



City of Delray Beach, Florida

Program for Public Information (PPI) 2017

Background

The City of Delray Beach has developed an outreach program over the years to educate the community concerning matters pertaining to floodplain management and to highlight its importance to the community. This outreach has included implementation of a multi-jurisdictional CRS *Outreach Projects Strategy*.

In October 1994, the City of Delray Beach qualified for the Community Rating System (CRS) Program. CRS is a part of the National Flood Insurance Program (NFIP). It provides reductions to flood insurance premiums in participating communities. The reductions are based on community floodplain management programs, including public information activities. To keep those discounts, communities must continue to implement their programs and provide status reports to the NFIP each year. Since its entrance into the CRS Program, the City has prioritized the dissemination of flood-related information to its residents and businesses.

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

The City is pleased that its efforts can not only prove beneficial to the Delray Beach community through mitigation of the hazardous effects of flooding, but they can also prove beneficial in maximizing credit in the CRS program by conforming to the PPI standard outlined in the *2013 CRS Coordinator's Manual*.

PPI Committee

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

- August 24, 2016
- January 6, 2017
- February 17, 2017

This document will serve as the community's guide to implement and expand the effectiveness of dissemination of floodplain management information to its public.

Meetings were held at the City Environmental Services Building. The PPI Committee members include three stakeholders and three City staff members, one of whom is a Certified Floodplain Manager.



Standing, back row: Nora Emmanuel, Janet Meeks, Sue Leonard. Seated: Trevor Feagin, Ana Puszkin-Chevlin, Connor Lynch. Missing from photo: Steve Tobias, Jesse Flowers, II, Steve Hynes

City of Delray Beach Stakeholders:

Jesse M. Flowers, II, Community President, CenterState Bank, Delray Beach. CenterState Bank is a Florida-based community bank providing traditional deposit and lending products and services to commercial and retail customers. Chairman's Club member of the Greater Delray Beach Chamber of Commerce, and serves on the Chamber Board of Directors Executive Committee.

Connor C. Lynch, ARM, AIP, COO / Producer, Plastridge Insurance Agency. Plastridge Insurance Agency specializes in insurance for businesses and individuals to long-term South Florida customers since 1919. Chairman's Club member of Greater Delray Beach Chamber of Commerce, and serves on the Chamber Board of Directors.

Sue Leonard, PA, Real Estate Broker, Professional Realtor, Re/Max Advantage Plus, full service real estate company, Member of Greater Delray Beach Chamber of Commerce

City of Delray Beach Staff:

Steve Tobias, CFM, Chair, City of Delray Beach Chief Building Official; CRS Coordinator (representing the City's Building Division)

Steve Hynes, City of Delray Director of Emergency Management (representing the City's Police Department, Emergency Management Division)

Janet Meeks, City of Delray Beach Director of Public Affairs (representing Public Information), who replaced Roseanne DeChicchio on the PPI committee, who retired in January 2017

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

Other participating City of Delray Beach Staff Members:

Ana Puszkin-Chevlin, Ph.D., Sustainability Officer

Trevor Feagin, Sustainability Office, GIS Specialist

Nora Emmanuel, Digital Media, Public Relations Coordinator in the Public Affairs Department

Assessment of Public Information Needs

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

In the City of Delray Beach intense or prolonged, concentrated rain is the primary cause of localized flooding and storm surge. Major rainfall events occur in association with hurricanes, tropical storms, and thunderstorms associated with frontal systems. This overabundance of rainfall creates saturated soil conditions, after which additional rain causes surface ponding or an overflow of catchment canals and ponds. This can result in street and yard flooding, which is regarded as nuisance flooding. Flood damage to buildings is an issue for the community, as attested by the historical flood insurance claims. The City has one Repetitive Loss Property, as identified by FEMA.

For a community that is vulnerable to flooding, the importance of dissemination of public information concerning the flood hazard and its mitigation is particularly important.

Target Areas:

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

1. Target area #1: Properties within the Repetitive Loss Areas: Any area that has been subject to repetitive losses from flooding, as defined by the NFIP, needs to be especially targeted for public information. A special outreach project entailing an advisement to the properties in these areas in the City will continue to be undertaken. The four advisements specified in the *2013 CRS Coordinator's Manual* will be included.
2. Target area #2: Properties within the Special Flood Hazard Area: All these property owners and renters could benefit from public information, especially that which encourages purchase of flood insurance.
3. Target area #3: Coastal businesses and residents: Properties located on the Atlantic Ocean. This was determined to be another appropriate target area.
4. Target area #4: Marina District: Buildings were constructed predominantly between 1922 and 1943 by prominent seasonal residents who enjoyed its close proximity to the ocean and the

Intracoastal Waterway. The Marina District was designated a historic district in the Local Register of Historic Places in 1988.

Target Audiences:

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

1. Target audience #1: Homeowner and condominium associations: Because homeowner and condominium associations typically concern themselves with matters vital to their respective communities, this was determined to be an appropriate target audience.
2. Target audience #2: Faith-based communities: Delray Beach includes a strong faith-based community. Targeting this group could prove to be an effective means of grass roots dissemination of flood related information.
3. Target audience #3: Vulnerable and disadvantaged populations: Because vulnerable and disadvantaged populations are often the most at risk of not being prepared for the flood hazard, this is determined to be an appropriate target audience.
4. Target audience #4: High School students: Young people can effectively bring the message of preparedness home to their families. Furthermore students who are prepared are more confident during emergencies and disasters. Presentations can be given to students and brochures distributed to be taken home. The more students know about flooding and hurricane preparation, the better they can deal with it, before, during and after a flood event.
5. Target audience #5: New arrivals to the City: The City has access to new homeowners when they set up their water accounts. Providing helpful information concerning flooding may be especially effective at a time when the importance of property protection is especially pronounced.
6. Target audience #6: Chamber of Commerce: The Chamber of Commerce has easy access to businesses in the City via social media and email.

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

Table 1. Other Public Information Efforts			
Organization	Project	Subject Matter	Frequency
City of Delray Beach	Handouts and brochures distributed annually and available at various locations	Various flood-related topics	Year-round
City Public Information Office	Facebook and Twitter messages	Various flood-related topics	Year-round
	Press releases	Various flood-related topics	As needed
	Website	Various flood-related topics	Year-round
	Map inquiry service	Flood hazard areas, Flood Insurance 101, flood protection	Year-round
	MS4 Projects, Swale and Canal Maintenance, Illegal Dumping Signage, etc.	Take care of your storm drain; protect water quality, no illegal dumping	Year-round
City Public Utilities Departments	Utility billing mailings	Mitigate flood damage, flood insurance, protect storm water, prevent flooding and other messages as deemed appropriate	Monthly
South Florida Water Management District	Handouts on water flow and stormwater management	Stormwater management	Available year-round
Local TV Stations	Hurricane preparedness publications	Hurricane preparedness	Annually at beginning of hurricane season
Regional network TV and radio stations	Coverage in hurricane season	Preparation for and response to hurricanes and floods	May - November
Florida Power & Light	Hurricane preparedness pamphlet included with monthly bill	Preparation for hurricanes and storm surge	May
Southeast Florida Regional Climate Compact	Various publications and policy recommendations	Sea level rise	Year-round

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

Messages and Outcomes

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

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

Outreach Projects to Convey Messages

After determining the messages and their desired outcomes, the committee proceeded to identify outreach projects to convey the messages. The PPI Committee identified over 30 projects and initiatives that are recommended to be implemented. Many of the projects have already been established and their continued implementation is recommended. Other projects are specific recommendations of the committee that can be implemented to enhance the current outreach program. Table 5, included at the end of this report, represents a compilation of the recommended projects, complete with the assignment as to who is responsible for implementation and when implementation is anticipated.

Some discussion ensued concerning the benefit of utilizing stakeholders to disseminate information. The committee noted that its representation in the Delray Beach Chamber of Commerce can facilitate the dissemination of flood-related information to business members throughout the community. Furthermore, flood insurance information will be distributed through the area's insurance agencies.

Other Public Information Initiatives

In addition to the outreach projects recommended in Table 5 there are other important public information initiatives that are an integral part of the community's CRS program. The PPI Committee acknowledges the importance of advertising through public information venues the various services that the City offers, some of which are credited in the CRS program under other activities. In particular, the City will advertise the following assistance that it offers:

- **Activity 310 (Elevation Certificates):** The availability of elevation certificates will continue to be advertised in a Utility bill and on the City website.
- **Activity 320 (Map Information Service):** This service continues to be offered. Three new CRS map information elements will be chosen to maximize points prior to the CRS Modification in 2017. This service will be advertised on a utility bill. The utility bill mailings include realtors, insurance companies, and lending institutions in the City.
- **Activity 340 (Hazard Disclosure):** This disclosure is required in coastal communities such as Delray Beach by Florida State Statute.
- **Activity 350 (Flood Protection Information):** The PPI Committee agreed that the City has an excellent and informative website which covers all of the 10 messages chosen by the committee. The website will be updated prior to the CRS 2017 Modification. There is a link to the Broward County Emergency Management website that covers the warning and evacuation topics in depth.
- **Activity 360 (Flood Protection Assistance):** The City continues to offer these services to the community, and will advertise the services, including site visits on utility bills. The service will also be advertised in the annual mailing to repetitive loss areas.
- **Activity 540 (Drainage System Maintenance):** The “no dumping” regulations will continue to be advertised on utility bills and on social media.
- **Activity 610 (Flood Warning and Response):** Flood warning, evacuation instructions and safety information will be advertised to the entire community on Utility bills, at least annually, and included on the City website and social media

Flood Response Preparations

In addition to projects that are implemented every year, the PPI Committee recommends projects that will be implemented immediately before, during, and after a flood. These projects are ready for reproduction and dissemination after a flood warning. A copy of the Flood Response Preparations document was distributed for the Committee to examine and discuss. Additionally, Steve Hynes, City of Delray Beach Director of Emergency Management, the member of the committee most knowledgeable of emergency management, studied the document and recommended its implementation as a toolkit for the City to utilize as deemed most appropriate in the event of a major flood or hurricane event. The projects are briefly described in this PPI at the end of Table 5.

Implementation, Monitoring and Evaluation

Upon adoption of the PPI Report, the various entities listed in Table 5 will begin implementation of the projects included in the PPI. The CRS Coordinator will monitor the projects as they are developed, as well as their results. He/she will record inputs from PPI Committee members and suggestions from other City employees and stakeholders participating in the activities.

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

Flood Insurance Promotion

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

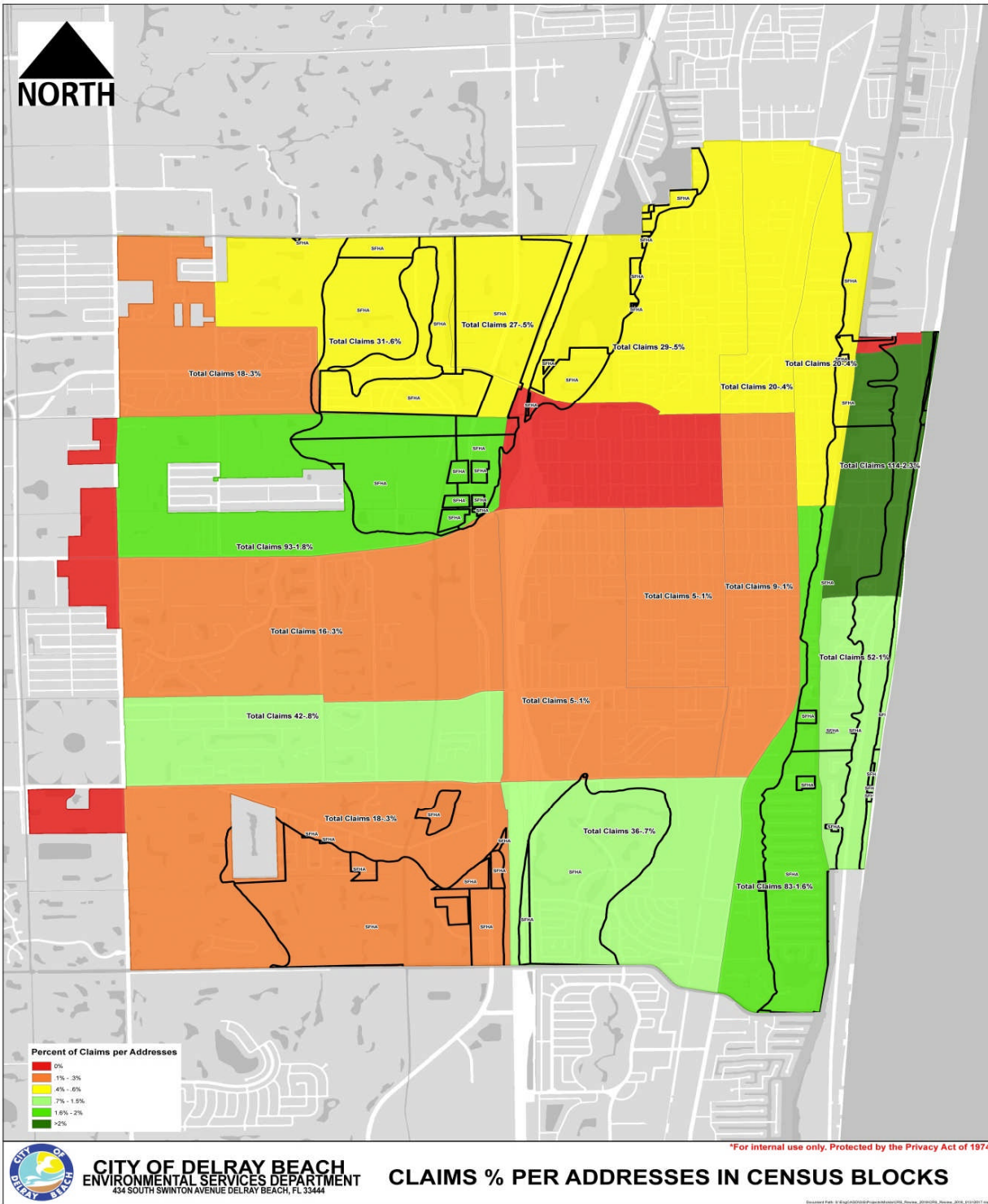
Flood Insurance Coverage Assessment:

Identification of Target Areas

The committee identified the same three target areas as were previously identified in this PPI Report:

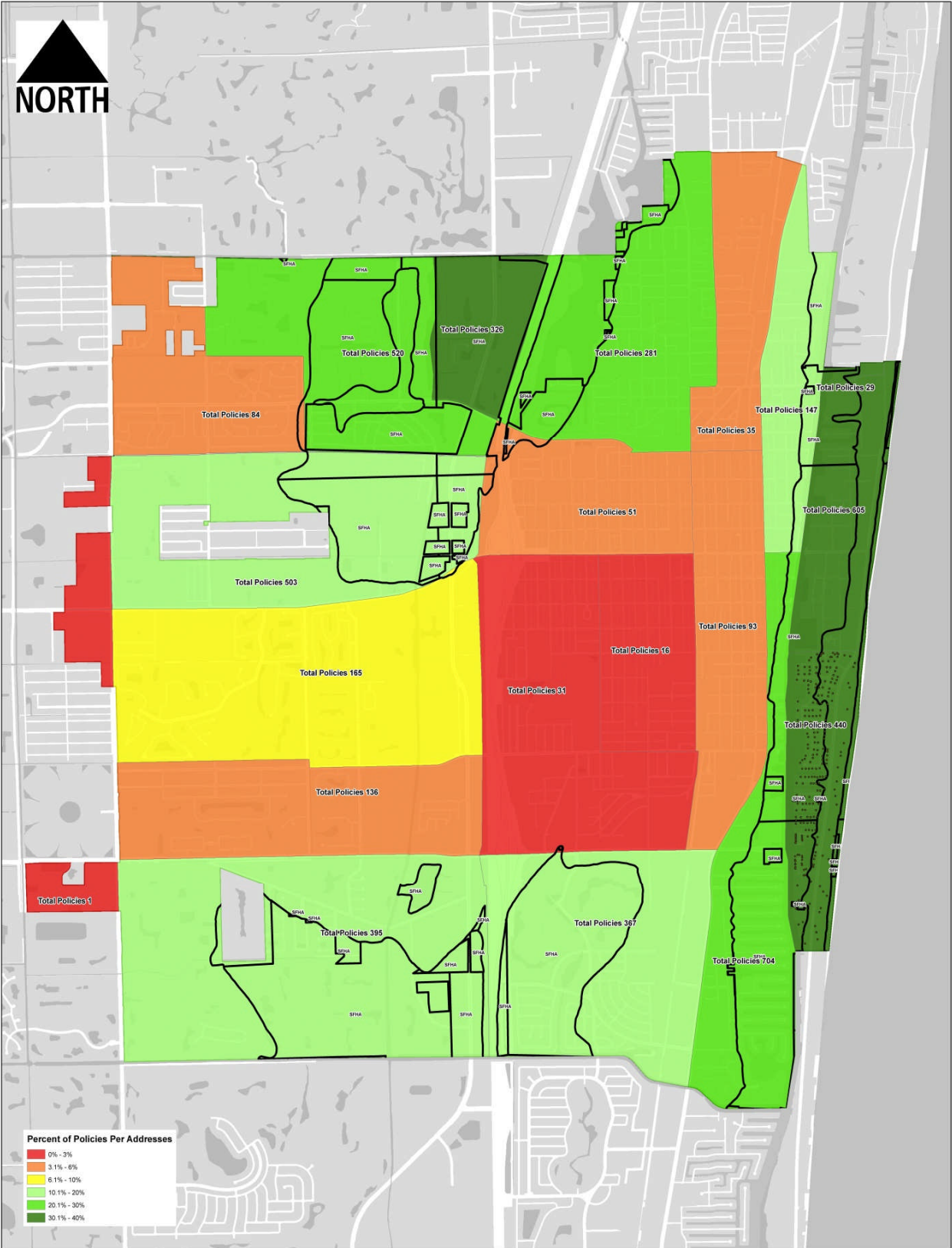
1. Target area #1: Properties within the Repetitive Loss Areas: Any area that has been subject to repetitive losses from flooding, as defined by the NFIP, needs to be especially targeted for public information, including insurance promotion. A special outreach project entailing an advisement to the properties in these areas in the City will continue to be undertaken.
2. Target area #2: Properties within the Special Flood Hazard Area: All these property owners and renters could benefit from public information, especially that which encourages purchase of flood insurance.
3. Target area #3: Coastal businesses and residents: Properties located on the Atlantic Ocean. This was determined to be another appropriate target area for flood insurance promotion.
4. Target area #4: Frog Alley: Although not in the SFHA, this area historically has flooding during times of heavy rain over a short period of time. This area would best be served by information provided by faith-based organizations and in the Creole language.
5. Target area #5: Military Trail and Linton Boulevard intersection: This area is not in the SFHA, but does have drainage problems during times of heavy rain over a short period of time, on all four corners, including the hospital.

The map below depicts the distribution of all historical flood insurance claims in Delray Beach by census block. The flood insurance claims data was provided by FEMA and is dated December 31, 2011. This is the most current data available to the City as of the date of the completion of this report. Care was taken not to violate privacy rights.



Map Flood Insurance Coverage

The GIS Department of the City of Delray Beach developed a map depicting the flood insurance coverage within the community. The map was based upon a template that had previously proven beneficial in the Village of Wellington, which is located in South Florida, and is included as a national example in the CRS Resources website. The concentration of flood insurance policies in designated areas enables an easy comparison of areas in the city. Discussions with CRS authorities led to the determination that census blocks could form a good unit of evaluation. First, it is a unit available to all communities. Second, the units are typically drawn to cover relatively homogenous populations, which is beneficial in determination of strategies to increase flood insurance coverage. Finally, the size and number of such units are manageable for a community the size of the City of Delray Beach. A comparison of the concentration of flood insurance policies in each census block helps to gain a clearer understanding of the various factors that determine flood insurance coverage. The map is color coded, enabling a viewer to observe at a glance those areas that have a greater, or lesser concentration of flood insurance policies.



CITY OF DELRAY BEACH
ENVIRONMENTAL SERVICES DEPARTMENT
434 SOUTH SWINTON AVENUE DELRAY BEACH, FL 33444

POLICIES % PER BLOCK

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The PPI Committee used this map to make some helpful assessments of the flood insurance coverage.

Following are some of the assessments made:

- Some areas in the city that have many claims will not be in a SFHA when new FEMA FIRMs are adopted, so those people will have less incentive to purchase flood insurance.
- The City doesn't have any details about what caused claims from the 1970's and 1980's.
- An analysis of the dates of claims compared with records of drainage projects indicates that some of the areas that were formerly subject to flooding are no longer as vulnerable, due to capital drainage improvements through the years. This was particularly evidenced in the barrier island area.
- Flood prone areas in the City include a neighborhood known as Flog Alley. This area would benefit most from using churches as stakeholders to distribute information related to flooding. Many residents in this area speak Creole.
- The area near the hospital at Military Trail and Linton Boulevard is flood prone, including all four corners. This census block has 10-20% flood insurance policy coverage and zero flood claims.

Table 3 below provides a summary of the number of buildings in the respective flood zones and the number of policies in Delray Beach, based upon 2016 statistics, provided to the City by ISO:

Table 3: Insurance policies and buildings in flood zones

Flood Zone	# of Policies**	# of Buildings*
A01-30 & AE	5,311	1,619
A	4	
AH	1	
D	1	
Outside SFHA	2,434	

*Many buildings contain hundreds of condo units

**Includes both structure and separate contents flood insurance policies

Table 4 summarizes the statistics of both policies in force and past claims, based upon 2016 statistics.

Table 4: City of Delray Beach Insurance Statistics as of November 30, 2016

Flood Zone	Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
A01-30 & AE Zones	5,311	\$2,702,153	\$1,285,088,100	144	\$945,191.91	\$63,722.75
A Zones	4	\$4,293	\$1,107,200	2	\$1,887.43	\$650.00
AH Zones	1	\$876	\$250,000	0	0	0
D Zones	1	\$1,469	\$150,000	12	\$18,784.98	\$2,050.00
B, C & X Zone						
Standard	869	\$548,277	\$178,912,700	150	\$941,777.79	\$51,604.49
Preferred	1,565	\$661,509	\$461,713,000	29	\$579,972.29	\$35,544.76
Total	7,751	\$3,918,577	\$1,927,221,000	337	\$2,487,611.00	\$153,570.00

Narrative Summary

The committee was in agreement that the promotion of flood insurance is a very important message for the Delray Beach community and that it needs to be prioritized. This message can hopefully serve to increase flood insurance coverage throughout the community. In addition to the repetitive loss area, the committee also identified the floodplain and the barrier island (coastal) area and two other areas as target areas for flood insurance promotion. Improvements should include all of the items below:

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

Coverage Improvement Plan:

Projects Designed to Increase Flood Insurance Participation

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

1. Letter from Mayor: One key component of the coverage improvement plan is the letter from the Mayor to all properties in the city encouraging residents and businesses to consider purchase of flood insurance.

2. Outreach to property owners in Target Areas: The committee determined that perhaps the ones who need the message of flood insurance promotion most are the ones most vulnerable to flooding. These will be the recipients of several mailed outreach projects.
3. Social media postings: Because the City of Delray Beach has developed effective social media capabilities, this will be implemented to get the flood insurance promotion message out.

Technical Assistance

The City is committed to providing technical assistance pertaining to advising people who have questions about flood insurance. As this is a new CRS activity, it has not yet been advertised, but will be in the future on a Utility bill that is delivered to every address in the community and on the City's website.

Adoption

This document will become effective when it is adopted by the City of Delray Beach Commission. **The adoption is anticipated at the Commission Meeting.**

The following projects highlighted in gray have been implemented

Table 5. PPI Projects and Initiatives						
Outreach Projects (OP)						
Target Audience	Message(s) (See Table 2)	Outcome (See Table 2)	Project	Assignment	Schedule	Stakeholder
All properties in the City	1-10	1-10	<i>Flood Hazard Information</i> sent to every address on utility bill	CRS Coordinator	Monthly	
	1-2, 5-8	1,2 5-8	Home Depot Hurricane & Flood Expo	CRS Coordinator	Annually	Home Depot
	1-8	1-8	Yellow Pages Flood Hazard Information	PBCo Emergency Management Division	Annually	Palm Beach County / AT&T
	2, 10	2, 10	King Tide Event at Brewery	Sustainability Division	October	Salt Water Brewery / Plastridge Insurance
	1 - 10	1 - 10	Twitter and Facebook postings of flood information	CRS Coordinator / Public Information Officer	Year-round	
	1-10	1-10	Flood insurance promotion letter from elected official with flood flyer enclosed (370)	CRS Coordinator	April/May (after 2017 election)	
	2-9	2-9	Locally produced TV shows and public service announcements	Palm Beach County Division of Emergency Management	Year-round	Palm Beach County
	1-9	1-9	Hurricane Expo	Boynton Beach Mall	Annually – June	Boynton Beach Mall
	3-4,8-9	3-4,8-9	Hurricane Preparedness Guides Published by Local TV Channels	Local TV Channels	Annually in May	Local TV Channels
	3-4, 8-9	3-4, 8-9	Hurricane Preparedness Guide published by Palm Beach Post Newspaper	Palm Beach Post	Annually in May	Palm Beach Post
	1 - 10	1 - 10	Publications for pick-up (brochures, etc.) concerning floodplain management	CRS Coordinator	Year-round	FEMA
	10	10	Presentations at after-school program	Parks Department / Sustainability	October, April	
	10	10	Children's' SLR education	CRS Coordinator		Sandoway Discovery Center
	1, 4, 6, 10	1, 4, 6, 10	Always Delray Comprehensive Plan Public Forums	Sustainability Dept	On-going	

Table 5. PPI Projects and Initiatives

Outreach Projects (OP)						
Target Audience	Message(s) (See Table 2)	Outcome (See Table 2)	Project	Assignment	Schedule	Stakeholder
	3-4, 7, 9-10	3, 4, 7 and 9	Code Red (Reverse 911) Messages to subscribers	Emergency Management Division	As needed for emergencies	
	1-4, 7	1-4, 7	Public presentations by Palm Beach County Emergency Management Staff	Palm Beach County Division of Emergency Management Speakers Bureau	Year-round	Palm Beach County
	1-10	1-10	Palm Beach County website (CRS Activity 350)	Palm Beach County Division of Emergency Management	Year-round	Palm Beach County
	1, 4-5	1, 4-5	Property Protection Advice/Site Visits response (Activity 360)	CRS Coordinator	Year-round	
	1 - 10	1 - 10	Public Library (Activity 350)	CRS Coordinator	Year-round	
	1,6	1,6	Map inquiry service (Activity 320)	CRS Coordinator	Year-round	
	1 - 10	1 - 10	City website flood and preparedness information (Activity 350)	Public Information Officer	Year-round	
Repetitive Loss property areas	1 - 10	1 - 10	Repetitive Loss Areas Outreach – with Flood Hazard brochure enclosed	CRS Coordinator	July; more frequent messaging pertaining to flood insurance promotion	
Homeowner and Condo Associations	1 - 10	1 - 10	Email concerning flood awareness	CRS Coordinator	May	
Homeowner and Condo Associations	1-10	1-10	Publications for pick-up (brochures, etc.) related to flooding	CRS Coordinator	May	FEMA
Chamber of Commerce	1-10	1-10	Emails, social media posts and flood awareness information to Chamber of Commerce Members	CRS Coordinator/ Chamber of Commerce	Year Round	Chamber of Commerce
Coastal businesses and residents	1 - 10	1 - 10	Distribution of flood awareness material	CRS Coordinator	July	

Table 5. PPI Projects and Initiatives

Outreach Projects (OP)						
Target Audience	Message(s) (See Table 2)	Outcome (See Table 2)	Project	Assignment	Schedule	Stakeholder
Businesses and Residents in Special Flood Hazard Areas	1 - 10	1 - 10	Flood Awareness Information including Flood Insurance	CRS Coordinator	May – general outreach; followed by Flood Insurance Promotion Outreach	
Coastal businesses and residents	1-10	1-10	Presentations (turtle education outreach)	Sustainability Dept	March	Gumbo Limbo Nature Center
High School Students	1-10	1-10	Presentations and dissemination of brochures for parents	CRS Coordinator	May	
Marina District	1-10	1-10	Door hangers	CRS Coordinator	Annually	
Faith-based Community	1-10	1-10	Presentations and dissemination of brochures	CRS Coordinator		
Vulnerable and Disadvantaged Populations	1-10	1-10	Presentations and dissemination of brochures	CRS Coordinator		
New Arrivals to the City	1-10	1-10	Flood awareness information	CRS Coordinator		

FRP Number	Target Audience	Message(s) (See Table 2)	Outcome (See Table 2)	Project	Assignment	Schedule	Stakeholder
FRP #1	N/A	3	3	Facebook PSAs	Emergency Management	Before the storm	N/A
FRP #2	N/A	3, 4	3, 4	Twitter PSAs	Emergency Management	Before the storm	N/A

FRP Number	Target Audience	Message(s) (See Table 2)	Outcome (See Table 2)	Project	Assignment	Schedule	Stakeholder
FRP #3	N/A	2, 3, 4, 10	2, 3, 4, 10	<i>Email PSAs</i>	Emergency Management	Before the storm	N/A
FRP #4	N/A	2, 3, 10	2, 3, 10	Brochure handouts	Emergency Management	Before the storm	N/A
FRP #5	N/A	3, 4	3, 4	<i>TV/ Radio PSAs</i>	Emergency Management	Before the storm	N/A
FRP #6	N/A	3, 4	3, 4	<i>Reverse 911 messages</i>	Emergency Management	Before the storm	N/A
FRP #7	N/A	3, 4, 7, 10	3, 4, 7, 10	Newspaper PSAs	Emergency Management	Before the storm	N/A
FRP#8	N/A	1, 3, 4, 7	1, 3, 4, 7	<i>EOC communications</i>	Emergency Management	Before the storm	N/A
FRP#9	N/A	3	3	<i>Facebook PSAs</i>	Emergency Management	During the storm	N/A
FRP#10	N/A	3	3	Twitter PSAs	Emergency Management	During the storm	N/A
FRP#11	N/A	3	3	<i>Email PSAs</i>	Emergency Management	During the storm	N/A
FRP#12	N/A	3	3	<i>Brochure handouts</i>	Emergency Management	During the storm	N/A
FRP#13	N/A	3	3	TV/ Radio PSAs	Emergency Management	During the storm	N/A
FRP#14	N/A	3	3	<i>Reverse 911 messages</i>	Emergency Management	During the storm	N/A
FRP#15	N/A			<i>Newspaper PSAs</i>	Emergency Management	During the storm	N/A
FRP#16	N/A			EOC communications	Emergency Management	During the storm	N/A
FRP#17	N/A	2, 3, 4, 5, 7	2, 3, 4, 5, 7	<i>Facebook PSAs</i>	Emergency Management	After the storm	N/A

FRP Number	Target Audience	Message(s) (See Table 2)	Outcome (See Table 2)	Project	Assignment	Schedule	Stakeholder
FRP#18	N/A			<i>Twitter PSAs</i>	Emergency Management	After the storm	N/A
FRP#19	N/A	2, 3, 4, 5, 7	2, 3, 4, 5, 7	Email PSAs	Emergency Management	After the storm	N/A
FRP#20	N/A			<i>Brochure handouts</i>	Emergency Management	After the storm	N/A
FRP#21	N/A	10	10	<i>TV/ Radio PSAs</i>	Emergency Management	After the storm	N/A
FRP#23	N/A			<i>Newspaper PSAs</i>	Emergency Management	After the storm	N/A
FRP#24	N/A	1 – 5, 7	1 – 5, 7	<i>EOC communications</i>	Emergency Management	After the storm	N/A
FRP#25	N/A			<i>Public Address System</i>	Emergency Management		N/A