



Program for Public Information (PPI)
Flood Insurance Promotion
2021-2022 Annual Evaluation Report

Community: City of Delray Beach, FL

Name of PPI: Program for Public Information – City of Delray Beach, FL

Submitted by: Elsa Gonzales-Soto, CRS Coordinator

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Date of Report: March 8, 2022

Date Report sent to Governing Body(s): April 22, 2022

1. Date of the annual PPI committee meeting for this evaluation:

February 23, 2022

2. List of committee members that attended the annual PPI committee meeting above:

Gina Carter

Elsa Gonzales-Soto

Michael Karali

Connor Lynch

Jerilyn Walter

3. List the Priority audiences for your community:

Target area #1: Properties within the Repetitive Loss Areas

Target area #2: Properties within the Special Flood Hazard Area

Target area #3: Coastal businesses and residents

Target area #4: Marina District

Target audience #1: Homeowner and condominium associations

Target audience #2: Faith-based communities

Target audience #3: Vulnerable and disadvantaged populations

Target audience #4: High School students

Target audience #5: New arrivals to the City

Target audience #6: Chamber of Commerce

4. List the Topics and associated messages with the desired outcomes for each message:

Table 3. Messages and Desired Outcomes		
Topic	Message	Outcome
1. Know your flood hazard	Call 561-243-7200 for access to FEMA's Flood Insurance Rate Maps.	More map information inquiries
2. Insure your property for flood hazard	Purchase a flood insurance policy today!	Increase in the number of flood insurance policies
3. Protect people from the hazard	Do not drive through a flooded area!	Fewer water rescues and police citations for ignoring barricades
4. Protect your property from the hazard	Call the Building Department at 561-243-7200 for more information concerning property protection.	Reduced property loss due to flooding
5. Build responsibly	Always check with the Planning, Zoning and Building Department before building, renovating or landscaping at 561-243-7200.	Reduced number of building department citations
6. Protect natural floodplain functions	Enjoy sea oats and other beach plants, but don't pick them!	Preservation of beach areas.
7. Be prepared for hurricanes and storm surges	In the event of an oncoming storm or flood emergency, tune into the City's radio station: 1620 AM.	Reduced property loss from hurricanes
8. Maintain your storm drains	Help to keep storm drains and swales clean.	Reduced street flooding events from clogged storm drains

9. Drive responsibly in flood events	Do not drive through flooded areas!	Reduced damage to vehicles and homes
10. Plan for sea level rise.	Sustainability includes mitigating and adapting to sea level rise.	Increased openness to freeboard restrictions and other mitigation

5. List the projects in the PPI used to convey the above messages:

Flood Hazard Information sent to every address on utility bill

Home Depot Hurricane & Flood Expo

Yellow Pages Flood Hazard Information

King Tide Event at Brewery

Twitter and Facebook postings of flood information

Flood insurance promotion letter from elected official with flood flyer enclosed (370)

Locally produced TV shows and public service announcements

Hurricane Expo

Hurricane Preparedness Guides Published by Local TV Channels

Hurricane Preparedness Guide published by Palm Beach Post Newspaper

Publications for pick-up (brochures, etc.) concerning floodplain management

Presentations at after-school program

Children's' SLR education

Always Delray Comprehensive Plan Public Forums

Code Red (Reverse 911) Messages to subscribers

Public presentations by Palm Beach County Emergency Management Staff

Palm Beach County website (CRS Activity 350)

Property Protection Advice/Site Visits response (Activity 360)

Public Library (Activity 350)

Map inquiry service (Activity 320)

City website flood and preparedness information (Activity 350)

Target to Repetitive Loss Area properties: Repetitive Loss Areas Outreach – with Flood Hazard brochure enclosed

Target to Homeowner and Condominium Associations: Email concerning flood awareness

Target to Homeowner and Condominium Associations: Publications for pick-up (brochures, etc.) related to flooding

Target to Chamber of Commerce: Emails, social media posts and flood awareness information to Chamber of Commerce Members

Target to Coastal Businesses and Residents: Distribution of flood awareness material

Target to Businesses and Residents in Special Flood Hazard Area: Flood Awareness Information including Flood Insurance

Target to Coastal Businesses and Residents: Presentations (turtle education outreach)

Target to High School Students: Presentations and dissemination of brochures for parents

Target to Marina District: Door hangers

Target to Faith-based Community: Presentations and dissemination of brochures

Target to Vulnerable and Disadvantaged Populations: Presentations and dissemination of brochures

Target to New Arrivals to the City: Flood awareness information

6. List which projects were implemented for this reporting period:

Flood Hazard Information sent to every address on utility bill

Twitter and Facebook postings of flood information

Flood insurance promotion letter from elected official (370)

Locally produced TV shows and public service announcements

Hurricane Preparedness Guides Published by Local TV Channels

Hurricane Preparedness Guide published by Palm Beach Post Newspaper

Publications for pick-up (brochures, etc.) concerning floodplain management

Code Red (Reverse 911) Messages to subscribers

Public presentations by Palm Beach County Emergency Management Staff

Palm Beach County website (CRS Activity 350)

Property Protection Advice/Site Visits response (Activity 360)

Public Library (Activity 350)

Map inquiry service (Activity 320)

City website flood and preparedness information (Activity 350)

Target to Repetitive Loss Area properties: Repetitive Loss Areas Outreach – with Flood Hazard brochure enclosed

Target to Homeowner and Condominium Associations: Email concerning flood awareness

Target to Homeowner and Condominium Associations: Publications for pick-up (brochures, etc.) related to flooding

Target to Chamber of Commerce: Emails, social media posts and flood awareness information to Chamber of Commerce Members

Target to Coastal Businesses and Residents: Presentations (turtle education outreach)

Target to Faith-based Community: Presentations and dissemination of brochures

7. List why some projects were not implemented (if any):

King Tide Event at Brewery – Project not implemented due to COVID-19

Home Depot Hurricane & Flood Expo – Project not implemented due to COVID-19

Yellow Pages Flood Hazard Information – Project no longer viable

Hurricane Expo – This multijurisdictional project is no longer implemented.

Presentations at after-school program – Project not implemented due to COVID-19

Children's' SLR education – Project not implemented due to COVID-19

Always Delray Comprehensive Plan Public Forums – Project not implemented due to COVID-19

Target to Coastal Businesses and Residents: Distribution of flood awareness material

Target to Businesses and Residents in Special Flood Hazard Area: Flood Awareness Information including Flood Insurance – Because the word is getting out in so many other ways, this project was not implanted.

Target to High School Students: Presentations and dissemination of brochures for parents – Schools were less accessible due to COVID-19.

Target to Marina District: Door hangers – Project was not organized this year.

Target to Vulnerable and Disadvantaged Populations: Presentations and dissemination of brochures – This project has not yet been organized.

Target to New Arrivals to the City: Flood awareness information – Committee considers the City website a preferable way to provide this information to new arrivals.

8. List what progress was made toward the desired outcomes:

Outcome
More map information inquiries Yes
Increase in the number of flood insurance policies No; perhaps due to recent reduction of SFHA.
Fewer water rescues and police citations for ignoring barricades Uncertain; difficult to quantify
Reduced property loss due to flooding Uncertain; apparently little if any property loss
Reduced number of building department citations Yes
Preservation of beach areas. Yes
Reduced property loss from hurricanes Yes; there were no hurricanes
Reduced street flooding events from clogged storm drains Yes
Reduced damage to vehicles and homes Uncertain; difficult to quantify
Increased openness to freeboard restrictions and other mitigation Yes; City will be raising sea wall heights and encouraging others to do the same

9. List what should be changed (if anything). This should include what messages, outcomes and projects should be revised or dropped and what new ones should be initiated.

The committee did not recommend any revisions to messages, outcomes, or target audiences. It did, however, suggest enhanced coordination with the Chamber of Commerce.

Considering the implementation of Risk Rating 2.0, the Committee recommended the community be advised. Most notably, realtors should be made aware. Connor Lynch, the committee's insurance representative, began coordination with Jerilyn Walter, the committee's real estate representative, to begin implementation of this outreach.

A packet will be created for new residents and the flood information will be added to the packet. This will be found in the City's website and if necessary, it can be sent through email and mail.