

PPI Worksheet						
Target Audience	Message	Outcome	Project(s)	Assignment	Schedule	Stakeholder
Target Area 1. Coastal floodplain residents	Topic 1 message: Find out about your flood hazard	Increase in the number of map information inquiries	320 map info service to include info on flood depths, wave heights, and past floods (320)	Floodplain manager	Start as soon as staff has the maps	
			OP 3. Presentations to five neighborhood associations	Floodplain manager	Set up the five presentations by January 31	Neighborhood associations
			OP 4. Cable TV to show the neighborhood association presentation	Floodplain manager and public information officer	Tape the first two presentations and use the best scenes	Neighborhood associations, Cable TV company
			OP 5. Mailing sent each year to residents of the SFHA	Floodplain manager and public information officer	Disseminate in May, before hurricane season	
		Increase in number of webpage hits	New website page will show flood depths and LiMWA boundary (350)	Floodplain manager and webmaster	Have on line by May 1 start of hurricane season	
		Increase in the number of people getting tech assistance	Floodplain manager to explain depths, waves, and past floods when providing assistance (360)	Floodplain manager	Start as soon as staff has the maps	

Developing a Program for Public Information for Credit under the Community Rating System of the National Flood Insurance Program



2014

CONTENTS

Introduction.....	1
PPI Step 1. Establish a PPI Ccommittee.....	3
PPI Step 2. Assess the Community’s Public Information Needs	5
PPI Step 3. Formulate Messages.....	9
PPI Step 4. Identify Outreach Projects to Convey the Messages	11
PPI Step 5. Examine other Public Information Initiatives.....	12
PPI Step 6. Prepare the PPI Document	15
PPI Step 7. Implement, Monitor, and Evaluate the PPI.....	16
Documentation.....	17
Receiving CRS Credit.....	18

Developing a Program for Public Information

Introduction

Well-informed people make better decisions and they take steps to protect themselves from flooding by retrofitting their homes, buying flood insurance, and planning the actions they will take during the next flood. They are also more likely to support local floodplain management efforts and measures to protect the natural functions of their community's floodplain.

The CRS provides credit for a full range of public information activities that inform people about flooding and ways to address potential flood damage to their property, including map information, outreach projects, real estate disclosure, libraries, websites, and providing technical advice and assistance. Research shows that when public information efforts are planned and coordinated, people will take steps to protect themselves from flood damage. The CRS provides additional credit for public outreach efforts that are coordinated through an adopted program for public information.

This guide covers the seven steps to preparing a program for public information (PPI) and explains how projects implemented through the PPI receive CRS credit. It is important to understand that there are no CRS credit points for preparing a PPI. The PPI credit comes in the form of bonus points added to outreach projects and other CRS public information activities, such as the website, that are included in the PPI and implemented by the community and/or other organizations or agencies.

Examples of local programs for public information can be found at www.CRResources.org/300.

Research Findings

In the 2013 *CRS Coordinator's Manual*, the CRS introduced a new approach to coordinate public information activities and develop activities that reflect what recent research has found to lead to more effective programs. The program for public information (PPI) is credited under Activity 330 (Outreach Projects). It is built on the following findings:

- Successful public information efforts change behavior. It is not enough that people know they are in a floodprone area, they need to want to do something about it. Public information efforts need to explain what people should do about the hazard they face.
- Outreach projects and other public information efforts bring results. Research has found that floodplain residents in communities with outreach projects know more about their flood risk and are more likely to take protection measures and buy flood insurance.
- Although outreach projects can be effective, the previous approach to crediting outreach projects under Activity 330 did not encourage local officials to design programs that

Findings from Research about Public Information

The objective is to change behavior.
Good programs work: behavior changes.
Good programs

- ✓ Are locally tailored,
- ✓ Are positive,
- ✓ Say what people should do,
- ✓ Repeat the message,
- ✓ Repeat the message from different sources, and
- ✓ Are evaluated and revised periodically.

could be more effective in their communities. Instead, credit was based on covering the same national messages via the same projects each year.

- Messages need to be repeated many times before people absorb their meaning and take action.
- Messages are more likely to be accepted if they are received from multiple and different sources. Partnerships in message delivery are more effective than going it alone (and they can be less expensive for the local government).
- Different approaches bring different results among different audiences. Programs need to be monitored, evaluated, and revised to ensure that they will be effective.

The Program for Public Information

A program for public information (PPI) is an ongoing local effort to identify, prepare, implement, and monitor a range of public information activities that meet specific local needs. The CRS credits the implementation of public outreach PROJECTS identified in a PPI. Through the PPI planning process, projects are monitored, evaluated, and revised to improve their effectiveness.

The PPI credit criteria are found under Activity 330 in the 2013 *Coordinator's Manual*. Since the 2013 *Coordinator's Manual* was published, some new policy guidance has been developed. The latest guidance is included here, along with further explanations of the credit criteria in the *Coordinator's Manual*. When a PPI is submitted for review, the criteria in this guide will be used to determine if it qualifies for CRS credit.

It is expected that a community's public information program would focus primarily on outreach projects. However, a PPI can and should include other types of information delivery. If it does, extra credit can be obtained under the following activities:

- Activity 330 (Outreach Projects),
- Activity 340 (Hazard Disclosure),
- Activity 350 (Flood Protection Information),
- Activity 360 (Flood Protection Assistance),
- Activity 420 (Open Space Preservation), educational materials in natural areas, and
- Activity 540 (Drainage System Maintenance), publicizing dumping regulations.

CRS credit for promoting flood insurance is provided under Activity 370 (Flood Insurance Promotion). Activity 370 credit is based on the same process as the PPI, so this guide discusses how to meet both activities' criteria at the same time. Items needed only for Activity 370 credit are noted with "Activity 370 only" in parentheses. As noted above, credit for a PPI is based on the implementation of outreach PROJECTS identified in the PPI. However, credit for a coverage improvement plan (CP) under Activity 370 is provided for development of the plan. There is additional credit for implementing projects pursuant to the coverage improvement plan (CPI).

For CRS credit, the PPI must be developed according to a seven-step planning and public involvement process. This process is similar to the process credited under Activity 510 (Floodplain Management Planning) and communities are encouraged to combine the two and prepare the PPI as part of their floodplain management or hazard mitigation plan.

PPI Step 1. Establish a PPI Committee

A PPI cannot be developed by one or two members of the community staff. Rather, it needs to be developed by a committee so that it can be a comprehensive initiative that assesses all the community's needs for flood-related information and coordinates all the resources that can deliver information. It should recommend a range of activities that convey information to residents, businesses, tourists, school children, and other audiences in and around the community. It should incorporate an objective review of what is being done and how public information activities could be improved.

The PPI committee is the focal point for discussions and decisions. That doesn't mean that committee members have to do all the work. The staff should draft the assessment, messages, projects, and reports for review at committee meetings. Depending on the level of staff support and the complexity of the community's program, the PPI could be developed with as few as two or three committee meetings.

The PPI committee has members from both inside and outside the local government. The PPI committee could be an existing committee, such as a mitigation planning committee or advisory board, or a subcommittee of an existing group, as long as it meets the membership criteria.

PPI Committee Membership

The number of participants and their identities are determined by the community, but the committee's membership must meet the following CRS criteria:

- There must be at least five people on the committee.
- There must be representation from the community's floodplain management office.
- There must be representation from the community's public information office, if there is one.
- At least half of the members must be from outside the local government ("stakeholders").
- There must be representation from a local insurance agency (for Activity 370 credit only).
- There must be representation from a local bank or lender (for Activity 370 credit only).

A handout on the membership criteria for a PPI committee, "CRS Credit for Planning Committees," can be found at www.CRResources.org/300.

In addition to the floodplain manager and public information office, community departments that could be represented include emergency management, planning, drainage, code enforcement, parks, and other offices that have programs that relate to flood protection and natural floodplain functions.

PPI Stakeholders

Recent research has shown that the more often a message is received from different sources, the more likely it is that the desired action or behavior will take place. For this reason, the CRS encourages engagement of groups and people outside the local government in planning and conducting outreach projects.

Accordingly, at least one-half of the members of the PPI committee must be representatives from outside the local government, i.e., stakeholders. These could be members of the public, represen-

tatives of key community organizations, and/or agencies and organizations that will likely implement the recommended outreach projects. Example stakeholder participants include

- Floodplain resident(s), representatives of neighborhood or homeowner associations;
- Emergency/disaster responders, e.g., Red Cross, Salvation Army;
- Utility companies (they are concerned about service and safety during disasters and many have their own newsletters or outreach programs);
- Chamber of commerce or other business organization;
- Trade associations of builders and/or contractors;
- Developers/real estate organizations;
- Environmental organizations, “Friends of the River,” etc.;
- Insurance agencies and lenders (required for Activity 370 credit);
- Major employer(s); and
- Other government agencies outside the community, e.g., school district, levee or flood control district, regional planning agency, state coastal management office, National Weather Service.

Bonus points are provided under Activity 330 for outreach projects that are carried out in whole or in part by stakeholders, under element STK.

Unlike the credit for the committee under Activity 510 (Floodplain Management Planning), there is no proration of the PPI bonus credit if fewer than half the members are from outside the community’s government. Both activities have a documentation requirement that the community provide minutes, sign-in sheets, or other confirmatoin of committee member participation.

Membership of the PPI Committees of Two Communities	
City of Pasadena, Texas	Louisville–Jefferson County Metropolitan Sewer District (MSD)
<ul style="list-style-type: none"> – School district Director of Community Relations – Roberts Family Insurance – President of the North Pasadena Business Association – Director of Education, Armand Bayou Nature Center – Pasadena Citizens’ Advisory Council facilitator – President, ARG Real Estate, LLC (representing Realtors® and the Hispanic community) – Communication Specialist, City of Pasadena – Emergency Operations Center, Coordinator for Public Works – Environmental Services Coordinator and CRS Coordinator, also an English/Spanish translator 	<ul style="list-style-type: none"> – Berkshire Hathaway Home Services – Logan Lavelle Hunt Insurance – Fifth Third Bank, Mortgage Loan Officer – Building Industry Association of Greater Louisville, VP of Public Affairs and Communication – Floyds Fork Environmental Association, President – Jefferson County Conservation District, Chair – Attorney – Louisville Metro Emergency Management, Resource/Mitigation Coordinator – Community Relations Administrator, MSD – Development Team Leader, MSD – Floodplain Manager and CRS Coordinator, MSD
<i>9 members, first 6 are stakeholders</i>	<i>11 members, first 7 are stakeholders</i>

Multi-jurisdictional Committees

There are occasions when CRS communities in a metropolitan area or members of a CRS Users Group would like to develop a joint or coordinated PPI. This approach has the advantage of sharing resources, avoiding duplication of effort, and capitalizing on regional media, such as a newspaper, television station, or a metropolitan organization like a county chapter of the American Red Cross or a council of governments.

This approach can also have a disadvantage if an individual community's needs are lost in the bigger operation. To avoid this, if a community wants CRS credit for a multi-jurisdictional PPI committee,

1. The community must send at least two representatives to the multi-jurisdictional committee,
2. At least half of the community's representatives must be stakeholders from outside the local government, and
3. At least half of the representatives must attend all the meetings of the committee. In effect, there must be a quorum from EACH community at EVERY meeting. Remote attendance, e.g., via a webinar that allows for everyone to talk, is acceptable.

PPI Step 2. Assess the Community's Public Information Needs

Before it can develop a local program for raising public awareness about flood-related issues, the committee needs to assess its flood problems, identify who needs to be informed, and determine what projects are already underway. These are three of the four parts to Step 2. The fourth part is an assessment of flood insurance coverage, which is needed for credit under Activity 370.

The needs assessment can be prepared by the staff, but the committee as a whole must review it.

Delineate Target Areas

Target areas are focus areas or priority areas of the community with concerns related to floods or floodplains. They can be neighborhoods, districts, or other parts of the community with similar flooding, building, and population characteristics. It may be useful to assign names or labels to the areas, and some of them may be grouped together if they overlap or have the same characteristics. Example target areas include

- Floodprone neighborhoods,
- Waterfront business district,
- Beachfront hotels and rental units,
- Recently flooded area,
- Repetitive loss areas,
- An area subject to an unmapped special hazard, such as sinkholes or tsunamis, or
- An area protected by a levee or subject to flooding by a dam failure.

Some communities may have only one target or focus area, e.g., a small town or barrier island that is substantially floodprone.

There are three products from the assessment:

- A map showing one or more areas subject to different flooding conditions,
- A description of each area, and
- The number of buildings in each area.

Section 301 in the *Coordinator's Manual* provides guidance on how buildings are counted for CRS credit. Note that communities are to provide building counts as part of their annual recertification (see Section 213.a), so the building data that are needed to prepare the assessment should be readily available. For the purposes of a PPI, a community can indicate the size of the target audience with a measure other than buildings, such as the number of businesses or the number of residential units.

This job can be accomplished by completing the CRS Community Self Assessment described in Section 240 of the *Coordinator's Manual*. This on-line tool (www.CRSresources.org/200) guides the user through a series of questions to identify the characteristics of the community and of the population as they relate to the community's flood hazard. The Community Self Assessment identifies "assessment areas." Not all the identified assessment areas may warrant being target areas for a public information program. For example, some assessment areas may be vacant, so they have no people to inform.

Another documented process may suffice for the assessment, provided that it includes an evaluation of the flood hazard(s) and the buildings exposed to the hazard(s), and identifies target areas.

Assess Flood Insurance Coverage (Activity 370 only)

This sub-step is needed if the community wants credit under Activity 370 (Flood Insurance Promotion). It involves reviewing the current flood insurance policies in the community and identifying areas or types of properties where coverage could be improved.

The process is explained in more detail in the separate guide, *Preparing a Flood Insurance Assessment for Credit under the Community Rating System* (www.CRSresources.org/300). The guide has examples from two communities that have prepared the assessments, both as part of a PPI.

Determine Target Audiences

A target audience is a group of people who need information on flood-related topics. Target audiences can be based on the target areas, such as residents of floodprone neighborhoods, waterfront businesses, or beachfront hotel and condominium managers.

Target audiences can also be selected based on other reasons. Some examples would be building contractors (who need to know about mitigation measures and permit requirements), insurance agents (who need to promote flood insurance), tourists (who need to know flood warning and evacuation procedures), non-English speakers (who need information in their own languages), drivers (who need to be reminded to "turn around, don't drown"), and elementary school students (who can use opportunities to learn about the natural functions of floodplains).

Audiences can be people from outside the community, provided they have a direct relationship to flooding or natural floodplain functions in the community and the message explains why the recipient is being targeted. Examples include

- Contractors or insurance agents that serve the metropolitan area,
- People upstream of the community whose actions could increase runoff or pollution, or
- Home improvement stores that serve the community.

Inventory other Public Information Efforts

A good plan builds on what is already being done and avoids duplication of efforts. This includes current community-based public information efforts as well as initiatives by other organizations or agencies. Other organizations and agencies need to be contacted to find out what flood-related public information activities they are implementing or plan to implement. Examples of such departments, organizations, and agencies to contact include

- The community's public information officer;
- Community departments involved in flood protection, including public works, drainage, building, planning, and emergency management;
- The office responsible for the National Pollutant Discharge Elimination System (NPDES) permit;
- Regional planning agency or council of governments;
- Regional or metropolitan sewer, flood control, or water management district;
- State NFIP Coordinator, State Risk MAP Coordinator, FEMA, and FloodSmart ;
- Local businesses, especially insurance agencies and banks;
- Utility companies;
- Board of Realtors®;
- Environmental and recreational organizations (e.g., Isaac Walton League, Audubon Society, hunting clubs);
- Homeowner and neighborhood associations; and
- Area newspapers, radio and television stations.

In its PPI, Pasadena, Texas, listed the public information activities of other agencies and organization in a table. It is shown on the next page.

Pasadena's PPI can be downloaded from www.CRSresources.org/300.

The committee needs a list of the organizations or agencies that are sending the messages and what the messages are. This job can be easier if these kinds of organizations are invited to be on the PPI committee and if members share the workload.

For the PPI document, the committee will need to develop an inventory of the existing public information efforts in each participating community. This inventory needs to include messages or projects sent out by the community and the messages or projects sent or provided by the other identified organizations and agencies.

**Other Public information Efforts
(from the PPI document of Pasadena, Texas)**

Organization	Project	Subject Matter	Frequency
Armand Bayou Nature Center	Fall Festival	Keep the bayous safe	Every November
	Materials at the Center	Natural floodplain functions	Year-round
	Presentations to different groups	Watershed and wetlands protection	Year-round
Armand Bayou Watershed Partnership	Outreach presentations and events	Wetlands	Year round
Bounce Energy	Flyers in electric bills	Evacuation and safety	2 each summer
Cable Channel 16	Short shows explaining stormwater and flooding	Take care of your storm drain Protect natural functions	24 hours, year-round
Chamber of Commerce	Business Expo	Up to each exhibitor	Every February
City of Pasadena	Handouts and brochures at various locations	Various flood-related topics	Year-round
City Communication Office	Facebook and Twitter messages	Various flood-related topics	Year-round
City Library	<i>Pasadena Now</i> newsletter	Various flood-related topics	Every month
	Press releases	Various flood-related topics	As needed
	Website	Various flood-related topics	Year-round
	Hispanic Fest	Whatever exhibitors want to say	Every November
City Engineering Department	Map inquiry service	Flood hazard areas, insurance, flood protection	Year-round
City Public Works	MS4 projects: marking drains, letters left on door handles, street and park cleanings by citizens	Take care of your storm drain Protect water quality, no illegal dumping	Year round
	Adopt a Waterway	Protect and clean the waterway	Year round
City Water Department	Walk the Waterway	Protect the waterway	Year round
	Billing mailings	Topics of importance to the City	Every month
Galveston Bay Foundation	Post card message	Protect storm water and prevent flooding	Once A Year
	Trash Bash	Keep the bayous clean	Every March
Harris County Flood Control District	Website and outreach projects	Flood protection programs	Year-round
Insurance agencies	Handouts on flood insurance	Flood insurance	As needed
Neighborhood Network	Convention Center expo, "Together We Can"	Helping neighbors	Every October
Regional TV and radio channels	Outreach to neighborhood associations	Various flood-related topics	Year-round
	FloodSmart commercials	Be Prepared Get flood Insurance	Year-round
San Jacinto Day Foundation	Strawberry Festival	Whatever exhibitors want to say	Every May
Southeast Regional Local Emergency Planning Committee (SER LEPC)	Website and outreach projects	Protection from hazards	Year-round
Texas Commission on Environmental Quality	Hurricane Workshop	Hurricane preparedness	Every June
	Galveston Bay Estuary Program website and outreach projects	Protect natural functions	Year-round
Univision TV	Interview in Spanish about the Trash Bash	Take care of your storm drain Protect natural functions	Once a year
Univision Radio	Interviews in Spanish	Take care of your storm drain Protect natural functions	Once a year

PPI Step 3. Formulate Messages

For each target audience, the PPI committee should determine what public information message is needed, considering the hazards and the natural floodplain functions in the target area, the characteristics of the audience, and other factors as appropriate. Messages are specific statements or directions that the community considers important for its audiences.

The messages must either

- Clearly state what the audience should do (e.g., “Turn around, don’t drown” or “Get a floodplain permit from”), or
- Provide some basic information with a note on where to get more information (e.g., “You may live in a floodplain. Find out by calling 555-1234” or “Information on ways to protect your property from flooding can be found at www.....”).

Messages and topics are discussed in more detail, with many examples, in *Outreach Projects for Credit under the Community Rating System*, which can be downloaded from www.CRSresources.org/300.

Six Priority Topics

Messages for CRS credit are based on one or more of six priority floodplain management topics.

1. Know your flood hazard.
2. Insure your property for your flood hazard.
3. Protect people from the hazard.
4. Protect your property from the hazard.
5. Build responsibly.
6. Protect natural floodplain functions.

Table 330-1 in the *Coordinator’s Manual* shows the six priority CRS topics and some sample messages that could be based upon them. For credit under Activity 330, at least one message must be on the topic of flood insurance.

The messages in Table 330-1 are examples. Several FEMA programs, such as FloodSmart and RiskMAP, can provide additional guidance and examples that have been research-tested on several of the topics.

Additional Topics

The PPI committee may develop other messages and topics as appropriate for its target audiences. For CRS credit, the additional topics must be related to flooding, drainage, stormwater, natural floodplain functions, or flood-related hazards. Safety messages for tornadoes (e.g., go to the basement) would not qualify, but messages that apply to both floods and other hazards (e.g., develop a family disaster plan) would qualify. Examples of such optional additional topics in the Fort Collins, Colorado, PPI are shown in the box at the top of the next page.

The committee may decide to devote more attention to a particular aspect of one or more of the six priority topics. For example, if the community’s assessment indicates that there is habitat suitable for endangered species within a target area, then the committee may elect to send

additional, more detailed messages about that issue, pursuant to CRS topic 6, Protect natural floodplain functions.

Outcomes

For each message, the committee needs to determine what outcome it would like to see. Examples of outcomes from Pasadena’s PPI are below. Here is some guidance on outcomes.

- Outcomes are what you would like to see happen, such as a reduction in flood deaths or an increase in the number of people who know they live in a hazard area.
- Outcomes are not “outputs.” “Distribute 10,000 flyers” is NOT an outcome. Neither is “Talk to 100 homeowners.”
- Outcomes are changes in behavior. They determine whether people are doing the right thing and, therefore, whether you are making progress. They should be used by the committee to determine which projects to continue and which ones to modify or stop because the messages are not producing the desired outcome.

Community Message Topics		
Six Priority CRS Topics		
1.	Know your flood hazard	
2.	Insure your property for your flood hazard	
3.	Protect people from the hazard	
4.	Protect your property from the hazard	
5.	Build responsibly	
6.	Protect natural floodplain functions	
Additional Topics	Reason for Adding	
7.	Flood warning	It is important for the public to know how they will be notified in an emergency, where to get information and what the City of Fort Collins is doing to monitor flood conditions.
8.	Floodplain regulations	The City enforces higher regulatory standards and has City Basin Floodplains. The public needs to be aware that these requirements may be different than other communities.
9.	Basement flooding	Basement flooding is a major concern, especially in Old Town, where half of the City’s floodplain structures are located. Many basements are used as apartments for CSU students. Basement flooding is both a life-safety and property protection issue.
10.	Drive safe	The #1 cause of flood fatalities is driving through floodwater. Fort Collins is subject to flash flooding and urban street flooding. Promoting driver safety during floods is a high priority for Fort Collins.

Priority Topics in the Fort Collins, Colorado, PPI

Messages and Desired Outcomes		<i>CRS note: Here are the related CRS priority topics</i>
Message	Desired Outcome	
A. Know your risk of flooding	More map information inquiries to Public Works	1. Know your flood hazard
B. You need flood insurance	Increase in the number of flood insurance policies	2. Insure your property for your flood hazard
C. Turn around, don’t drown	Fewer water rescues and police citations for ignoring barricades	3. Protect people from the hazard
D. Keep your waterway clean	Reduced amount of debris removed by public works	4. Protect your property from the hazard
E. All construction projects must meet flood protection and water quality rules	Reduced number of building department citations	5. Build responsibly
F. Only rain goes down the drain	Improved water quality as reported by TCEQ	6. Protect natural floodplain functions
G. Know the flood protection construction rules	Reduced number of building department citations	7. Educate landscapers and contractors (specified in Pasadena’s PPI)
H. You can protect your house from flooding	Increased number of applications for permits for flood protection projects	8. Incorporate low cost flood protection measures (specified in Pasadena’s PPI)
I. Everyone in the City can buy flood insurance	Increase in the number of flood insurance policies in the X Zone	9. Flood insurance is available in X Zones (specified in Pasadena’s PPI)
— from Table 4, page 11, in <i>A Program for Public Information for the City of Pasadena, Texas</i>		

- To the extent possible, outcomes need to be objective, observable, and measurable. There will be cases where this is not easy to do and the committee will have to rely on the feedback members get from their neighbors and acquaintances rather than hard numbers collected by an agency. An example would be a message that encourages people to turn off their gas and electricity when it floods. If there is no flood, the only measure of the desired outcome might be if the members hear more people talking about what they will do during the next flood.

For the PPI document, credit is based on the projects implemented pursuant to the PPI. Therefore, the projects need to convey the messages that are listed in the PPI. A project with messages that are not listed in the PPI document does not receive the PPI bonus credit. Remember, there must be at least one message on flood insurance.

PPI Step 4. Identify Outreach Projects to Convey the Messages

Once the needed messages and desired outcomes have been agreed upon, the PPI committee should consider which media would best convey the message(s) to the target audience(s). For each message, the PPI document lists the projects, who will do them, and when. The projects are then implemented over the following year.

Projects are scored under Activity 330 as outreach projects (OP) and flood response projects (FRP). OP projects must be implemented at least once each year. FRP projects are prepared, but not distributed until a flood comes. OP and FRP projects are scored based on the number of topics they cover. Examples are listed on the next page.

Projects and their credits are discussed in more detail, with examples, in *Outreach Projects for Credit under the Community Rating System*, which can be downloaded from www.CRResources.org/300.

Here is some guidance on projects.

- The description of each project must include who will do it and when it will be done.
- Projects can include continuing or revising existing public information and outreach efforts that are already being conducted in the community, if the PPI committee deems them effective.
- A multi-jurisdictional PPI must identify which communities benefit from each project. Each CRS community's score is calculated separately, depending on which messages and projects apply to it. For example, an inland community would not benefit from projects oriented to beachfront target audiences, nor would a community benefit from a project conducted at a shopping mall 25 miles away from the community.
- For Activity 330 or Activity 370 credit, there must be at least one project with one or more messages on the topic of flood insurance.
- For Activity 370 credit, there must be at least one project that demonstrates that the community's elected leadership encourages people to purchase or increase their flood insurance coverage. Examples of such a project include a public forum or event involving the community's governing body or a document sent to all residents and signed by the mayor. Statements at a regular meeting of the governing body are not sufficient.

Examples of Outreach Projects

Informational Materials (1 point per topic): Brochures, flyers, and similar documents that are made available upon request or are placed on display for people to take. These passive approaches are not sent out or disseminated to identified audiences. Examples include, but are not limited to

- A brochure or flyer made available in public places,
- Multiple-page booklet made available in public places,
- A website that does not meet the WEB credit criteria under Activity 350 (Flood Protection Information).

General Outreach (2 points per topic): Materials that are disseminated to people who did not ask for them, presentations made to groups, and similar activities that reach out to people. Examples include, but are not limited to

- Newspaper supplements and articles;
- Newsletter articles;
- Utility bill stuffers;
- Radio and television ads or public service announcements;
- Staffed booths or displays at public functions, shopping malls, etc.;
- Flyers or booklets distributed throughout residential neighborhoods or given to visitors to a booth;
- Billboards;
- Letters, newsletters, or email messages sent to subscribers;
- Presentations to homeowners, civic, and business associations;
- Short statements posted outdoors, such as “no dumping, drains to the river,” and high water mark signs;
- Local television shows;
- Cable television news tickers or crawlers that display a message at the bottom of the screen;
- Programs for school children; and
- Training for citizens, such as for CERT or weather spotters.

Targeted Outreach (6 points per topic): Materials that are delivered to at least 90% of a target audience. The project must clearly explain that the recipient’s property is subject to flooding or otherwise explain why the recipient is getting the notice. These differ from general outreach projects in that everyone in an identified audience is expected to be reached and the message is tailored to that audience. Examples include, but are not limited to

- A mailer or email sent to all properties in the floodplain or repetitive loss area(s).
- A mailer or email sent to all members of a target audience designated in a PPI (e.g., all downtown business owners or building contractors).
- A presentation to all drivers’ education classes where the designated target audience is students learning to drive, as explained in a PPI.

To receive credit as a project targeted to an audience, the PPI must identify both the target audience and the project.

NOTES:

- *Providing information to inquirers from a flood map is credited under Activity 320.*
- *Real estate disclosure projects are credited under Activity 340.*
- *Use of a website or library is credited under Activity 350.*
- *One-on-one discussion and advice is credited under Activity 360.*
- *Additional credit for projects that promote flood insurance are credited under Activity 370.*

Note that the last four activities receive additional credit if they are part of the PPI.

PPI Step 5. Examine other Public Information Initiatives

A PPI should not address only outreach projects. It should look at all the activities a community should pursue to inform people and motivate them to protect life and property, buy insurance, and protect natural floodplain functions. The CRS credits other public information work besides Activity 330. The PPI committee should consider the full range of public information programs and activities.

Note that if a PPI omits Step 5, or only discusses outreach projects, it will not affect approval of the PPI for bonus credit under Activity 330. It will only mean that there will be no bonus credits for the other activities listed in this section.

Related CRS Activities

The following activities should be considered when the PPI is prepared. Extra credit is provided if the PPI discusses some of them and identifies what messages they should convey.

- **Activity 320 (Map Information Service):** The PPI committee should consider what map information should be conveyed to inquirers. For example, if protecting wetlands is a concern of the committee, the Activity 320 service should advise inquirers of the location of wetlands.
- **Activity 340 (Hazard Disclosure):** If real estate agencies are represented on the PPI committee and their disclosure practice(s) and/or informational brochures are in the PPI, then extra PPI credit is provided.
- **Activity 350 (Flood Protection Information):** As with outreach projects, credit for the website (WEB) is based on the number of topics covered. If there is a PPI, the community can receive additional credit for covering up to ten topics, instead of just six. The WEB credit for information on flood warning is also increased if it is coordinated with other warning messages in the PPI.
- **Activity 360 (Flood Protection Assistance):** The credits for the first three elements, property protection advice (PPA), advice after a site visit (PPV), and financial assistance advice (FAA), can all be increased if the services are included in the PPI.
- **Activity 370 (Flood Insurance Promotion):** It is recommended that the plan to improve insurance coverage be part of the PPI and be prepared by the same committee, provided that the committee meets the membership criteria for Activity 370 credit.
- **Activity 510 (Floodplain Management Planning):** A PPI committee can qualify for the public planning committee. Floodplain management planning (FMP) Steps 7 and 8 provide specific credit for reviewing public information activities and including such activities in the action plan. A floodplain management or hazard mitigation plan that covers all the criteria in this guide can qualify as the PPI document.
- **Activity 540 (Drainage System Maintenance)** provides extra credit for publicizing dumping regulations. The PPI could include this message (CRS topic 5) and determine the best way to disseminate it.
- **Activity 610 (Flood Warning and Response),** Activity 620 (Levees), and Activity 630 (Dams) each has an outreach project prerequisite for any credit. The PPI could include the needed messages and determine the best way to disseminate them. The project(s) would be credited under Activity 330, as outreach projects (OP).

Outreach and Publicity Prerequisites

Some CRS activities have a prerequisite for an outreach project or publicity for a service. All seven list acceptable publicity methods and all seven note that a different method can be used, provided that the community's PPI document identifies the audience for the message and discusses the best way to reach that audience. The seven affected activities are

- Activity 320 (Map Information Service),
- Activity 360 (Flood Protection Assistance),
- Activity 370 (Flood Insurance Promotion),
- Activity 540 (Drainage System Maintenance),
- Activity 610 (Flood Warning and Response),
- Activity 620 (Levees), and
- Activity 630 (Dams).

The table below identifies which CRS activities and elements (1) have prerequisites that can be credited as OP outreach projects; (2) provide their own credit points and so cannot be duplicated as OP credits; and (3) can receive the bonus credit for being part of a PPI.

CRS Credit Elements with a Public Information Component			
Activity	Element	OP Credit?	PPI Bonus?
320 (Map Information Service)	Publicizing the service	(1)	(1)
330 (Outreach Projects)	Outreach projects (OP)	Yes	Yes
	Flood response preparations (FRP)	No	Yes
	Program for public information (PPI)	–	–
	Stakeholder delivery (STK)	–	–
340 (Hazard Disclosure)	Disclosure of the flood hazard (DFH)	No	Yes
	Real estate agents' brochure (REB)	No	Yes
350 (Flood Protection Information)	Website (WEB1 and WEB2)	No	Yes
360 (Flood Protection Assistance)	Property protection assistance (PPA)	No	Yes
	PPA site visits (PPV)	No	Yes
	Financial assistance advice (FAA)	No	Yes
	Publicity for PPA, PPV, and/or FAA	(1)	(1)
370 (Flood Insurance Promotion)	Coverage plan implementation (CPI)	No	Yes
420 (Open Space Preservation)	Natural functions open space with educational materials (NFOS5)	No	Yes
504 (Rep loss area outreach project)	Repetitive loss area outreach project	(1)	(1)
540 (Drainage System Maintenance)	Stream dumping regulations (SDR)	No	Yes
610 (Flood Warning and Response)	Annual outreach project prerequisite	(1)	(1)
620 (Levees)	Annual outreach project prerequisite	(1)	(1)
630 (Dams)	Annual outreach project prerequisite	(1)	(1)
(1) OP credit can be provided for the publicity or outreach project prerequisite for this element. The OP credit can also receive the PPI and STK bonus credit if the project is in the PPI.			

PPI Step 6. Prepare the PPI Document

The committee's work needs to be recorded in a formal written document and adopted by the community's governing body. The PPI and its annual evaluation report can be stand-alone documents or they can be sections or chapters in a credited floodplain management or hazard mitigation plan and its annual report.

The PPI document need not be long and complicated. It could be fewer than 20 pages, as long as each of the items listed below is summarized. After the community completes the assessment of its public information needs, the PPI and its description of the projects to be implemented (including projects credited under activities other than Activity 330) could be completed in one or two meetings of the PPI committee.

Document Outline

The document must show that the community has incorporated the procedures and considerations described above in preparing its PPI. The PPI document must include

1. A list of the members of the PPI committee, their affiliations, and when the committee met.
2. A summary of the Step 2 assessment of the local flood hazard, the community's natural floodplain functions, and the other public information activities currently being implemented within the community. The other public information activities currently being implemented need to be more than what is being done by the community—the inventory needs to include activities currently being implemented by other organizations and agencies, too. For Activity 370 credit, the flood insurance coverage assessment needs to be included.
3. A list of the target audiences, the messages selected for each audience, and the desired outcomes of those messages. At least one message needs to pertain to flood insurance.
4. A description of each project and activity intended to be carried out, who will do it, and when it will be done. If stakeholders are involved in project delivery, they need to be included for STK credit.
5. If the community wants the PPI bonus credit for its flood response preparations credit, the FRP projects need to be listed, too.
6. If the PPI bonus credit is desired for other activities, they need to be included in the document. For example, if the committee identifies homeowners as a target audience and retrofitting their homes as a message, the PPI should describe how the library and website (Activity 350) will provide appropriate materials and information, what kind of advice the staff should provide (Activity 360), and how that advice should be publicized.
7. The process that will be followed to monitor and evaluate the effectiveness of the public information projects must be described (see Step 7, below).

Some samples of PPI documents can be found at www.CRSresources.org/300.

Items 3 through 6 can be done in a table format, as in the example worksheet on pages 20–21. Note that both outreach projects (OP#1, OP#2, etc.) and other activities that warrant the extra PPI credit

(Activity 350, Activity 360, etc.) are listed as projects. Such annotations are not needed for the PPI document, but the community will need to show where items deserving CRS credit appear.

Keep in mind that the CRS credits the implementation of public outreach PROJECTS identified in a PPI. Communities will receive the PPI bonus credit based on the impact of the projects on each community. Therefore, if the PPI document is prepared by a multi-jurisdictional committee, it needs to identify how each project affects each community. This can be a list of projects by community or another column in a matrix or worksheet like the one on pages 20–21.

If the community wants the PPI to also qualify as a coverage improvement plan (CP) for credit under Activity 370, a draft of the document needs to be sent to the FEMA Regional Office’s Insurance Specialist (called the “Insurance Liaison” in the *Coordinator’s Manual*). The purpose of this is to see if the Regional Office can provide assistance or useful information. Contact information for the Regional Insurance Specialists can be obtained from the ISO/CRS Specialist or the FEMA Regional CRS Coordinator (see www.CRSresources.org/100-2.)

Adoption

The PPI document must achieve formal, official, status within the community. This is usually done by adoption or formal approval by the community’s governing body. “Formal approval” means a vote by the body or office, including a vote on a consent agenda. There need not be a separate resolution.

An alternative is formal approval by another body or office of the community that has the authority and funding to implement the program, such as a flood control district. If this alternative is used, the community must provide documentation that the other body or office has the authority and funding. The PPI must still be presented to the community’s governing board, but the board does not have to act on it. Stakeholder credit (STK) is not provided for the PPI projects that are implemented by the alternate agency.

PPI Step 7. Implement, Monitor, and Evaluate the Program

As with all planning efforts, completion of the document is just the beginning. The projects need to be implemented, monitored, evaluated, and revised as needed. Remember, it is the implementation of projects included in the PPI that receives CRS credit. The PPI document needs to describe how the monitoring, evaluation, and revision will be conducted.

Evaluation

The evaluation must be conducted by the PPI committee. The staff can collect data on project implementation and make recommendations, but for continued CRS credit, the committee must review progress and agree on any changes. The committee also needs to review and approve the annual evaluation report that is submitted to the governing body and included in the community’s annual CRS recertification.

This work will be more effective if the committee meets several times during the year and monitors the implementation of each outreach project.

Note that the community may use any 12-month period for its “public information year.” If there is a defined hurricane or flood season, for example, the public information schedule may be tied to that. At the end of that year, the committee would conduct its annual evaluation of the PPI, produce the annual report of that evaluation, and then submit the report with its next annual CRS recertification package.

Evaluation Report

There is no required report format, but the annual report must include the following items:

1. The target audiences, the messages, and the desired outcomes.
2. The projects in the PPI used to convey the messages.
3. Which projects were implemented.
4. Why some projects were not implemented (if any).
5. What progress was made toward the desired outcomes.
6. What should be changed (including what messages, outcomes, and projects should be revised or dropped, and what new ones should be initiated).

The annual report could use the worksheet like the one on pages 20–21, with added columns after each message, outcome, and project to note the status and recommendations for change.

Documentation

In addition to the materials provided for OP and FRP credit, the following documents are needed at the verification visit:

- (a) A copy of the PPI document.
- (b) Minutes of the meetings, sign-in sheets, or other documentation of the committee members’ participation.
- (c) Documentation that the PPI has been adopted by the community.

The following are needed at each subsequent verification visit and with the annual recertification:

- (a) Documentation that the PPI document has been reviewed and updated annually. This is in the form of a report, table, or spreadsheet that summarizes each outreach project, what was done, and the outcomes.
- (b) Minutes of the meetings, sign-in sheets, or other documentation of the committee members’ participation during the evaluation.

All documentation needed for stakeholder delivery credit (STK) is supplied with the OP and PPI documentation. It should be made clear in the PPI which projects are delivered by stakeholders and therefore warrant STK credit.

Receiving CRS Credit

It is important to understand that there are no CRS credit points for preparing a PPI. The PPI credit comes in the form of bonus points added to outreach projects and other CRS public information activities, such as the website, that are included in the PPI and implemented by the community and/or other organizations or agencies.

The bonus is a 40% increase in the credit under Activity 330 for outreach project (OP) and/or flood response preparations projects (FRP) that are listed in the PPI document. Other activities have different increases in credit. For example, website contents covered in the PPI will increase WEB1 credit from a maximum of 36 points to 60 points, if the website includes additional creditable topics. WEB2 points go from 10 to 15 if the PPI discusses what warning and safety information should go on the site.

If the PPI identifies stakeholders as implementing outreach projects, those projects receive a 30% STK bonus in addition to the 40% PPI bonus. STK credit is only provided for those projects listed in the PPI as involving stakeholders in the dissemination of the message(s). The stakeholder organization does not need to be on the PPI committee, but it does need to be listed in the PPI with the project.

If outreach projects are conducted that are not described in the community's PPI, the community can still receive credit for them, but it won't receive the 40% PPI or 30% STK bonuses.

Credit for Activity 330 (Outreach Projects) is described in more detail in *Outreach Projects for Credit under the Community Rating System*. That guide shows part of a Microsoft Excel® worksheet used to calculate credit points. The complete worksheet is available at www.CRSresources.org/300-3/ and has additional columns for calculating the PPI and STK bonus points. An excerpt from Fort Collins' worksheet is shown below.

330 Outreach Project (OP) Worksheet																				
	Outreach Projects	Points per Topic	Topics Covered										Times per Year	OP	Multipliers					
			1. Hazard	2. Insure	3. People	4. Property	5. Build	6. Natural	7. Flood Warning	8. Regula-tions	9. Base-ment Flooding	10. Drive Safe			PPI?	PPI (OP)	STK?	STK (OP)	OP + PPI + STK	
OP#1	Brochure sent to 100-year and 500-year floodplain property owners and residents	6	X	X	X	X	X	X	X	X	X	X	X	1	60	y	24.0	y	18.0	102.0
OP#2	Realtor, Lender, Insurance Agent, Property Manager Mailer	6	X	X				X				X		1	24	y	9.6	y	7.2	40.8
OP#3	Bus Benches	2	X										X	5	20	y	8.0	n	0.0	28.0
OP#4	High Water Markers - City trails	6	X											5	30	y	12.0	n	0.0	42.0
OP#5	High Water Markers - CSU Campus	2	X											3	6	y	2.4	y	1.8	10.2
OP#6	Trail Signs	6	X						X					5	60	y	24.0	n	0.0	84.0
OP#7	City News - Utility Billing May	2	X	X	X	X			X	X				1	14	y	5.6	n	0.0	19.6
OP#8	City News - Utility Billing July	2	X		X					X				1	8	y	3.2		0.0	11.2
OP#9	Social Media	2		X	X	X				X			X	5	60	y	24.0		0.0	84.0
OP#10	Flood Awareness Week Displays - Poster and Brochures	1	X	X	X	X	X	X	X	X	X	X	X	5	50	y	20.0	y	15.0	85.0
OP#11	Disaster Preparedness Calendar	1	X		X	X				X				1	4	y	1.6		0.0	5.6
OP#12	Community Booths/Events - City Booth	2	X	X	X	X	X	X	X	X	X	X	X	5	100	y	40.0	y	30.0	170.0
OP#13	Community Booths/Events - City Booth - Natural Areas	2						X						5	10	y	4.0	y	3.0	17.0
OP#14	Community Booths/Events - Wildland Restoration Volunteers	2						X						5	10	y	4.0	y	3.0	17.0
OP#15	Community Booths/Events - Red Cross	2			X									5	10	y	4.0	y	3.0	17.0
OP#16	Community Presentations - Red Cross	2			X									5	10	y	4.0	y	3.0	17.0
OP#17	Flood Videos - City	1	X		X	X	X	X	X				X	5	35	y	14.0	y	10.5	59.5
OP#18	Flood Videos - CSU	2	X		X	X	X	X	X				X	5	70	y	28.0	y	21.0	119.0
OP#19	CSU Housing Fair	2	X	X	X	X			X			X		1	12	y	4.8	y	3.6	20.4
OP#20	Education in Schools	6	X		X				X	X			X	5	150	y	60.0	y	45.0	255.0
OP#21														0			0.0		0.0	0.0

Review of the PPI

Before the PPI bonus credit is applied to outreach projects and other public information activities, the PPI document is reviewed by the CRS to ensure that the seven required steps have been carried out. The ISO/CRS Specialist will provide the findings of the review to the community. Some important points about this review:

- Because this guide further explains the credit criteria in the 2013 *Coordinator's Manual* and includes the latest policies and guidance, the criteria in this guide will be used to determine if a submittal qualifies for CRS credit.
- The reviewer only sees what is submitted. If something is not included in PPI document, the community should also submit explanatory materials. For example, if the committee member list in the PPI does not identify who is the floodplain manager, it can be so noted in a separate cover memo.
- During development of a PPI, community officials should feel free to contact their ISO/CRS Specialist with questions and/or to confirm that they are on the right track.
- It is highly recommended that communities submit drafts or even partial drafts of their PPIs for courtesy review before their document is finalized.

An Example of a PPI Worksheet

PPI Worksheet							
Target Audience	Message	Outcome	Project(s)	Assignment	Schedule	Stakeholder	
Target Area 1. Coastal floodplain residents	Topic 1 message: Find out about your flood hazard	Increase in the number of map information inquiries	320 map info service to include info on flood depths, wave heights, and past floods (320)	Floodplain manager	Start as soon as staff has the maps		
			OP 3. Presentations to five neighborhood associations	Floodplain manager	Set up the five presentations by January 31	Neighborhood associations	
			OP 4. Cable TV to show the neighborhood association presentation	Floodplain manager and public information officer	Tape the first two presentations and use the best scenes	Neighborhood associations, Cable TV company	
			OP 5. Mailing sent each year to residents of the SFHA	Floodplain manager and public information officer	Disseminate in May, before hurricane season		
			New website page will show flood depths and LiMWA boundary (350)	Floodplain manager and webmaster	Have on line by May 1 start of hurricane season		
	Topic 2 message: You should have flood insurance	The total number of SFHA policies increases	Floodplain manager to explain depths, waves, and past floods when providing assistance (360)	Floodplain manager	Start as soon as staff has the maps		
			OP 1. FEMA brochure on flood insurance	Floodplain manager	Printed and displayed by Feb. 28	FEMA	
			OP 2. Local insurance agents advise their clients	Insurance agency representative on the PPI committee	Explain at March 15 insurance assoc. meeting	Insurance agencies	
			OP 3. Presentations to neighborhood associations	See OP 3 above	See OP 3 above	See OP 3 above	
			OP 4. Presentation on cable TV	See OP 4 above	See OP 4 above	See OP 4 above	
		Website to summarize cost of typical policy and have link to FloodSmart (350)	Floodplain manager and webmaster	Have on line by May 1 start of hurricane season			

An Example of a PPI Worksheet (cont.)

Target Audience	Message	Outcome	Project(s)	Assignment	Schedule	Stakeholder	
Target Area 3. Residents of repetitive loss areas 3 – 9 (in X Zone)	Topic 2 message: Make sure you have contents coverage	Increase in the number of flood insurance policies with contents coverage	OP 2. Local insurance agents advise their clients	See OP 2 above	See OP 2 above	See OP 2 above	
			OP 3. Presentations	See OP 3 above	See OP 3 above	See OP 3	
			OP 4. Cable TV	See OP 4 above	See OP 4 above	See OP 4	
			Website page stresses contents coverage (350)	Floodplain manager and webmaster	Have on line by May 1		
	Topic 4 message 4a: Protect your property from shallow flooding	Increase in the number of permits for retrofitting projects	Floodplain manager to explain need for contents coverage when providing tech assistance (360)	Floodplain manager	Floodplain manager	Start immediately	
			OP 3. Presentations	See OP 3 above	See OP 3 above	See OP 3	
			OP 4. Cable TV	See OP 4 above	See OP 4 above	See OP 4	
			OP 7. Meetings with home builders association to explain retrofitting projects	Floodplain manager	Presentations at the January and April meetings	Home builders association	
			Website page on how to protect from shallow flooding (350)	Floodplain manager and webmaster	Have on line by May 1		
			Floodplain manager to explain projects when providing advice (360)	Floodplain manager	Start immediately		
Topic 4 message 4b: Don't dump in your ditch [could be topic 7 in the PPI]	Drainage inspectors report fewer calls and a decrease in the amount of trash removed	OP 3. Presentations	See OP 3 above	See OP 3 above	See OP 3		
		OP 4. Cable TV	See OP 4 above	See OP 4 above	See OP 4		
		OP 7. Meeting to explain the rules to home builders	See OP 7 above	See OP 7 above	See OP 7		
		Website page on drainage maintenance (350)	Floodplain manager and webmaster	Have on line by May 1			
			Floodplain manager to explain owner's responsibilities when providing advice (360)	Floodplain manager	Start immediately		
			OP 3, 4 and 5 to cover dumping regs (540)	See OP 3, 4, and 5	See OP 3, 4, and 5	See OP 3, 4, and 5	