboat Key located in Manatee county. He states the entire island was previously in the Special Flood Hazard Area (SFHA) and now has pockets of 500-year flood (0.2% annual chance) that show up and noted there is some concern as some parts of buildings now show the 0.2% annual chance flood while others remain in the SFHA.*
 - *Pete Travis with Torrent Corp. states FEMA will send a letter next year to all policy holders with new rates. All residential structures will have rating scores in the letter. The LiMWA line is a non-regulatory line that may be used for insurance rating as well.*
 - *Kat Harring with the City of Venice noted the LiMWA line is the extent of the 1.5' – 3' wave action.*
- **2:30 PM – Hazard Disclosure – CRS Activity**
 - *Sarasota/Manatee Board of Realtors, other groups for outreach*
 - *Map update – disseminating hazard disclosure*
 - *Realtor Brochure review / handout*
 - *Donna Bailey with Sarasota County spoke about the invitation to speak at the Realtors of Sarasota and Manatee (RASM) meeting in June set up by Christina Pitchford with RASM. A discussion was made about increasing presentations/speaking at Realtor Boards and other groups to quarterly to help get the word out. These groups are great at sharing this information.*
 - *The Real Estate brochure was reviewed and discussed. Christina noted there may be some reluctance from realtors to use it. We further discussed how we might be able to incorporate additional information the realtors may like and where we might be able to link this document online.*

- *Kat noted the real estate brochure she developed, and we discussed how we could blend both brochures together.*
 - *Christina Pitchford asked Kat if she would send her a copy of the brochure – Kat will send it to Donna and Donna will distribute it.*
 - *Donna asked everyone to please send their comments on the real estate brochure so they can be incorporated and reviewed at the next meeting.*
- **2:55 PM – Earth Day Promotion – April 27th at Oscar Scherer Park 10:00 a.m. – 4:00 p.m.**
 - *We quickly reminded everyone of our Earth Day promotion and that we still need flood literature from North Port and Longboat Key. Todd Kerkering with City of Sarasota suggested the literature from Longboat Key could be dropped off in the City and he could deliver to us. Great idea!*
We quickly went over next meeting discussion shown below.
- **3:00 PM – Meeting adjourned**
- **Next Meeting Discussion:**
- PPI Committee webpage development and review
- Flood Insurance Promotion –
 - Target audience and messaging: Coastline
 - Develop promotional literature
 - Where to leave promotional literature

3rd Meeting – August 14, 2019

The Facilitator called the meeting to order. Introductions were given and we reviewed the purpose of the meeting. A new children’s outreach ‘Floody the Frog’ initiative was discussed; more discussion of the upcoming Preliminary Flood Maps; Additional Flood Information Workshops; Flood Insurance Promotion; Flood and Hurricane Awareness Newsletter; Flood zones vs Evacuation Levels; and RLAA Notification Letter mail-out; NOAA Green Infrastructure Initiative.

Committee Members in attendance:

MEMBER	REPRESENTING
Donna Bailey, CRS Specialist and Meeting Facilitator	Sarasota County
Des Companion, CRS Coordinator	Sarasota County
Ed McCrane, Manager Emergency Services	Sarasota County
James Linkogle, Public Works	Town of Longboat Key
Todd Kerkering, Emergency Services	City of Sarasota
Kathryn Harring, Stormwater	City of Venice
Elizabeth Wong, PE, Stormwater	City of North Port
Sherry Bitner, RE Financial Services	Sarasota County
Darcy Young, Manager, Sarasota Bay Estuary Program	Sarasota County
Christina Pitchford, Realtor	Realtors Assoc. of Sarasota & Manatee (RASM)
Pete Travis, Torrent Corporation	Sarasota County
Jessica Williams, Wright Flood	Sarasota County
Khansith Bouphe, Jones Edmunds Associates	Sarasota County
Alan Fish, VBF Surveying	City of North Port
Bob Laura, Manager, Stormwater	Sarasota County
Don Hermey, Maintenance, Mote Marine	City of Sarasota
Neil Fleet, AMI-Bay Isles, HOA	Town of Longboat Key
Mary Foster, State Farm Insurance	City of North Port

2:00 PM – Call meeting to order – introduction/welcome participants review purpose of meeting.

Sarasota County:

- **RLAA notification letter mail-out:** Move from November to February
 - *Donna Bailey discussed moving the RLAA notification letter mail-out from November this year to February next year. With our snow-bird population, it makes better sense and will ensure most residents are here for the letter.*
- **Floody the Frog initiative:** NEST calendar; Posters in all elementary school libraries and public libraries
 - *We all reviewed the Floody the Frog draft poster and initiative. Elizabeth Wong suggested using her resources to make a PSA video. Their community has a great viral video history.*

- *Don Hermei with Mote Marine stated they have a home school program and they may want posters for their program.*
- *Des Companion suggested reaching out to the Florida House for additional exposure.*
- *Todd Kerkering suggested the Education Foundation*
- *Is there a way to create a phone app since children spend time on their phones? We will look at that possibility as we get further into the initiative.*

All Communities:

- **Flood Zone vs Evacuation Level:** Messaging and artwork - City of Venice
 - *We reviewed the artwork for the flood zone vs evacuation level by Kat with the City of Venice.*
 - *Ed McCrane is working on creating a new web application for the evacuation levels.*
- **Flood and Hurricane Awareness Newsletter:** Review content - Town of Longboat Key
 - *We reviewed the newsletter James Linkogle puts out for the Town of Longboat Key with updates to their FMP. They are currently updating their FMP and will survey their citizens.*
 - *We talked about tailoring the letter to our community for next year's mail-out.*
 - *Mary suggested looking into the Post Office "Every Door Direct Mail" process for sending the letter. She believes the cost is approximately .18 per letter.*
 - *Elizabeth Wong states they send a newsletter to all of their residents at 2 x year.*
- **Flood Map & Risk Map update:** Follow up/continue discussion on plan for outreach
 - *We briefly spoke about follow up for the upcoming flood map & Risk Map updates.*
 - *They are still expected at the end of December this year, per Bob Laura.*
 - *Elizabeth Wong asked if she could get a list from us for the communities to perform a notification mail-out. Bob stated yes.*
- **Flood Insurance Promotion Discussion:** What communities already have it
 - *We spoke briefly about the Flood Insurance Promotion and how we might be able to initiate the process. Des Companion discussed bringing back cumulative substantial improvement/damage repair.*
 - *We discussed private insurance vs NFIP.*
- **Additional Flood Information Workshops:** Coordination with other communities – City of North Port
 - *Christina Pitchford states the annual meeting for RASM (Realtor Association of Sarasota & Manatee) is coming up. We can see about collaborating for a workshop.*

FOR OUR NEXT MEETING IN DECEMBER: NOAA Green Infrastructure - review and discuss at our next meeting

<https://coast.noaa.gov/data/docs/digitalcoast/gi-cost-benefit.pdf>

- **Darcy spoke briefly about the NOAA green infrastructure initiative.**
 - *Of interest is a program to address downspout flooding.*
 - *We will review the attached link for more information and discuss this at the next meeting.*

THE NEXT PPI COMMITTEE MEETING IS SCHEDULED FOR DECEMBER 11, 2019. An agenda and will be sent out the Friday before (December 6, 2019).

4TH Meeting – December 11, 2019

The Facilitator called the meeting to order. Introductions were given and we reviewed the purpose of the meeting. We discussed the addition of a flood survey to the website; Questions on the survey were reviewed and revised; Additional outreach initiatives including video; Flood messaging on Utility bills; Annual Evaluation Report review.

Committee Members in attendance:

MEMBER	REPRESENTING
Donna Bailey, CRS Specialist and Meeting Facilitator	Sarasota County
Ed McCrane, Manager Emergency Services	Sarasota County
James Linkogle, Public Works	Town of Longboat Key
Todd Kerkering, Emergency Services	City of Sarasota
Cyndi Cahill, Stormwater	City of Sarasota
Kathryn Harring, Stormwater	City of Venice
Sherry Bitner, RE Financial Services	Sarasota County
Darcy Young, Manager, Sarasota Bay Estuary Program	Sarasota County
Christina Pitchford, Realtor	Realtors Assoc. of Sarasota & Manatee (RASM)
Pete Travis, Torrent Corporation	Sarasota County
Jessica Williams, Wright Flood	Sarasota County
Khansith Boupha, Jones Edmunds Associates	Sarasota County
Bob Laura, Manager, Stormwater	Sarasota County
Michael Dexter, Sarasota Bay Estuary Program	Sarasota County
Don Hermey, Maintenance, Mote Marine	City of Sarasota
Neil Fleet, AMI-Bay Isles, HOA	Town of Longboat Key
Thomas Sacharski, City of North Port	City of North Port
Marty Foster, State Farm Insurance	City of North Port

2:00 PM – Call meeting to order – introduction/welcome participants review purpose of meeting

SARASOTA COUNTY:

1. Add flood survey: Add to the website for next year’s evaluation report data

- The committee reviewed the FMP flood survey. It was suggested to add a disclaimer at the top of the survey stating the information will be used for no other purpose than tracking flood issues throughout Sarasota County.
- The following FMP Survey question revisions were suggested:
 - 1: Consider not using the full address so there are no privacy issues.
 - 7: Include month of storm and whether or not it was a named storm
 - 9: Add examples of flood protection in case they don’t know
 - 13: Also ask if NFIP or Private insurance
 - 14: Add the question “Was it useful?”
 - 15: Add the question “Was it useful?”
 - 16: Ask where they attended the workshop and add website link to workshops

17: Add website for evacuation levels

20: Add whether their property is affected by tides (king tides)

21: Ask what jurisdiction they live in

- It was also discussed to consider making a podcast or video for the flood zone workshops.
 - The committee also discussed the preliminary RISK maps we are expecting at the end of this year. They thought it would be useful to include a link to other municipalities on the mapping page.
- 2. Floody the Frog Initiative:** Posters, Costume, Events
- The committee discussed the debut of Floody the Frog, the posters and upcoming events such as the annual Earth Day celebration at Oscar Scherer State Park in April.
- 3. Flood Messaging on Utility Bills:** Scheduled March 2020 to coincide with Flood Awareness Week

2019 Utility Bill Message for Sarasota County:

Be prepared this year!

Buy flood insurance for peace of mind because it only takes one storm.

Flood Awareness Week March 11-17

For more information, visit scgov.net (keyword flood protection

Or call 941-861-5000

- The committee reviewed the message from last year's utility bill. We discussed the flood messaging for Flood Awareness Week 2020. The dates will be March 9-16. The committee suggested adding Floody to the printed utility bill message.
 - It was also suggested to see if we can add a link to the website for bill pay that will allow the user to fill out a FMP flood survey.
- 4. Evaluation Report Review:** Comments are due by February 12, 2020.
- The committee briefly reviewed the evaluation report. Municipalities that haven't provided flood insurance data for the evaluation report will request that information.

HANDOUTS: Flood Survey; Evaluation Report

NEXT MEETING:

March 11, 2020 – finalize the PPI Evaluation Report

ACTION ITEMS:

- Each municipality that didn't provide flood insurance data will request it from ISO and email it to Donna Bailey to incorporate into the report.
- Comments to the report are due by February 12th