

RESOLUTION NO. 2020-26

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF VENICE, SARASOTA COUNTY, FLORIDA, TO ADOPT THE UPDATED SARASOTA COUNTY LOCAL MITIGATION STRATEGY WORK GROUP CITY OF VENICE PROJECT LIST AND THE 5-YEAR UPDATE OF THE CITY OF VENICE FLOODPLAIN MANAGEMENT PLAN WHICH TOGETHER WITH THE SARASOTA COUNTY UNIFIED LOCAL MITIGATION STRATEGY 2016 SHALL SERVE AS THE FORMAL GUIDES FOR THE CITY OF VENICE'S FLOODPLAIN MANAGEMENT AND HAZARD MITIGATION ACTIVITIES IN ACCORDANCE WITH THE NATIONAL FLOOD INSURANCE PROGRAM FOR COMMUNITY RATING SYSTEM AND 42 U.S.C . §5165, 44. C.F.R. §201.6, PART 1 OF CHAPTER 252, FLORIDA STATUTES, AND FLORIDA ADMINISTRATIVE CODE CHAPTER 27P-22; SUPERSEDING RESOLUTION NO. 2019-10; AND PROVIDING AN EFFECTIVE DATE

WHEREAS, the City of Venice is subject to natural and man-made hazards including hurricanes, tornadoes, floods, fires and chemical releases which may cause damage to life, property, natural resources and the local economy; and

WHEREAS, initiatives identified on the Local Mitigation Strategy Project List are given more consideration by state-managed funding programs such as the Hazard Mitigation Grant program, Emergency Management Preparedness Assistance Trust Fund, Communities Trust, Community Development Block Grant, Coastal Partnerships Initiative, and HOME; and

WHEREAS, the Floodplain Management Plan serves as the guide for floodplain management activities for the City of Venice as required of all communities participating in the National Flood Insurance Program and seeking project funding from the Flood Mitigation Assistance Program; and

WHEREAS, the Local Mitigation Strategy, which incorporates the Floodplain Management Plan, serves as the flood mitigation plan required of all communities participating in the National Flood Insurance Program and seeking project funding from the Flood Mitigation Assistance Program; and

WHEREAS, the Local Mitigation Strategy can serve as the Post-Disaster Redevelopment Plan as required of all coastal counties in Florida; and

WHEREAS, the Sarasota County Multi-jurisdictional Program for Public Information Plan (PPI) was developed by the PPI Committee comprised of a cross-section of employees and community stakeholder members from Sarasota County Government, the City of Venice, the City of Sarasota, the City of North Port, the Town of Longboat Key, the Sarasota Bay Estuary Program, and a cross-section of stakeholders including Mote Marine representation, realtors, insurance agents, mortgage lenders, and private citizens, and is open for participation to any

and all interested parties, and is chaired by the Sarasota County Stormwater Department Director, or his designee; and

WHEREAS, the PPI was adopted by the Board of County Commissioners on January 29, 2019 and by the Venice City Council on August 27, 2019, as a representation of the City of Venice and Sarasota County's commitment to reduce vulnerability and risks from flooding, to inform the public of the hazards of flood, serving as a policy guide as resources are committed toward reducing the effects of flooding, and as a guide to increase public safety through outreach; and

WHEREAS, the 5-Year Update of the City of Venice Floodplain Management Plan formally incorporates the PPI within the document presented for adoption; and

WHEREAS, the Floodplain Management Plan and Local Mitigation Strategy are designed to be a process-oriented document with review and revision policies that allow the Local Mitigation Strategy to be changed to meet new or changing conditions including hazard-event frequency, perceived local needs and funding opportunities; and

WHEREAS, the 5-Year Update of the Floodplain Management Plan has been completed to meet the requirements of the Community Rating Systems program; and

WHEREAS, the City of Venice Community Ratings System Floodplain Management Plan Committee has received public input and has updated the City of Venice portion of the Sarasota County Local Mitigation Strategy Work Group Project List and the 5-Year Update to the Floodplain Management Plan.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF VENICE, FLORIDA, as follows:

SECTION 1. The Whereas clauses above are ratified and confirmed as true and correct.

SECTION 2. The Venice City Council hereby adopts the updated Sarasota County Local Mitigation Strategy Work Group City of Venice Project List and City of Venice Floodplain Management Plan, which are attached hereto and incorporated herein as Exhibits A and B, respectively, which together with the Sarasota County Unified Local Mitigation Strategy 2016 shall serve as the formal guides for City of Venice floodplain management and hazard mitigation activities.

SECTION 3. This resolution shall supersede Resolution No. 2019-10.

SECTION 4. This resolution shall take effect immediately upon adoption.

APPROVED AND ADOPTED AT A REGULAR MEETING OF THE VENICE CITY COUNCIL HELD ON THE 14TH DAY OF JULY 2020.

Ron Feinsod, Mayor

ATTEST

Lori Stelzer, MMC, City Clerk

I, **LORI STELZER**, MMC, City Clerk of the City of Venice, Florida, a municipal corporation in Sarasota County, Florida, do hereby certify that the foregoing is a full and complete, true and correct copy of a Resolution duly adopted by the City Council of said City at a meeting thereof duly convened and held on the 14th day of July, 2020, a quorum being present.

WITNESS my hand and the official seal of said City this 14th day of July 2020.

Lori Stelzer, MMC, City Clerk

(S E A L)

Approved as to form:

Kelly Fernandez, City Attorney

The Sarasota County Local Mitigation Strategy (LMS) Work Group City of Venice Project List

EXHIBIT A

Pirority Note 1	Name of Project	Description of Project	Hazard Mitigated Note 2	Hazard Mitigation Strategy Note 3	Mitigation Goals Achieved Note 4	Funding Source	Jurisdiction Project Benefit Note 5	Jurisdiction Project Owner	Jurisdiction Project #	Agency Responsible for Implementation	Estimated Cost	Project New Note 6	Project Status Completed Note 6	Project Status In Progress Note 6	Project Status Deleted Note 6	Project Status Deferred Note 6	If Deferred, Why? Note 6	Timeframe for Project Completion	Mitigate New or Existing (N/E)
High	Public Outreach	Public outreach programs for all jurisdictions	ALL	ALL	3	N/A	ALL	ALL	N/A	LMS Work Group	\$10K			✓				Continuous	E
High	Police Dept. Relocate and EOC construction	Reconstruct PD facility to include City Command EOC	2, 7, 8, 9,11, 12, 15	2	5	Bond	ALL	V	1V	Police	\$16M			✓				2020	E
Medium	Relocate Fire Station #2	Construct new fire station outside flood zone	2, 7, 8, 9,11, 12, 15	2	5	N/A	ALL	V	3V	Fire	\$5M				✓		Funding		E
Medium	Directional signs for island evacuation	Acquire four signs for three bridges and roadways	2, 7, 8, 9,11, 12, 15	5	4	N/A	3,4	V	6V	Public Works	\$60K				✓		Funding		E
High	Fire Station #51 and City Hall generator	Emergency operations for city communications	2, 7, 8, 9,11, 12, 15	2	5	N/A	3,4	V	7V	City Hall	\$1.175M			✓				Under construction	E
High	Radio upgrade for the city department	Provide optimum radio communications	2, 7, 8, 9,11, 12, 15	5	5	NA	ALL	V	21V	Utilities, Police, PW	\$490K				✓		Funding		E
Low	Second House Program	Partner coastal with inland residents during emergencies	2, 7, 8, 9,11, 12, 15	5	1	N/A	3	V	23V	City Hall	\$10K				✓		Funding		E
Low	Relocate water plant elevated tank	Upgrade support system to prevent against flood and wind	2,7,9,12	2	5	N/A	ALL	V	26V	Utilities	\$725K				✓		Funding		E
Low	Upgrade Chuck Reiter elevated tank	Upgrade support system to prevent against flood and wind	2,7,9,11, 12,15	2	5	N/A	ALL	V	27V	Utilities	\$76K				✓		Funding		E
Low	Modify Pinebrook booster station	Waterproof and upgrade communication system	2, 7, 8, 9,11, 12, 15	2	5	N/A	ALL	V	28V	Utilities	\$100K				✓		Funding		E
Low	Coastal Area Redevelopment Study	Post disaster study	2, 7, 8, 9,11, 12, 15	5	2	N/A	ALL	V	29V	Dev. Service	\$50K				✓		Funding		E
Low	Coastal Compliance Program	Public education for retrofit and construction activities	2, 7, 8, 9,11, 12, 15	5	3	N/A	3	V	30V	Building	\$30K				✓		Funding		E
Medium	Coastal Land Acquisition Program	Purchase properties and preserve for open space	2,7,9,11	1	4	N/A	3	V	36V	Engineering	\$425K				✓		Funding		E
High	Relocate RO Water Plant	Construct facility out of the flood zone	2,7,9,11	2	5	N/A	ALL	V	42V	Utilities	\$40M				✓		Funding		E
High	Ajax property 2.0-3.0MGD booster station	Provide service to east side of town, construct interconnect with county	2,7,9,11, 12,15	2	5	SRF/ Revenue	3	V	44V	Utilities	\$10M							2022	N
Low	Venice Evacuation Study	Study to address the need for hurricane shelters in city	2,7,8,9,11, 12,14,15	5	1	N/A	ALL	V	50V	Planning	\$50K				✓		Funding		N
High	Fire Station 1 Replacement	Upgrade facility to meet current storm criteria	2,7,9,11, 12,15	3	5	N/A	ALL	V	55V	Fire	\$5M			✓				2022	E
High	Relocate PW to PD after new PD complete	Harden Structure and retrofit for PW Admin.	2, 7, 8, 9, 11,12, 15	2	5	N/A	3	V	57V	Public Works	\$750K			✓			Funding	2021	E
Low	Hurricane Tolerant Handbook	Update the 1994 hurricane study	9	5	3	N/A	ALL	V	61V	Planning	\$15K				✓		Funding		E
High	New Solid Waste and Recycling Complex	Relocate facility east and construct to hurricane codes	2,7,8,9,11, 12,15	2	5	N/A	ALL	V	62V	Public Works	\$3M				✓		Funding		E
High	Purchase Portable Generators for Lift Station	Provide emergency back up power outage	2,7,8,9,11, 12,15	5	1	Utilities revenue	ALL	V	64V	Utilities	\$450K				✓		Funding		E
Medium	Hurricane Louvers for Water Plant	Secure building for hurricanes	9,15	2	5	N/A	ALL	V	65V	Utilities	\$32K				✓		Funding		E
High	City Hall Reroof	Roof not built to code and condition is deteriorating	2,7,9,11, 12,15	2	5	N/A	ALL	V	66V	Public Works	\$600K		✓						E
Medium	2nd sanitary force main under Intracoastal	Add a secondary force main to add to secondary redundancy	2, 7, 9	5	5	N/A	3	V	69V	Utilities	\$1M			✓				2022	E
High	2nd sanitary force main under I-75	Add a secondary force main to add to secondary redundancy	2, 7, 9	5	5	Utilities revenue	3	V	70V	Utilities	\$3.5M			✓				2021	E
High	Reinforce Airport Hangars	Reinforce existing airport to meet hurricane standards	2, 7, 9, 11,12,15	2	2, 5	Airport / Grants	3	V	75V	Airport	\$1M								N
High	Construct New T-Hangars	Construct new T-Hangars meeting hurricane standards	2, 7, 9, 11,12,15	5	2	Airport / Grants	3	V	76V	Airport	\$1.5M								N

The Sarasota County Local Mitigation Strategy (LMS) Work Group City of Venice Project List

Pirority Note 1	Name of Project	Description of Project	Hazard Mitigated Note 2	Hazard Mitigation Strategy Note 3	Mitigation Goals Achieved Note 4	Funding Source	Jurisdiction Project Benefit Note 5	Jurisdiction Project Owner	Jurisdiction Project #	Agency Responsible for Implementation	Estimated Cost	Project New Note 6	Project Status Completed Note 6	Project Status In Progress Note 6	Project Status Deleted Note 6	Project Status Deferred Note 6	If Deferred, Why? Note 6	Timeframe for Project Completion	Mitigate New or Existing (N/E)
Low	Relocate Airport Maintenance Facility	Relocate existing Airport Maint. Facility to meet hurricane stds.	2, 7, 9, 11,12,15	5	2	Airport / Grants	3	V	78V	Airport	\$650K								N
High	Airport Avenue Drainage Project	Upgrade existing drainage facilities to mitigate flood in evacuation route	2,7,9,11	6	2	Airport / Grants	3	V	79V	Airport	\$700K					✓	Funding		N
Medium	Live Oak Dr. Stormwater Improvements	Upsize existing stormwater pipes to reduce flooding	2,7,9,11	6	2	SRF	3	V	80V	Stormwater	\$600K			✓				Under construction	E
High	Nokomis Ave. South Stormwater	Upsize existing stormwater pipes to reduce flooding	2,7,9,11	6	2	CIP	3	V	81V	Stormwater	\$1.1M		✓						E
Medium	Outfall 9 Improvement	Study the drainage basin and increase the infiltration pond size	2,7,9,11	6	2	CIP/ Grants	3	V	82V	Stormwater	\$500K					✓	Funding		E
Medium	Golf Dr. Stormwater Improvements	Upsize existing stormwater pipes to reduce flooding	2,7,9,11	6	2	CIP/ Grants	3	V	83V	Stormwater	\$750K					✓	Funding		E
Medium	Beach Erosion Hot Spot Alternatives	Alternate erosion evaluation and construction	1,2,7,9	5	5	Grants	3	V	86V	Engineering	\$4M					✓	Funding		N
LOW	Mobile Command Unit	Design and Purchase a Mobile Command Unit for use during special events and emergencies.	2, 7, 8, 9,11, 12, 15	2	5	N/A	ALL	V	87V	Police	\$500K					✓	Funding		N
Medium	Valencia Rd. Stormwater Improvements	Upsize existing stormwater pipes to reduce flooding	2,7,9,12	6	2	CIP/ Grants	3	V	88V	Stormwater	\$850K					✓	Funding		E
Medium	Circle Drive Drainage Improvement	Upsize existing stormwater pipes to reduce flooding	2,7,9,11	6	2	CIP/ Grants	3	V	89V	Stormwater	\$400K					✓	Funding		E
Medium	Church St. Drainage Improvement	Upsize existing stormwater pipes to reduce flooding	2,7,9,11	6	2	CIP/ Grants	3	V	90V	Stormwater	\$400K					✓	Funding		E
Medium	Parkdale & Parkside Dr. Drainage Improvement	Upsize existing stormwater pipes to reduce flooding	2,7,9,11	6	2	CIP/ Grants	3	V	91V	Stormwater	\$750K					✓	Funding		E
Medium	Venice Fire Station 3 EOC	Provide Equipment for Venice EOC at Fire Station 3 to allow for Emergency Management Operations	2,7,8,9,11, 12,14,15	5	5	N/A	ALL	V	92V	Fire	\$250,000					✓	Funding		E
High	Lightning and Surge Protection	Provide Lightning and Surge Protection to provide protection to City Technology and infrastructure.	2,7,8,9,11, 12,14,15	5	5	N/A	3,4	V	93V	Fire	\$105,000					✓	Funding		E
Medium	Construct 8E production well	Enhance system reliability	2,7,9	5	1,4	CIP	ALL	V	94V	Utilities	\$1.5M			✓				2021	N
High	Water Plant Generator	Purchase new generator for water plant for backup power	2,7,8,9,11, 12,15	2	1	CIP	All	V	95V	Utilities	\$1M			✓				2021	E
High	Fire Station #2 Hardening	Harden Facility for Storm Protection	2,7,8,9,11, 12,14,15	5	5	N/A	ALL	V	96V	Fire	\$250,000					✓	Funding		E



City of Venice
Floodplain Management Plan
Including Program for Public Information (PPI) and
Coverage Improvement Plan (CIP)

5-year update June 2020

Prepared by:
City of Venice
Engineering/Stormwater Department
401 W Venice Ave
Venice, FL
941-486-2626

Presented for Adoption by Venice City Council

July 14, 2020

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Section 1- Introduction

Purpose

Floods are the costliest and most pervasive hazard in the United States. Property loss due to floods has been on the rise over the last 100 years. According to FEMA a structure in the high-risk area has a 25% chance of flooding in a 30-year mortgage. The National Weather Service noted 29 separate billion-dollar flood events and estimated that the average event cost of each event was 4.35 billion dollars in direct flood damage to property between 1985 and 2018. The chart did not include inland flood damage caused by tropical cyclones in the flood statistics.

The City of Venice has a unique geography in that a substantial portion of the city's boundary is surrounded by water. The City has almost 4 linear miles of coastline along the Gulf of Mexico, unobstructed by barrier islands. The City also has 2 linear miles of bay shores that are part of a major estuary, and approximately 4 miles of ICW. These waterways include the Gulf of Mexico, Venice Inlet, Curry Creek, Myakka River, Hatchet Creek, Roberts Bay, and the West Coast ICW. These water bodies improve the community by providing an enhanced environment consisting of shorelines, estuaries and woodlands, which allow habitation for wildlife. The water bodies also provide the community with a multitude of water and beach related activities including fishing, swimming, boating, shell and shark tooth hunting, and sunset watching.

Rapid growth of the city and the resultant reduction in vacant land available for development, coupled with a less than average rainfall for several years, have encouraged people to settle in flood hazard areas. As development has spread within and around the city, large amounts of land have been covered with an impermeable surface such as parking lots, roofs, driveways, streets. A greater number of teardowns and rebuilds have elevated structures within the floodplain, however, they have also tended towards bigger homes with maximum allowed lot coverage. Not only have these manmade structures covered previously absorbent surfaces, they have also removed much of the existing vegetation. This vegetation normally acts to slow the rate of runoff and to allow a greater portion of rainfall to be absorbed into the ground.

The initial stormwater system for the City of Venice was installed in 1926, when the Brotherhood of Locomotive Engineers began its intensive development of the City following designs by architect and city planner, John Nolen. As part of the development, main drainage canals were constructed in the existing sloughs, and the outlet to Curry Creek was improved.

The sub-tropical climate provides frequent extreme weather events like hurricanes and tropical depressions, Venice also receives frequent summer rains. These events contribute to causes of flooding in the area and can become a significant threat to life and property.

In order to plan for flooding events, the city of Venice developed a floodplain management plan (FMP). The FMP is designed with following objectives:

- Organize community resources to reduce or eliminate flood risk to people and property
- Implementing strategies before a flood event to reduce the disaster's impact, which can save lives and property after an event
- Give guidance in developing pre and post mitigation plans
- Identify priority projects and programs for funding
- Increase the likelihood of State and Federal funding for pre and post hazard mitigation projects

Venice's FMP is an appendix to Sarasota County's Local Mitigation Strategy (LMS), a state-approved, multijurisdictional, multi-hazard plan. The FMP offers structure in line with the Floodplain Management Planning activity of the Community Rating System (CRS)

Community Profile

Geographic Profile

The City of Venice occupies approximately 16.7 square miles (land) of southern Sarasota, in Southwest Florida, between Tampa and Fort Myers. It is bordered on the west by the Gulf of Mexico and a portion to the East borders the Myakka River.

The City of Venice is divided into five major drainage basins which are defined as the Hatchett Creek, Curry Creek, Shakett Creek, Myakka River and Island of Venice stormwater basins. The Hatchett Creek drains into the southern portion of the mainland area discharging into the Intracoastal Waterway (ICW), just south of Roberts Bay. The mainland's northern section is drained via the Curry Creek basin using the Blackburn Canal and Curry Creek to discharge into Dona Bay. The eastern portion of the City drains into Shakett Creek and the Myakka River. The Island of Venice basin drains into the ICW and the Gulf of Mexico.

Topography

The topography in the area is generally flat and low, with elevations ranging from sea level to 20 feet. The average elevation of the island is 11.9 feet North American Vertical Datum (NAVD), while the mainland averages 13.9 feet NAVD.

Climate

The City is situated in a subtropical climate and, as such, experiences distinct wet and dry seasons. The wet season extends from June through September and is warm and humid. During this period the City receives approximately two-thirds of its annual 50-inch rainfall thanks to

frequent storms. The winter is mild, fall and spring tend to be dry. Summer daytime temperatures often reach 90°F or higher

Population and Demographics

The City of Venice was incorporated in 1927, after expansion of the railroads, and has experienced a steady growth rate since 1930; the largest occurring between 1950 and 1960 when the population grew from 727 to 3,444 people. The latest statistics from the U.S. Census Bureau estimate the 2019 population of the City at 23,376. However, as with most coastal communities in Florida, the City experiences an increase in population during the winter months, with the most recent estimates being approximately 5,046-part time residents. Compared to other cities, Venice has a high percentage of older, primarily retired residents, with a median age of 67 years.

Housing

Most of the housing units in Venice are Single-Family homes and in recent years there has also been a call to allow for more lot coverage on residential Single-Family homes, types RSF-1 and RSF-2, to 35%. The additional lot coverage impacts have the potential to increase runoff from the lots for properties that are not required to obtain either a Southwest Florida Water Management District Permit (SWFWMD) or provide pre-development versus post-development runoff calculations.

Economy and Tax Base

Most residents in the Venice are retired. The residents who are employed tend to work primarily in the service sector, the medical industry, or government to service tourism and the migration of retirees.

According to the U.S. Census Bureau, the cost of living index in Venice, as of July 2016, is 101.5 (U.S. average is 100). Per Capita income is \$42,375 (US Census Bureau). The Unemployment Rate is 3.3 percent (2017 City of Venice CAFR, Statistical Schedule 13). (2018 Schedule 13 shows unemployment rate is 2.9%) According to the Sarasota County Property Appraiser's office, the 2017 Average Market Value is \$276,854 for single family Residential parcels, and \$276,341 for Residential Condominium Parcels in the County. The Taxable Value by Municipality is \$3,817,208,295 (Adopted FY2020 Budget Book – page 22 shows 2019 Taxable Value as \$4,056,212,039) for the City of Venice.

The City collects ad valorem taxes through a millage rate. In fiscal year 2020, the General Fund operating millage was 3.7000, estimated property taxes were \$14,999,850. Total General Fund Budget was \$33,775,690. and Total Budget All Funds were \$129,420,226. The City sets aside enough reserve funds to support operating costs for up to 3 months.

Land use patterns

Based on current figures obtained from the City of Venice COMP Plan 2017-2027 (City of Venice, Florida, Inventory of Existing Land Uses), the city's land use patterns are shown in table 1 below.

Table 1:

Type of land use by acres and percentage of the city. The data is from 2018.

<i>Existing Land Use Category</i>	<i>Acres</i>	<i>% of total</i>
<i>Agricultural</i>	2456	0.8
<i>Airport</i>	440	0.0
<i>Office</i>	56	0.9
<i>Commercial</i>	159	1.6
<i>Golf Courses</i>	805	0.1
<i>Government</i>	107	0.3
<i>Industrial</i>	882	1.7
<i>Institutional</i>	137	0.5
<i>Mobile Home</i>	74	9.8
<i>Miscellaneous</i>	120	1.7
<i>Multi-Family Residences</i>	129	1.5
<i>Single-Family Residences</i>	3685	75.2
<i>Submerged / Partially Submerged</i>	0	0.0
<i>Utilities / Infrastructure</i>	183	0.3
<i>Vacant / Open Space</i>	557	5.3
<i>ROW / Roadway / Drainage</i>	147	0.4
<i>Total Land</i>	9937	100

National Flood Insurance Program

The National Flood Insurance Program (NFIP) was approved by Congress in 1968 to make flood insurance available to property owners with buildings located in the high-risk area also known as the Special Flood Hazard Area (SFHA). The SFHA is identified by Flood Insurance Rate Maps (FIRMs). To qualify for participation, a community develops and adopts a regulatory program designed to reduce exposure to flood damage. The minimum requirements for participation in the NFIP can be found in 44CFR, Part 60.3. If the community complies with the minimum requirements, then residents of that community are eligible for flood insurance. The City of Venice has participated in the NFIP since 1974 and have received Flood Insurance Rate Maps (FIRMs) and Flood Insurance Study's ever since. The most recent map and study update was November 4th, 2016. Preliminary maps have been released for the next map update. They are currently going through the process of being made official. There are currently 5,950 policies in force representing almost \$1.5 billion of coverage.

Community Rating System

The Community Rating System is a voluntary incentive program of the NFIP. The program is intended to recognize and encourage a community's floodplain management activities that go above and beyond the minimum requirements set by the NFIP. The City of Venice has participated in CRS since 1991. Venice is currently a Class 6 as of 2005. A Class 6 allows our residents to be eligible for discounts on their flood insurance, 20% in high risk areas and 10% in low risk areas. This represents a current savings of \$627,592 to Venice residents every year.

Section 2 - Plan Organization and Development

The CRS Committee was created to address specific target audiences in order to more effectively evaluate the current outreach activities for effectiveness and to recommend areas of improvement to be incorporated into the plan documents. The Building Official serves as the Floodplain Administrator for the city. However, floodplain management duties have been delegated to the City Engineer and the Stormwater Engineering Research Analyst as they relate to flood zone determinations, review and approval of elevation certificates, flood insurance coverage evaluation and public outreach activities. The committee includes both city staff and public stakeholders. CRS Committee members are appointed by the City Engineer with the intent to provide a broad spectrum of experience and perspective.

During August and September 2014, the CRS Committee met 7 times prior to adoption of the plans and conducted additional review of the plan documents through e-mail distribution. All meetings were publicly posted and open to the public. In addition, the creation and meeting information was provided to the local media and was published for the general public. The plans were presented to City Council at a public meeting with an opportunity for public comment during the meeting proceedings. The plans were published prior to the City Council meeting in the Agenda Packet to give an opportunity for additional public input prior to the formal adoption or update of the plans. Documentation of the CRS Committee activities during this time, including the adopting ordinance is included in Attachments A.

In order to improve the effectiveness of floodplain management, outreach efforts, and the number of flood insured properties, City Council approved and adopted Resolution No. 2014-27 on August 12, 2014 to create a Joint Floodplain Management Plan (FMP), Program for Public Information Plan (PPI) and Coverage Improvement Plan (CIP). The Committee is referred to as the CRS Committee in the remainder of this document. A planning document was prepared to organize the activities and goals for the CRS Committee and is attached in Appendix A. The planning document was distributed to City Council, discussed during the adoption process, and referred to for guidance during committee meetings. A public meeting was held on November 20, 2014 for draft review prior to the adoption. All minutes, agendas and attendance sheets for the CRS committee can be found in Appendix B.

The Committee currently meets four times a year to update the plan. Key topics in the meetings include:

- Plan Organization
- Public Involvement

- Assessment of flood hazards that affect the City of Venice
- Assessment of the problems brought about by flood hazards
- Floodplain Management goals
- Review of possible floodplain management activities
- Development of an action plan
- Effectiveness of existing programs and recommended updates
- Plan Annual Update and Adoption plus the 5-Year Update that was completed this year.

During this year, the CRS Committee actively provided input and review of the 5-year FMP update. To make the document more user friendly, inviting and clear to the public, the general overall format was upgraded to be more consistent with Sarasota County Floodplain Management Plan. Many outreach brochures and documents were updated to appeal to a larger audience and also to provide social media distribution in addition to the more traditional mailings, e-mails, newsletters and brochures. Memes were created and graphics were updated. The CRS Committee was presented with the updated outreach materials for review and input with the goal to make the program more effective and increase awareness. To obtain additional public input, social media and an on-line survey were used to get input from the public. The full plan was posted in ADA compatible format to give the public additional formats for review and to provide input. These changes include the conversion to an ADA compatible document, the reformatting of the document to flow easier and provide clarity to readers and our new more effective PPI materials. The CRS Committee also reviewed the projects listed on the Venice LMS and CIP.

Planning Committee Members

The following members are currently serving on the CRS Committee:

City CRS Committee Members:

- Floodplain Management Office – Kathleen Weeden, PE, CFM, City Engineer and Stormwater Utility Director, and floodplain communication
- Planning & Zoning – Roger Clark, AICP, Planning Manager, Responsible for management of the City’s Planning & Zoning Division of Development Services.
- Building Division – Frank Conorozzo, PX, BN, CBO, Plans Examiner
Mr. Conorozzo is responsible for reviewing plans for building permits to verify that the proposed construction is consistent with the FBC, FEMA and city code requirements.

Public Sector Committee Members:

Flood Insurance

Mary Elizabeth Petty, AAA Insurance, Insurance Agent

Ms. Petty, Insurance Agent, has 30 years of experience and is an award-winning agent for Auto Club Group Insurance Agency. Sarasota Magazine named her one of the top Home/Auto Insurance Professionals for the past seven years. Active in the community, she services on the Board of Directors for the Center of Hope of South County, Yellow Brick Road of Florida and the Venice Area Chamber of Commerce Board Member.

Real Estate and Flood Insurance

John Meyers, Berkshire Hathaway, Real Estate

Mr. Meyers is a Realtor with Berkshire Hathaway in the City of Venice and has 14 years prior experience as an Allstate Insurance agent and 10 years prior experience as a Realtor with Remax in Indiana. He has been a resident of Venice since 2013 and is becoming more acquainted with flood hazards, flood zones, and the need to carry at least minimum flood insurance.

Financial Lending Institute

Currently Vacant, we are in the process of filling this position.

Building Industry

Robert Yoho, The Damex Corporation

Mr. Yoho is a state certified building contractor and Mold remediator. He also holds certificates in water damage restoration, lead renovation, repair and painting. He is a member of the American Indoor Air Quality (AIAQ) Council and has been an OSHA "Train the Trainer" since 2010. Robert has been a resident of SWFL since 1975.

Building Industry

Mark Hawkins, Hawks Nest Construction, Inc.

Mr. Hawkins is a state certified building contractor who complete remodels and new construction within the city. Mr. Hawkins is active in local building associations.

Commercial/Business Industry

Currently Vacant, we are in the process of filling this position.

City Staff Liaisons:

- Lorraine Anderson, Communication and Marketing Officer
Ms. Anderson has delegated the day to day communication planning and outreach to Ms. Weeden for floodplain management activities. Ms. Anderson will also issue any formal press releases that are issued for the CRS program.
- Kathryn Harring, CFM, Stormwater Engineering Research Analyst, CRS Coordinator
Ms. Harring is a Certified Floodplain Manager. She completes committee related activities such as drafting the plans and revisions, incorporating committee and public recommendations in the plan documents, preparing agendas, meeting minutes and outreach material preparation and distribution.

County Staff Liaison:

- Donna Bailey, CFM CRS Coordinator
Ms. Bailey increases our committee's coordination with Sarasota County on the issues discussed at the meetings

Public Involvement

Members of the public and press are invited to attend and provide input at all meetings. The public is further informed through articles published in the local newspapers, through interviews, and attendance at the meetings. The City Clerk's office posts the Notice of Meeting, Agendas and Minutes of each meeting on the city website and on the City Hall bulletin board. The FMP is also presented annually to the City Council for an adoption of any recent updates where the public has the opportunity to comment as well. For the 5-year update there was a separate public meeting scheduled for public comment on March 26th 2020 at the community center, however, due to COVID-19, in person meetings were stopped. To make sure the public had sufficient formal presentation at the City Council public meeting, social media blasts and e-mail blasts were sent out notifying the public where the full ADA compatible version was located on the website for review. The public was also informed that the FMP was being updated during FEMA hosted meeting to discuss flood map updates. Council. At the FEMA hosted meeting, City CFMs were available to answer flood related questions and assisting with map update impacts to property owners.

Public Information Activities

The city has developed other methods to inform the public about the FMP. These activities include:

- A webpage that provides information about the plan to the public and encourages input. The City Clerk's office posts the Notice of Meeting, Agendas and Minutes of each meeting on the city website.
- A survey is available online and occasionally advertised via our newsletter and social media. This survey includes questions about recent flooding history in the area and insurance information. Printed copies are also made available.
- Sarasota County hosts outreach workshops near Venice. These workshops are advertised through our city newsletter and social media.

Coordination

Other communities in the region face very similar flooding issues as the city and have developed their own plans to address the problem. Many of these plans are reviewed by the City of Venice in the course of developing the FMP. The city maintains regular contact with other communities to discuss floodplain management activities as well as ideas and strategies to implement the FMP more effectively.

Review of Existing Studies and Information

Plans and data that were reviewed include but are not limited to:

- City of Venice Comprehensive Plan
- City of Venice Repetitive Loss Area Analysis
- Watershed Management Plans
- City of Venice Capital Improvement Program
- Sarasota County Local Mitigation Strategy
- FEMA Flood Insurance Study and DFIRM
- Sarasota County Floodplain Management Plan
- City of Venice Comprehensive Emergency Management Plan

Coordination with Other Agencies and Organizations

County LMS meetings

The Federal Disaster Mitigation Act of 2000 (DMA2000) requires all local agencies in the country to adopt a federally approved Multi-Hazard Mitigation Plan in order to receive post-disaster funds. The City of Venice complies with this requirement through our multi-Hazard, Multi-Jurisdictional, LMS Plan with Sarasota County, and the cities of Sarasota, Northport, and the Town of Longboat Key. The LMS meetings are held quarterly to discuss updates to the LMS plan. Grant application availability for municipalities in Sarasota are also discussed.

The Venice portion of the LMS Action Plan is attached as Appendix D. It is extracted from the LMS Strategy for 2019-2020, and publicly available online

County Floodplain Management Plan (FMP) meetings

The County FMP meetings are held quarterly. Different aspects of floodplain management are discussed to share ideas and strategies for implementing the FMP. The City of Venice participates in these meetings and we update our FMP to incorporate improvements to our program that are discussed in the meeting.

County-wide Program for Public Information (PPI) Meetings

To improve the effectiveness of the PPI program, the City of Venice joined the County-wide PPI Committee. The Multi-Jurisdictional Program for Public Information (County-wide PPI) was reviewed by our CRS committee before it was adopted by the City of Venice City Council August 27th 2019. It has been incorporated into the City's Floodplain Management and PPI program by resolution. From this point forward, the City will continue to complete the local City PPI activities included in Appendix E of this document in addition to the programs provided by the County-wide PPI to increase public information provided. The County-wide PPI was adopted by Resolution by BOCC on January 29, 2019 as an annex to the Unified Multi-Jurisdictional Local Mitigation Strategy (LMS). This LMS also includes the City of Venice adopted FMP as an annex

along with the City's updated LMS Project List. The LMS and County-wide PPI includes of all the municipalities in Sarasota County including: The City of Venice, City of North Port, City of Sarasota, the Town of Longboat Key and unincorporated Sarasota County. The location of the Multi-Jurisdictional PPI is included in Appendix D.

Pinellas Community Rating System (CRS) Working Group

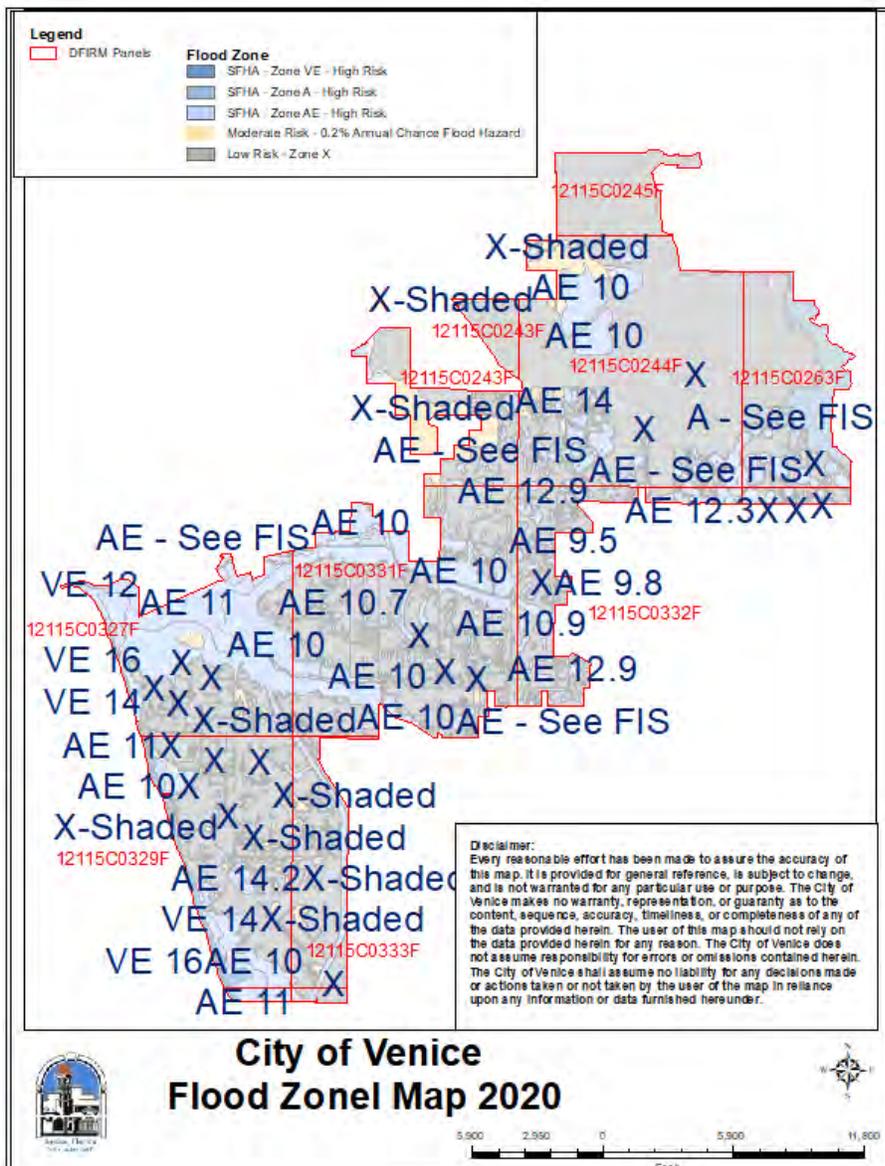
The CRS working group meetings consist of representatives from municipalities in Pinellas County and Sarasota County. Different aspects of floodplain management are discussed to share ideas and strategies for implementing the FMP. The meetings are held quarterly at the Tampa Bay Regional Planning Council.

Section 3 - Assessment of Flood Hazards

This section describes the known flood hazards within the City of Venice, their history of occurrence, and areas that are likely to be impacted by those hazards. Venice is a small coastal community characterized by low, flat topography and a high water table. These characteristics make the County highly susceptible to the effects of flood damage caused by hurricanes, tropical storms, and heavy rain. Since 1978, the NFIP has paid \$2 billion in closed paid losses in Venice. Figure 1 illustrates Federal Emergency Management Agency (FEMA) Special Flood Hazard Areas (SFHA) within the City.

Figure 1:

The City of Venice Flood Zones. See Appendix C Figure 1 for a larger version.



The population in Venice is projected to increase within the next 25 years. This will be accompanied by an increase in new developments and homes, placing more stressors for flooding in terms of increased runoff and location of structures in at-risk areas. To reduce the risk of damage due to flooding for these new developments, the city implements regulations that exceeds the minimum requirements of the NFIP. Venice continues to update the FEMA Flood Insurance Rate Maps (FIRM) with improved risk information based on newer and better data

Flooding can be attributed to several types of natural hazards that may occur in this region, including coastal flooding, inland flooding due to frequent and heavy rains, tropical storms, and hurricanes. By nature of its location along the coast of the Gulf of Mexico, Venice is continuously at risk of coastal flooding in conjunction with tropical storms, hurricanes, and heavy rain. High tide conditions increase the effects of storm surge and inland flooding due to high tail water conditions. Outside of coastal areas, the Myakka River are prone to storm surge, high tail water conditions and westerly winds.

The Venice staff coordinates with the National Weather Service to receive warnings regarding the source of flooding, warning times and expected depth of flooding. The County also maintains gages that provide additional information including rainfall amount, flow/velocities and depth.

In 2015 the City coordinated with Sarasota County on the preparation of a Sarasota County Post Disaster Redevelopment Plan. As part of the planning process the City held meetings with representatives from outside agencies, including the Red Cross, SWFWMD, FDEP, Florida Fish and Wildlife (FWC) and the Charlotte Harbor National Estuary Program. The representatives provided input and support to the City's long-term comprehensive plan goals and objectives. The plan identifies policies, operational strategies, and roles and responsibilities for implementation that will guide decisions that affect long-term recovery and redevelopment of the community after a disaster.

Flooding

The City experiences seasonal flooding as does most of Florida. According to the Sarasota County Department of Emergency Management all of Sarasota County and its municipalities are considered to be flood prone. Some areas are more likely to flood than others especially areas near the coast, adjacent to bays, inlets, creeks, rivers, or portions of the Intracoastal Waterway (ICW). The island is also more likely to flood due to proximity to storm surge in the Gulf and Roberts Bay. The circumstances for flooding occurring on the island area of the City are substantially different than those to mainland areas, due to lower finished floor elevations, older infrastructure (storm pipes) and greater impervious ratio. Increased impervious areas

have also greatly increased the possibility of flooding throughout the city. There are two types of flooding discussed below, coastal and inland.

Coastal Flooding

The City of Venice coastline stretches about 4 miles along the Gulf of Mexico, making the city extremely vulnerable to coastal flooding. Coastal flooding is usually the result of a severe weather system such as a severe thunderstorm, hurricane, or tropical storm with high winds and intense rainfall. Water driven ashore by the wind, known as a storm surge, is the main cause of coastal flooding as well as low-lying canals subject to tidal surge. The damaging effects to structures on the beach areas are caused by a combination of higher levels of storm surge, winds, waves, rains, erosion, and battering by debris. Sea walls, jetties, and beach areas are affected by coastal flooding, and losses can occur over short or long periods.

Historically, the city has experienced a number of damaging coastal floods caused by wind-driven water associated with high tide. For a full list of previous flood events see Table 6 at the end of this section

Tropical storms and hurricanes can produce coastal flooding, although they are not the only conditions under which such flooding occurs. Other historical occurrences of coastal flooding in Venice are described later in this section.

The probability of coastal flooding in the city is relatively high. This probability increases if the storm strikes the coastline during a high tide.

Residences along the Venice coast are highly vulnerable to coastal flooding due to storm surge and/or high tide. The most vulnerable locations to storm surge are the area of the city near Donna Bay, along creeks, rivers, and ditches, and the area southwest of the airport according to the SLOSH model and the evacuation levels. This often occurs because these areas are closest to the coast.

Inland Flooding

Flooding has been the most frequently occurring natural hazard in the city of Venice, including inland flooding due to heavy rains, whether or not the rains are associated with tropical storms or hurricanes. Prolonged periods of rainfall have shown increased potential for causing damage to property and requiring residents to evacuate due to flooding. This problem can become more severe if the heavy rainfall occurs at the same time as a high tide, which prevents much of the rainwater from flowing through the drainage systems into the bays or Gulf of Mexico.

Tropical storms and hurricanes can often produce inland flooding, although they are not the only conditions under which such flooding occurs. Most of the riverine flooding, within the Hatchett Creek, Curry Creek and Myakka River basins, appears to be along the major drainage ditches and the surrounding low-lying areas.

Flooding from Hatchett Creek generally occurs from the East Gate subdivision to the West. Flooding in this area has resulted from Hatchett Creek overflowing its banks. Road flooding has occurred on East Venice Avenue between the intersections of Grove Street and Warfield Avenue, and on Grove Street in the Housing Authority. The impact to the Housing Authority property has been reduced due to tearing down of the existing structures, and replacement with elevated structures and floodplain modeling to verify floodplain compensation impacts are addressed. Warning time is sometimes limited by the quick development of afternoon rain events.

Road and low-lying areas along Curry Creek are known to have past flood problems. The areas include Bay Indies Mobile Home Park, Roberts Bay Estates, and Mobile City estates. Residents generally have enough warning time to evacuate.

Storm events can be described as the amount of precipitation that occurs over a given duration (e.g., 10 inches of rain over a 24-hour period). Typically, the probability of these storm events are categorized as follows, consistent with United States Geological Survey (USGS) and FEMA terminology:

- 100-year storm = 1% chance of a flood every year
- 50-year storm = 2% chance of a flood every year
- 25-year storm = 4% chance of a flood every year
- 10-year storm = 10% chance of a flood every year

These categories indicate a probability of occurrence (a 100-year flood has a 1-percent chance of occurrence in any given year). The smaller the chance of occurrence is, the more devastating the flood potential may be. Each of the flood categories is associated with a specific amount of rainfall over a given duration for a specific region. For Venice, the 25-year flood is characterized as receiving 8 inches of rain within a 24-hour period, while the 100-year flood is associated with 10 inches of rain within a 24-hour period.

A high probability of flooding and continued development throughout the City make the entire City vulnerable to inland flooding. Most vulnerable are structures built before the county entered the NFIP in 1974 called pre-FIRM structures. Sarasota County has developed and maintained a comprehensive Watershed Management Plan for all watersheds within the County. These plans include stormwater models developed to describe the flooding potential for areas within the City. The plans were developed in coordination with the Southwest Florida Water Management District (SWFWMD), which oversees the management of the region's water resources and includes flood protection and issuing of permits to ensure that new

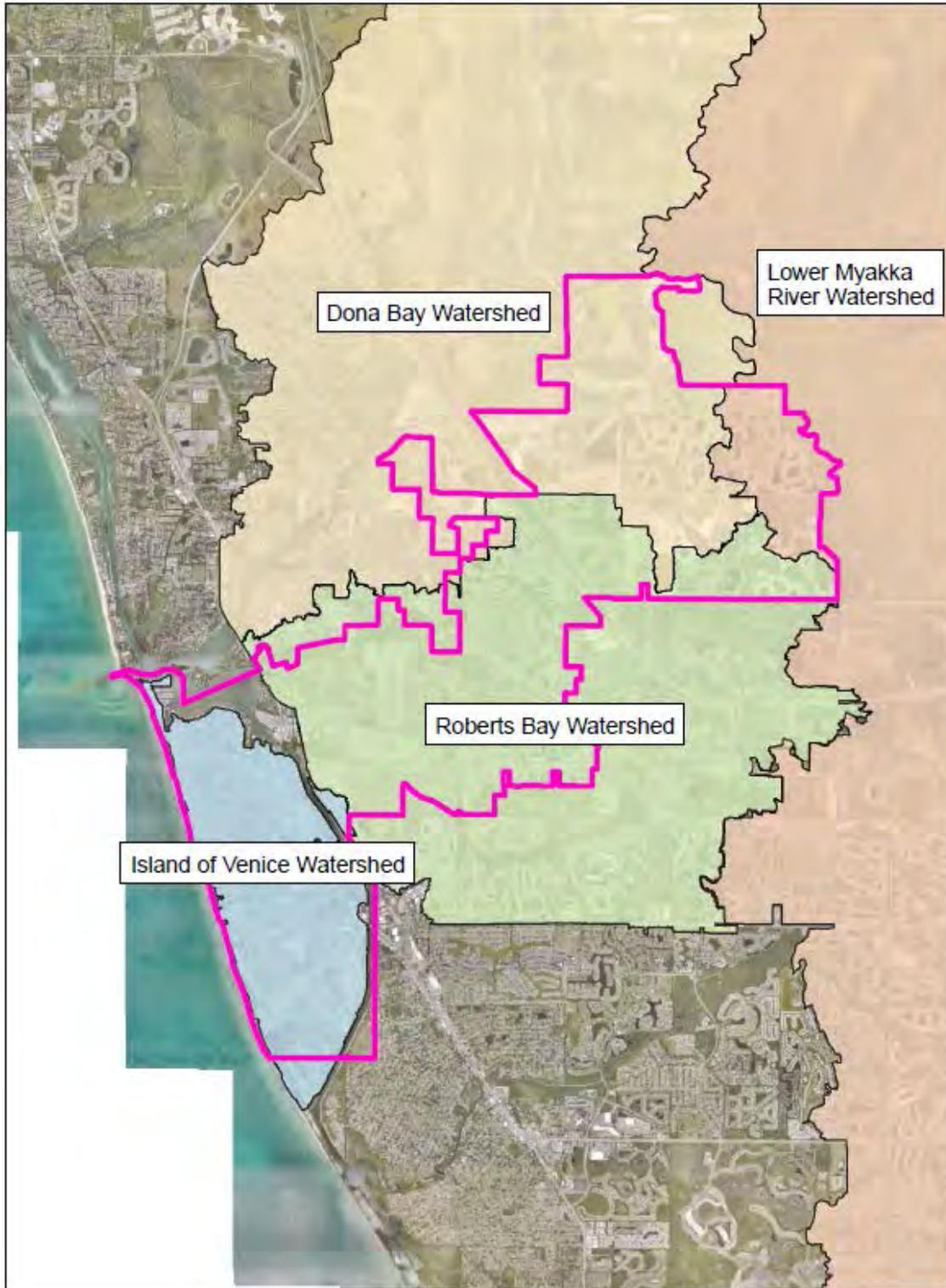
developments do not cause flooding. The results of these plans help to identify those areas that are vulnerable to flooding from small storms or less frequent, larger storms. The following descriptions highlight the watersheds and the drainage systems that they contain that are within City of Venice limits.

- **Dona and Roberts Bay Watershed:** Cow Pen Slough, Fox Creek, Curry Creek, Dona/Roberts Bay Coastal, Hatchett Creek, and Island of Venice.
- **Myakka River Watershed:** Big Slough Canal, Curry Creek, Deer Prairie Creek, East Cocoplum Waterway, Harris Camp, Howard Creek, Lake Myakka, Lower Myakka River, Maple Creek, Mossy Island Slough, Mud Lake Slough, North Cocoplum Waterway, Oglegy Creek, Owen Creek, South Cocoplum Waterway, Tatum Sawgrass Swamp, Tippecanoe Bay, West Cocoplum Waterway, Wildcat Slough, and Wingate Creek.
- **Gulf of Mexico Watershed:** Coastal areas of the city of Venice.

The City also performs an annual evaluation of repetitive losses within its jurisdiction. Repetitive loss areas are described further in Section 5 of this report. The combination of the City's stormwater models, historical records, and repetitive loss area evaluations help identify those areas within the City that are susceptible to flooding. The City also maintains data describing locations that have flooded in the past.

FEMA has recently issued new preliminary flood maps. The city received them at the beginning of 2020. Venice has since reviewed our panels internally and co-hosted 3 different meetings with FEMA and the other local jurisdictions. The weeks leading up to the meetings Venice sent social media messages out about the events. The city is hosting one more flood map update meeting for the public in soon once the preliminary maps go through the federal registrar and an article is published in the local papers a 90-day appeal and comment session will begin. The process to update these maps should take 18-24 months according to FEMA, however, FEMA has placed the adoption process on hold during COVID-19. Once.

Figure 2:
Watersheds within the Venice jurisdictional boundary



Tropical Storm/Hurricane

Tropical storms and hurricanes are large cyclonic storms with counterclockwise winds of 39 mph or greater. If the conditions are right, with warm ocean water and favorable high-altitude winds, the system could develop winds in excess of 155 miles per hour, with catastrophic results if it makes landfall in populated areas. The following are descriptions of the three general levels of development for hurricanes:

- Tropical depression: The formative stages of a tropical cyclone in which the maximum sustained surface wind is 38 mph or less.
- Tropical storm: A warm core tropical cyclone in which the maximum sustained surface wind ranges from 39–73 mph.
- Hurricane: A warm core tropical cyclone in which the maximum sustained surface wind is 74 mph or greater.

Hurricanes season in Florida is June 1st through November 30th. Hurricanes are measured by the Saffir-Simpson Scale see the table below. Hurricanes in Category 3 or higher are considered major hurricanes because they have the potential to be devastating or catastrophic. A category 3 hurricane would cause flooding of the most heavily populated portions of the City. A category 4 or 5 hurricane would cause flooding almost to the I-75 corridor. Category 1 and 2 are still dangerous and require preventative measures.

Table 2:

Saffir-Simpson Scale categorizes hurricanes by their wind speed and estimates their damage potential.

Category	Wind Speed (mph)	Damage
1	74-95	Some
2	96-110	Extensive
3	111-129	Devastating
4	130-156	Catastrophic
5	157+	Catastrophic

NOAA describes the damage potential for each category as follows:

- **Category 1:** Very dangerous winds will produce some damage: Well-constructed frame homes could have damage to roof, shingles, vinyl siding, and gutters. Large branches of trees will snap and shallowly rooted trees may be toppled. Extensive damage to power lines and poles likely will result in power outages that could last a few to several days.
- **Category 2:** Extremely dangerous winds will cause extensive damage: Well-constructed frame homes could sustain major roof and siding damage. Many shallowly rooted trees will

be snapped or uprooted and block numerous roads. Near-total power loss is expected with outages that could last from several days to weeks.

- **Category 3:** Devastating damage will occur: Well-built framed homes may incur major damage or removal of roof decking and gable ends. Many trees will be snapped or uprooted, blocking numerous roads. Electricity and water will be unavailable for several days to weeks after the storm passes.
- **Category 4:** Catastrophic damage will occur: Well-built framed homes can sustain severe damage with loss of most of the roof structure and/or some exterior walls. Most trees will be snapped or uprooted and power poles downed. Fallen trees and power poles will isolate residential areas. Power outages will last weeks to possibly months. Most of the area will be uninhabitable for weeks or months.
- **Category 5:** Catastrophic damage will occur: A high percentage of framed homes will be destroyed, with total roof failure and wall collapse. Fallen trees and power poles will isolate residential areas. Power outages will last for weeks to possibly months. Most of the area will be uninhabitable for weeks or months.

Although hurricanes are categorized according to sustained wind speeds, they are often accompanied by heavy rains and storm surge that can cause flooding throughout Venice. In addition, fallen trees and debris can obstruct water flow, contributing to flood damage to structures.

Due to its geographic location in the subtropics, adjacent to the Gulf of Mexico, the entire City is vulnerable to damage caused by tropical storm and hurricane-force winds and related flooding. Vulnerability to hurricane related flooding is dependent upon the severity of storm surge, a general rise in sea level caused by the low pressure and strong winds around a hurricane's eye, and the amount of rain carried by the hurricane. Storm surge is influenced by the hurricane's velocity, and can rise 20 feet or more above normal sea level to cause massive flooding and destruction along shorelines in its path. During tropical storms and hurricanes, flooding due to heavy rainfall may extend over widespread areas of the City. Thankfully hurricanes also take time to develop and provide enough warning for an evacuation and/or preparation of residents and visitors.

Venice's most common hazard is hurricanes, several tropical storms and hurricanes have occurred recently, for a list see Table 6 at the end of this section.

Historical Claims and Repetitive Loss Areas

The NFIP has paid \$2,272,549.18 in closed paid losses in the City of Venice. Of these paid losses approximately \$2,209,000 were for Pre-FIRM structures, representing 211 claims while post-FIRM structures accounted for 11 claims totaling almost \$61,590. This shows the importance of maintaining accurate flood risk information and the benefits of Venice’s floodplain management practices and regulations Tables 3 and 4 describe claim statistics for the City of Venice.

Table 3:

Pre-FIRM structures with NFIP coverage separated by flood zones. Includes Policies in Force, Premium, Insurance in Force, Dollar Amount of Paid Losses, and Adjustment Expense

Zone	Policies in Force	Premium	Insurance in Force	# of Closed Paid Losses	# of Closed Paid Losses	Adjustment Expense
AE and A1-30	2,114	\$1,840,631	\$363,683,200	108	\$1,395,371.73	\$67,992.75
Unnumbered A	0	\$0	\$0	2	\$60,081.59	\$2,475.20
VE and V1-30	5	\$6,793	\$330,200	54	\$316,232.57	\$15,905.00
B, C and X	1,003	\$406,912	\$261,461,700	47	\$437,450.55	\$25,175.05
Standard X	409	\$142,050	\$80,658,700	38	\$193,760.91	\$10,390.00
Preferred X	594	\$264,862	180,803,000	9	\$243,689.64	\$14,785.05
Total	3,122	\$2,254,336	\$625,475,100	211	\$2,209,136.44	\$111,548.00

Table 4:

Post-FIRM structures with NFIP coverage separated by flood zones. Includes Policies in Force, Premium, Insurance in Force, Dollar Amount of Paid Losses, and Adjustment Expense

Zone	Policies in Force	Premium	Insurance in Force	# of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
AE and A1-30	931	\$553,199	\$191,926,400	4	\$15,777.61	\$1,995.00
Unnumbered A	0	\$0	\$0	0	\$0.00	\$0.00
VE and V1-30	1	\$580	\$64,900	0	\$0.00	\$0.00
B, C and X	1,896	\$803,395	\$586,831,500	7	\$45,810.98	\$5,525.00
Standard X	167	\$103,586	\$39,934,500	2	\$11,212.87	\$850.00
Preferred X	1,729	\$699,809	\$546,897,000	5	\$34,598.11	\$4,675.00
Total	2,828	\$1,357,174	\$778,822,800	11	\$61,588.59	\$7,520.00

The City maintains insurance on all of its facilities including flood insurance for facilities that are at risk of flooding.

As described in table 3 and 4 there are almost 3,100 policies in the SFHA. There are many more insurable structures in the high risk areas, however, insurance is not carried on many of them. The reason insurance coverage is low is because many of the homes are paid in cash so there is no mortgage.

Structures in the community are at risk of flooding even if they are not in the SFHA. 20% of all paid losses have been outside the SFHA. Most of the flood insurance policies in the city are for single family homes (2,523 policies) Most of the claims come from this group as well representing approximately \$1,123,434.02 in paid losses.

Table 5:

NFIP insured policies and cost of paid losses separated by occupancy type

Occupancy Type	Number of Policies	Cost of Closed Paid Losses
Single Family	2,523	\$1,123,434.02
2-4 Family	384	\$510,970.40
All Other Residential	2,893	\$501,509.63
Non Residential	186	\$136,635.13
Total	5,950	\$3,373,549.18

The City of Venice performed a repetitive loss analysis using the most recent repetitive loss properties data from FEMA. The city has identified 7 areas at an increased risk of flooding based on historical claims data, topographic information, FEMA flood zones, historical flooding complaints, and other information. The goal is to reduce the number of repetitive loss properties in the city. There are 169 insurable structures in these repetitive loss areas. Most of these structures are on the island and seem to be due to storm surge. The condos that were affected seemed to only be affected on the first floor. One is located inland due to low elevation and inadequate drainage

A property is considered repetitive loss when an NFIP-insured structure has had at least two paid flood losses of more than \$1,000 each in any 10-year period since 1978. There are currently 16 repetitive loss structures in the city. A Severe Repetitive Loss structure is a residential property that is covered under an NFIP flood insurance policy and (a) has at least four NFIP claim payments (including building and contents) over \$5,000 each, and the cumulative amount of such claims payments exceeds \$20,000; or (b) at least two separate claims payments (building payments only) have been made with the cumulative amount of the building portion of such claims exceeding the market value of the building. For both (a) and (b) above, at least two of the referenced claims must have occurred within any 10-year period, and must be more than 10 days apart. Venice has 11 severe repetitive loss structures with only one located inland.

The City of Venice is a Class 6 community in the Community Rating System Program and is required to have a Floodplain Management Plan or area analyses for its repetitive loss areas.

Stormwater division and the CRS Coordinator adhere to the data pertaining to SRLs and RLPs as protected under the Federal Privacy Act of 1974.

Venice mapped the Repetitive Loss Properties and evaluated nearby properties with the same potential for flooding. The repetitive loss areas include the properties on the repetitive loss list and all nearby properties that may experience similar flooding conditions. The repetitive loss areas were delineated based on compilation of the following data:

- Repetitive loss properties and data (e.g., number of losses and associated cost).
- LiDAR (elevation data, land slope).
- Conveyance system components (e.g., location and size of stormwater pipes, ditches, storage basins, work requests).
- Floodplains (e.g., WMP studies and FIRMs).
- Storm surge areas.
- Streetview.
- Historical flooding complaints.

The city continually evaluates the repetitive loss areas, with the most recent evaluation and major update conducted in 2017. The update consisted of a desktop evaluation of existing and potential new repetitive loss areas, and a field investigation of the properties. The RLAA memo describes the analysis process for evaluating the historical claims data and repetitive loss areas.

See Attachment C for a full RLAA map

Vulnerable Properties

All properties within the city are considered vulnerable to flooding, however, certain sections of the city represent a higher risk due to location, type of use, or topography. Areas adjacent to the coastline or other water bodies such as Roberts Bay, the Intracoastal Waterway, Hatchett Creek, Curry Creek, Myakka River or Blackburn Canal are considered to be more vulnerable to the risks of storm surge and riverine flooding. Areas of low topography may experience ponding or localized flooding during rain events.

The Hatchett Creek Master Basin Plan identified 2 commercial buildings as vulnerable structures. The Curry Creek Master Basin Plan identified 1 residential property and 1 multi-family property as vulnerable structures. Approximately 50 to 60 residential properties were identified as vulnerable structures in the Island of Venice master Basin Plan, of which 33 are included in the repetitive loss area. Chapter 98 in the Venice City Code of Ordinance regulates development activities.

The potential dollar loss of vulnerable structures is estimated at \$200,000 for the Hatchett Creek basin, \$300,000 for the Curry Creek basin, and between \$15 and \$20 million for the

Island of Venice basin. Reviews of the flood insurance claims show that the properties most affected by flooding are Coastal areas near Roberts Bay and the Gulf of Mexico.

Road and low-lying areas along Curry Creek are known to have past flood problems. The areas include Bay Indies Mobile Home Park, Roberts Bay Estates, and Mobile City estates. As redevelopment occurs, the new construction and substantial improvements are required to comply with the city floodplain ordinance and construct above the 100-year floodplain elevations. The Southwest Florida Water Management District (SWFWMD) also requires that floodplain compensation calculations be completed to reduce any off-site floodplain impacts.

Flooding from Hatchett Creek generally occurs from the East Gate subdivision to the West and adjacent to the Myakka River in the northeaster section of the City. Historical aerials from the 1940's and 1950's show that Hatchett Creek was rerouted to allow for residential development. As a result, homes were built on EauGaille and Myakka sands which are very deep, very poorly drained, slowly permeable soils. Soils in East Gate are poorly drained and have a seasonal high-water table at 6 to 18 inches, for 1 to 3 months of the year, and within 40 inches for 2 to 6 months of the year. Properties that have been developed adjacent to the Myakka River have been designed based on a flood study performed by Kimley Horn Engineering Consultants, and the region has been designed to account for modeled flood stages. Residential structures and the community center in this area have been elevated above the required flood elevation and an extensive drainage system has been constructed to meet the 100-year flood stage conditions.

Twenty-two (22) structures in the SFHA were demolished between October 2016 and January 2020. Four (4) structures were mobile homes, fourteen (14) of the structures were single family residences. These structures were replaced by the property owners with compliant structures sufficiently elevated to meet the minimum FFE and reduce potential flood losses.

Hazard History

The City's most common hazards are hurricanes, tropical storms, beach erosion, tornadoes, storm surge and flooding. The City has experienced numerous events over the years that have caused flooding, from minimal street flooding to significant flooding of roadways, making them impassable, and impacting structures. The primary events are listed in table 2, Flood History:

**Table 6:
Flood History of Venice 1921-present day**

DATE	Event Name	Description
10/24/1921	A storm that originated in the western Caribbean Sea.	This storm produced high tides (approximately 7 feet). Wave action resulted in heavy damage throughout Sarasota County.
9/19/1926	An un-named hurricane.	This was a 10-year storm in which 8 inches of rain fell in a 24-hour period, resulting in flood damage of more than \$1 million.
6/26/1943		7.48 inches of rain fell in a 24-hour period
6/23/1945		10.80 inches of rain fell in a 24-hour period.
9/10/1960	Hurricane Donna	Resulted in flooding throughout the county. Tides ran more than 3 feet above normal, rains totaled between 5 to 7 inches and pre-storm rainfall of almost 10 inches contributed to flooding.
9/21/1962		7.37 inches of rain fell in a 24-hour period. Total storm rainfall over the 3-day period was 13.83 inches. The storm caused flood damage to multiple houses in Sarasota County.
10/21/1968	An un-named storm.	Considerable flood damage
6/18/1972	Hurricane Agnes	Caused flood damage due to high tides and 5 inches of rain.
6/18/1982	The "No Name Storm"	6 inches of rain and 60 mph winds in Sarasota County with little warning. The storm created high tides and caused structural flood damages.
8/28/1985	Hurricane Elena	Hurricane Elena hovered over the west coast of Florida for 6 days. Aug 28 – Sept 4, 1985 and brought rainfall of more than 11 inches, requiring the evacuation of 37,000 people.
10/28/1985	Hurricane Juan	Hurricane Juan caused 25 to 35 foot swells in the Gulf of Mexico, and subsequent coastal flooding.
10/16/1987	Hurricane Floyd	Hurricane Floyd brought heavy rains and string winds, resulting in flooding.
11/20/1988	Tropical Storm Keith	Tropical Storm Keith brought rain and strong winds, creating tidal surges 4 feet above normal
6/23/1992		11 to 23 inches of rain fell within a 15-hour period, causing minor flood damage.
6/23/1993		June 23-26, 1993. Rain exceeded the 100-year, 24-hour storm event with 11.82 inches of rain falling in a 24-hour period.
7/18/1995		Approximately 9 inches of rain fell within a 15-hour period causing minor flood damage.

DATE	Event Name	Description
9/7/1995		Rainfall of approximately 2 to 3 inches in 1-hour. Caused localized flooding and approximately \$5,000 worth of property damage (NOAA National Climatic Data Center).
11/1/1997	El Niño event.	Caused 10 to 12 inches of rain to fall within a 24-hour period, causing flooding throughout Sarasota County. Nov/ Dec 1997
8/12/2000		Rainfall of 4 to 6 inches over a 6-hour period caused localized flooding of low roads.
9/15/2001	Tropical Storm Gabrielle.	Gabrielle reached tropical storm strength mid-day on Sept 13th, while located about 175 nautical miles SW of Venice. Gabrielle's center made landfall near Venice about 1200 UTC on Sept 14th. The storm strengthened to about 69 MPH just before landfall. Caused storm surge and localized street flooding.
5/1/2003		Rain events - May 2003 caused a lift station to fail and water /sewer damage to a local church that sits along Hatchett Creek.
9/5/2003	Tropical Storm Henri	Caused flooding that created flooding problems in the East Gate area and intermittently closed sections of Venice Avenue.
8/13/2004	Hurricane Charley	A Category 4 storm struck Punta Gorda. Due to the compact nature of the storm and the quick course change, the rain and wind impacts to the City of Venice were minimal.
9/5/2004	Hurricane Frances	A very large, slow moving Category 2 storm. Although the eye did not impact the City directly, several inches of rainfall caused some flooding and wind impacts within the County
9/19/2004	Hurricane Ivan	A strong Category 4 storm made landfall near Gulf Shores, Alabama. Although the storm remained west of Venice, beach erosion was experienced here.
9/26/2004	Hurricane Jeanne	Caused flooding impacts although the landfall was on the East coast of Florida, near Stuart.
10/24/2005	Hurricane Wilma	Hurricane Wilma made landfall in Florida near Cape Romano and moved across the peninsular in less than 5-hours. The location of the landfall was far enough south of Venice that winds and rain were minimal.
11/7/2006		Afternoon rains on November 7, 2006: Afternoon rains caused roadway and structure flooding along East Venice Avenue.

DATE	Event Name	Description
6/2/2007	Tropical Storm Barry	Tropical Storm Barry made landfall near Tampa, dropping a few inches of rain and creating high surf conditions along the west coast of Florida, including Venice.
3/27/2008	A rain event.	Caused flooding along East Venice Avenue.
8/19/2008	Tropical Storm Fay	Tropical Storm Fay made landfall in Florida, south of Naples, and moved northeast with rainfall amounts in excess of 20 inches on the east coast. Because of the path of the storm, there was minimal impact on Venice.
5/1/2009		Rain events during the month. May 2009 caused localized flooding of structures and roadway along East Venice Avenue, between U.S. 41 By-pass and Warfield Avenue.
6/1/2012	Tropical Storm Debbie	June 2012. Caused downed trees and flooding. No evacuation notice issued. 1 home destroyed, 35 homes damaged. No injuries or fatalities. No Critical facilities impacted. Beach Road was the only road closure.
8/1/2012	Tropical Storm Isaac	Flooding at Flamingo Ditch. Beach erosion. August, 2012
9/1/2013	A heavy rainfall event	Caused flooding, 2 beach outfall ponds to be overtopped, and beach erosion. Sept, 2013
9/27/2014	A heavy rainfall event	The Myakka River at Myakka State Park reached 8.75 feet on Monday. Sept 27-29, 2014. Sunday reading of 8.5 feet. Its flood stage is 7 feet. The only place closed in the city because of flooding was Venice Myakka River Park, which is at the east end of Laurel Road in North Venice. There were no official road closures in the city of Venice.
8/5/2015	Myakka River Flooding Event	Myakka River continues to stage above action level of 6.5ft. There were no road closures in the City of Venice.
1/18/2016	EF2 Tornado	An EF2 tornado touched down in Siesta Key in Sarasota County with winds estimated to have reached 70 mph, according to the NWS. 111 to 135 mph. 300 business throughout the county were damaged.
6/6/2016	Tropical Storm Colin	Tropical Storm Colin made landfall near Deckle Beach in Taylor County, moving at 20mph. Venice was impacted by rain, strong winds, and an unusually high tide, creating tidal surges 3 feet above normal and localized flooding.
8/31/2016	Tropical Storm Hermine	Tropical Storm Hermine (later Hurricane Hermine) caused flooding within the City in the vicinity of Flamingo Ditch, Tarpon Center and S. Jetty Park.
7/31/2017	TS Emily	Tropical Storm Emily swept through Florida after a whirlwind landfall on July 31, 2017, featuring heavy rain and some local wind damage.

DATE	Event Name	Description
8/4/2017	Myakka River Flooding Event	The Myakka River rose to the point that all walkways were under water with no safe access to the floating dock. Sarasota County Parks & Rec closed the park and sent out media notices.
8/25/2017	Low pressure system	Approximately 20 inches fell over a period of 5 days, resulting in flooding in various areas of the City.
9/10/2017	Hurricane Irma	Hurricane Irma made a second landfall as a category 2 over Marco Island and continued to weaken into a category 1. Irma caused a lot of downed vegetation and it cut out power for many days and damaged the water main. The water was turned off for a period of time due to a loss of pressure and a boil notice was put in effect.
8/28/2018	Myakka River Flooding Event	Sarasota County Parks and Recreation has closed Venice Myakka River Park, at 7501 Laurel Road E, due to flooding.
8/29/2018	Heavy rain event	Flood Warning was issued by VPD for the following areas due to localized flooding, US Bypass 41 and E Venice Ave, the base of all 3 bridges, Capri Isles Blvd, and Barcelona and Madrid
10/2/2018	Myakka River Flooding Event	Sarasota County Parks and Recreation has closed Venice Myakka River Park, at 7501 Laurel Road E, due to flooding.
8/13/2019-8/16/2019	14 County-wide Flood Watch	14 different counties including Sarasota were placed under flood watch due to heavy rains, saturated soils and multiple rivers including Myakka at or above flood stage.
8/15/2019-9/4/2019	Myakka River Flooding Event	Sarasota County Parks and Recreation has closed Venice Myakka River Park, at 7501 Laurel Road E, due to flooding. Put in GIS once end date is known
10/19/2019	TS Nestor	Localized flooding 1 mile from Caspersen Beach.
06/01/2020	Tornado Event	Tornado during a heavy rain event caused structural damage to the dugout and goal posts at Wellfield Park and the roof of the E. Venice Publix.
06/02/2020	Heavy rain event	Approximately 4" of rain within one hour caused localized flooding in many areas within the city including Madrid St., N. Park Blvd, Harbor Dr. S, Turin Ave., Granada St., business on US 41 N and other locations. Flooding was also observed in the North Pier Parking area as the outfall pipe was unable to be opened due to active Marine Turtle nest immediately adjacent to the outfall pipe.

Section 4 - Less Frequent Flood Hazards and Other Types of Hazards

This section discusses other hazards that affect the City of Venice less frequently than the hazards discussed in Section 3

Dam Failure:

The City lies just outside a Myakka reservoir dam inundation zone. If the dam were to breach, sections of the mainland part of the City could potentially see flooding. It is expected that the extent of the flooding would be minimal, although the flooding could be greater if combined with a severe weather event. The depth of flooding, velocities, and warning time would vary with each event. Venice has never yet been subjected to a dam breach.

Coastal Erosion:

Coastal erosion is the wearing away of land and the removal of beach or dune sediments by wave action, tidal currents, wave currents, drainage, or high winds. Waves generated by coastal storms or hurricanes cause coastal erosion, which may take the form of long-term losses of sediment and rocks, or merely the temporary redistribution of coastal sediments. Erosion in one location may result in accretion nearby. Beach erosion is most common in the summer but can occur during winter cold fronts

The beaches and inland waterways of Venice will continue to shift and change over time, presenting an identifiable hazard. Whether or not coastal erosion takes place over a long period of time or by a single incident, coastal erosion is a continued hazard.

The City of Venice has about 4 miles of Gulf beach shoreline. As land values have increased, redevelopment of the finite number of privately owned, previously developed coastal properties has become common. Observed trends include the teardown and reconstruction of single-family residences with larger structures and, often, additional ancillary features such as pools, garages, docks, and patios. These trends have placed new demands and threats on coastal resources, which are being managed with regulatory and public educational programs. These trends can also have a positive result: for example, redevelopment results in modernized structures that comply with improved building codes, better enabling the structures to withstand the adverse effects of hurricanes and coastal erosion. These improvements will enhance public health, safety, and general welfare and will reduce the need for Bay and Gulf-front coastal armoring.

All coastal structures as well as the critical facilities that support these structures could be impacted by coastal erosion. The State Enhanced Hazard Mitigation Plan (2013) references specific areas of coastal erosion and has identified critical areas as defined by the Florida Department of Environmental Protection. Erosion is “critical” if there is a threat to or loss of

one of four specific interests – upland development, recreation, wildlife habitat, or important cultural resources.

Beach renourishment also affects coastal erosion. Venice Beach is renourished on a regular basis in order to establish a fixed dune and stabilized beach system to provide flood protection to the coastal community during storm surge events. The most recent beach nourishment was completed in 2015. Additionally, the existing stormwater beach outfalls are regularly evaluated to look for opportunity to improve the function of the drainage system and to verify proper operation of the existing facilities. This project is being performed in partnership with the Army Corp of Engineers and the FDEP as funding partners. The next renourishment event is scheduled to be completed in 2025. The wide beach created by renourishment is important in reducing the damage caused by hurricanes and tropical storms. The vegetated dunes also help prevent some erosion.

The City mitigates the effects of erosion within coastal hazard areas by regulating construction on sand dunes through the following ordinances: Sec 98-43, Site Improvements, Utilities and Limitations; Sec 86-260, Waterfront and Coastal Area standards; Sec 98-35, Site Plans and Construction Documents; and Sec 98-47, Other Development. These regulations permit construction or alteration on or around sand dunes only when approved by the Florida Department of Environmental Protection, and only if the engineering analysis demonstrates that the proposed alteration will not affect the potential for flood damage, is consistent with the local beach dune morphology, and the vertical clearance is maintained between the top of the sand dune and the lowest horizontal structural member of the building. The City maps the Erosion Control Line (ECL), Coastal Construction Control Line (CCCL) and General Permit Line (GPL) established along our entire coast line. They ECL is used during state permitting, along with the CCCL and GPL, to minimize construction in coastal erosion high hazard areas. Information regarding all three lines is also given as part of every flood zone determination. Ultimately, these maps will be available to the general public via the City's website.

The City maps the Coastal Erosion Areas, as established by FDEP in 2014. The City also maps the Historical Shoreline using data from the shoreline change analysis for the USGS National Assessment Project. The data has shorelines from 1883, 1942, 1977 and 1998. Erosion areas and historical shoreline change are considered to be crucial elements in studying the vulnerability of the shoreline. This data is updated as new information becomes available. A map of the historical erosion for the city of Venice is included as Appendix C, Fig 2.

Storm Surge

Storm surge occurs when a storm's winds push sea water toward the shore. The advancing surge combines with normal tides to create a hurricane storm tide, raising the average water level 15 feet or more. Storm surge can be hugely destructive. Sand dunes can be washed out, buildings near the coast can be toppled, and the surge can push flooding miles inland through rivers and back bays. Storm surge occurs along the coastline, the City's westward boundary, the Gulf of Mexico. Depth of flooding depends on the strength of the tropical storm or hurricane. Hurricane and tropical storm watches are issued several days in advance, allowing residents, visitors, and commercial property owners plenty of time to prepare.

Other Hazards:

The City of Venice has adopted the Sarasota County Local Mitigation Strategy (LMS) that embraces an all-hazards approach to mitigation. The LMS has a comprehensive plan to reduce or eliminate risks associated with both natural and man-made hazards. The plan considers the hazards impact to life and safety of residence, properties, critical facilities, and the economy. It also considers ways to reduce or eliminate these impacts, it provides a guideline for implementing these programs and projects in the community. A committee develops and updates this plan. The members consist of all the municipalities in Sarasota County and public stakeholders.

The LMS discusses the hazards that were in section 3 of this FMP as well as other, less frequent hazards that occasionally occur in the area. These hazards include:

Hail Storms:

Hail is a form of precipitation that occurs when updrafts in thunderstorms carry raindrops upward into extremely cold areas of the atmosphere where they freeze into balls of ice. Hail can damage aircraft, homes, and cars, and can be deadly to livestock and people. Hail is usually pea-sized to marble-sized, but big thunderstorms can produce larger hail. Hailstorms usually accompany thunderstorms, which are common occurrences in Venice, however, instances of hailstorms are low. According to NOAA, Sarasota County and its jurisdictions have experienced 42 hailstorm events during the period from January 1, 1950 to November 1, 2016. The probability of hailstorm occurrence is low since the freezing level – the elevation at which freezing temperatures occur – in a Florida thunderstorm is so high that hailstones typically melt before they reach the ground.

Lightning:

Lightning is a discharge of electrical energy resulting from the buildup of positive and negative charges within a thunderstorm, creating a "bolt" when the buildup of charges becomes strong enough. This flash of light usually occurs within clouds or between clouds and the ground. A bolt of lightning can reach temperatures approaching 50,000° Fahrenheit. Florida is the most

lightning-prone area in the United States, with about 90 thunderstorm days per year. Because of this, Florida experiences more lightning deaths than any other state. In fact, in Florida lightning kills more people than do all other weather hazards combined. In the Florida Peninsula, thunderstorm season generally has two periods. Historically, the most dangerous months for lightning strikes are June, July, and August. According to FSU Emergency Management an average of 10 people in Florida are killed by lightning and 40 people are seriously injured every year.

Freeze:

A freeze is weather marked by temperatures at or below the freezing point (0° Celsius or 32° Fahrenheit) for a significant period. Freezing temperatures can damage agricultural crops and burst water pipes in homes and buildings. Frost, often associated with freezes, can increase damaging effects. Frost is a layer of ice crystals that is produced by the deposit of water from the air onto a surface that is at or below freezing. The damage that can result from a freeze is typically associated with the agriculture industry, and does not often affect persons, structures, or associated property directly. During extended periods of low temperatures, individuals can suffer hypothermia and frostbite. Venice is most susceptible to freeze events from December through February. Freeze warnings for Venice occur every few years, but severe freezes have occurred statewide. In 1985 and 1989, the freeze was so severe that it wiped out entire groves across the state, killing both mature and young citrus trees. These freezes caused a significant economic impact on the citrus industry.

Tornado:

Tornadoes are cyclonic windstorms that usually accompany thunderstorms and hurricanes. While relatively short-lived in duration, tornadoes are intensely focused, making them one of the most destructive natural hazards. The weather conditions that tend to generate this phenomenon are unseasonably warm and humid earth surface air, cold air at the middle atmospheric levels, and strong upper-level jet stream winds. Waterspouts are weak tornadoes that form over warm water and occasionally move inland to become tornadoes. Florida has two tornado seasons. The summer tornado season runs from June to September and has the highest frequencies of occurrences, with usual intensities of EF0 or EF1 on the Enhanced Fujita Scale. The spring tornado season runs from February to April and is characterized by fewer, but more powerful tornadoes on the Enhanced Fujita Scale.

Florida has the second highest record of tornadoes in the United States, although Venice does not have a high incidence of tornado activity. In 1982 a tornado killed 1 person and injured several others just east of the city limits. A wind event occurred on April 8, 2008, when a wind burst caused damage to a restaurant on East Venice Avenue and damage to 15 nearby mobile homes. An EF2 tornado touched down in Siesta Key on Jan 18th, 2016 with winds estimated to

have reached 70mph. An EF1 tornado touched down in Venice on June 4, 2020, causing damages.

Land Subsidence/ Sinkholes:

Land subsidence is the lowering of a portion of the earth's crust and can occur naturally or through human activity. Natural subsidence may occur when limestone, which is easily carved by underground water, collapses, leaving sinkholes on the surface, or due to earthquakes along fault lines. Human activities such as mining or the extraction of oil, gas, or water may also lead to land subsidence. Sinkholes are a common feature of Florida's landscape due to land subsidence.

Sinkholes are only one of many kinds of karst landforms, which include caves, disappearing streams, springs, and underground drainage systems, all of which occur in Florida. Sinkholes form in karst terrain principally from the collapse of surface sediments into underground cavities in the limestone bedrock. Slightly acidic groundwater slowly dissolves cavities and caves in the limestone over a period of many years. When a cavity enlarges to the point that its ceiling can no longer support the weight of overlying sediments, the earth collapses into the cavity, forming a sinkhole. Sinkhole probability in Venice is considered by the Florida Geologic Survey to be uncommon, but deep collapse types and small subsidence sinkholes are possible. Since July 1981, Venice has only had one sinkhole with less than 10 feet in diameter and centered on a single property, according to USF.

Wildfires:

A wildfire is an intense fire that is usually in an uninhabited or sparsely habited area. There have been wildfires in the area in the past, 75% of the county is vulnerable to wildfires. The Venice fire department works closely with fire suppression agencies on fire mitigation and controlled burns.

Section 5 - Future Flooding

Climate Change and Sea Level Rise

Over the last century the global sea level has been rising, and has increased its rate in the last few decades. There are 2 major causes of sea level rise, thermal expansion and melting land-based ice. Thermal expansion is a physical property of all molecules, when the temperature rises molecules get more excited and expand while still in a liquid state. Glaciers and Ice Sheets are also melting due to rising temperatures and the albedo effect. As they melt the water makes its way to the oceans causing the rise in water levels.

As sea levels rise, low lying coastal areas become increasingly prone to coastal and inland flooding, especially during spring high tide and during seaward storms, strong offshore winds or other factors that contribute to storm surge.

Storm surge and wave heights during a hurricane are predicted to increase as the sea level rises. Hurricanes are also predicted to have a greater damage impact on coastal areas. Sea level rise will also reduce the effectiveness of the stormwater system because they are currently mostly gravity-feed. This will lead to an increase in sunny day flooding and more flooding in low-lying areas during rain events.

Sea level rise will also exacerbate coastal flooding, beaches may erode differently and potentially shift the beach profile. Dunes may become lower in elevation or completely erode.

According to NOAA, the pace of global sea level rise almost doubled from 1.7 mm/year throughout most of the 20th century to 3.2 mm/year since 1993. The USACE developed the Sea Level Change Curve Calculator to provide guidance in evaluating future coastal projects with respect to changes in sea level.

Sea Level rise makes coastal communities more vulnerable to flooding and may flood them more frequently. Areas that do not currently experience flooding might flood in the future. Consequently, the risk of flood damage to coastal infrastructure is likely to increase in parallel with sea level rise (U.S. Global Change Research Program, 2009). Infrastructure such as beach facilities, roads, bridges, residential properties, and other structures that must be located at or near the water line are very likely to be at gradually increased risk of damage from flooding, hydrodynamic pressure from storm surge, and wave impact because of sea level rise. Sea level rise will stress infrastructure physically, since salinity changes may affect the structural integrity and/or functionality of physical materials that compose the features of roads, ports, airports, and rail systems. Even roads farther inland may be threatened because road drainage systems become less effective as sea levels rise. Even if coastal and riverside properties themselves are elevated enough not to flood, the roads and infrastructure leading to them could be inundated on a regular basis in the future.

Future Development in the Watershed

Rapid growth of the City and the resultant reduction of vacant land available for development, coupled with less than average rainfall for several years, have encouraged people to settle in flood hazard areas. As development and redevelopment have spread around the City, large amounts of land have been covered with impermeable surface such as parking lots, roofs, driveways and streets. A greater number of teardowns and rebuilds have elevated structures within the floodplain, however, they also have tended towards bigger homes with maximum allowed lot coverage. Not only have these manmade structures covered previously absorbent surfaces, they have also removed much of the existing vegetation. The additional lot coverage impacts have the potential to increase runoff from the lots for properties that are not required to obtain either SWFWMD permits or provide pre-development versus post-development runoff calculations. These properties that are not required to meet SWFWMD are required to submit signed and sealed drainage plans to the city building department as part of the review process. Recent annexations are also developing. Residential and commercial development will continue in these area within the next 5-10 years. As the development plans are submitted, they will be carefully reviewed for negative impacts on the watershed, natural resources and natural floodplain.

The City of Venice is characterized by several land use categories shown on the Future Land Use Map which reflects the projected growth of Venice through time. By law, all land use regulations and capital improvements must be consistent with the Future Land Use Map. Most of the city is zoned as mixed use residential and low density residential. There is some commercial areas and pocket parks around the city and some higher density zoning near the coast but does not approach the percentage of land covered by mixed use residential and low density residential.

Changes in future development will influence the peak discharge of floods by modifying how rainfall is stored on and/or run off the land into tributaries. As mentioned later in section 7 the floodplains have numerous beneficial functions that decrease as the area is developed. There is more and faster runoff than natural areas due to lack of permeable areas. Dense networks of ditches and culverts in cities reduce the distance that runoff must travel overland or through subsurface flow paths to reach streams and rivers. As the City continues to grow, the stormwater system will be expanded to meet the demands. The system functions successfully in most areas, however some localized flooding still occurs. Flooding issues are being addressed through implementation of the stormwater master plan, administered by the Stormwater Management Division.

Venice's stormwater management division is a part of the Engineering department. A stormwater management plan was created and adopted in 1995 to better manage stormwater runoff. The Stormwater Management Plan is currently being updated and the city is performing

a stormwater utility study. All stormwater controls in the city are required to be designed for a 25-year storm.

More homes and lives may be more at risk of flooding as the city becomes larger and more developed, especially areas in the Special Flood Hazard Areas (SFHA). For urbanized areas, in order to prevent and reduce loss due to flooding, the City has taken proactive steps to identifying risk and developing projects to prevent or reduce damages in the future. Other areas of the SFHA and other areas prone to flooding are preserved for their natural beneficial functions.

The goal of the redevelopment projects is to revitalize the areas and improve the quality of life for residents. In addition to requiring new buildings to meet the current building standards (for hurricane, fire, wind, etc.). All redevelopment in the SFHA in the city is required to comply with the current floodplain management regulations, as though it were new construction, if the renovations to the property meet or exceed 50% of the market value of the original structure. This includes elevating the home one foot above the base flood elevation. New construction and substantial improvement require submittal of an Elevation Certificate while under construction and at finished constructed. The ECs are reviewed by a Certified Floodplain Manager (CFM) prior to approval of certificate of occupancy (CO). If construction is in a velocity zone, the applicants' certification of construction must be signed and sealed by a Florida licensed engineer and submitted to the city. If the structure is elevated with an enclosure below the base flood elevation, a statement of non-conversion must be provided by the property owner prior to final CO.

The City Coordinates Floodplain Management efforts with the Southwest Florida Regional Planning District and the committees responsible for creating the City of Venice Comprehensive Emergency Management Plan (CEMP), the City of Venice Evaluation and Appraisal Report, the Stormwater Management Plan, and the Sarasota County Unified Local Mitigation Strategy (LMS). These were all used as resources for this Floodplain Management Plan.

A comprehensive evaluation of the stormwater management system is underway. Through this assessment, in conjunction with the adoption of the D-FIRMS, the city intends to expand the capital improvement program with a priority of more effective stormwater system operation and flood reduction. Currently, funding is allocated from the Stormwater Enterprise Fund to respond to on-going system maintenance needs.

Outside Funding sources

The FEMA Hazard Mitigation Grant Program (HMGP) provides grants to states and local governments to implement long-term hazard mitigation measures after a major disaster declaration. The purpose of the HMGP is to reduce the loss of life and property due to natural disasters and to enable mitigation measures to be implemented during the immediate recovery

from a disaster. The HMGP is authorized under Section 404 of the Robert T. Stafford Disaster Relief and Emergency Assistance Act. Using HMGP funds, the Venice Community Center was hardened to meet hurricane standards and upgraded for use as a special needs shelter. The Venice Community Center generator project was completed in 2013 as an HMGP project. Hurricane shutters were installed on City Hall as a past HMGP project, and the Venice Avenue Drainage project, which provided upsizing of the stormwater system and additional storage during rain events, was completed to protect an important evacuation route and to protect adjacent properties from flooding impacts. Funding was provided through FEMA HMGP grants and the FDEP. The Westgate Drainage project was completed using an HMGP grant. To improve emergency and post-disaster recovery responses, the City has obtained an HMGP Grant in 2019 to install an emergency generator for City Hall and Fire Station #1. Fire Station #1 is being reconstructed to meet current building code standards and to allow emergency responders to remain on the island during storm events for expedited emergency response.

In addition to regularly meeting with the Countywide CRS Committee, the City periodically discusses mitigation strategies with Sarasota County, the SWFWMD and FEMA. Additionally, the City occasionally receives mitigation funding through grants or Capital Improvement Programs (CIPs) from these same agencies. Maps or other information are also prepared by these other agencies and available for use by the city.

City Ordinances Relating to Flood Hazards and Development

In 1984, the City of Venice adopted the Flood Damage Prevention Ordinance. This ordinance establishes the minimum standards and requirements for land management, building standards, and control measures in order to minimize flood damage to public and private property. The ordinance was updated significantly in 2006, with all revisions reviewed by the Florida Department of Emergency Management (FDEM). Minor updates were completed in 2010.

Ordinances 2006-34 and 2012-18 were adopted in 2006 and 2012, respectively, to include stormwater management and flood related requirements as part of Chapter 86 Division 2, Subdivision Design Standards. Section 86-232 requires proper disposal of surface water, maintenance of natural watercourses, and preservation of historic drainage patterns from adjacent properties. In addition, Section 86-233 applies the standard that no net encroachment into the floodplain, up to that encompassed by the 100-year event, which will adversely affect conveyance, storage, water quality or adjacent lands will be allowed. Any required compensatory storage shall be equivalently provided between the seasonal high water elevation and the 100-year flood level to allow storage function during lesser flood events. Section 86-233(n) further defines that the post-development run-off shall not exceed the pre-development runoff for a 25-year, 24-hour storm event including the requirement for drainage calculations to support compliance. Section 86-233(n) further requires that the proposed

development runoff may not impact areas of existing flooding or ponding nor negatively impact adjacent property. Section 86-233(n) also includes inspection requirements for private facilities with stormwater systems to ensure proper functionality of these systems in accordance to their original designs. Any sites that are neglected or not in compliance are reported to SWFWMD and brought to the City's code enforcement board for enforcement. Though not in Chapter 86, Section 90-104 of City Code is still relevant to the flood protection aspect of subdivision design. This section requires the finished floor elevation of all structures be built a minimum of 15 inches above the crown of the adjacent road.

In 2013, Ordinance 2013-27 amended Chapter 98-Floods, in its entirety. Chapter 98 encompasses all things flood related and is cross referenced with associated chapters dealing with the environment (chapter 34), stormwater management (chapter 74), and buildings and building regulations (chapter 90). The Florida Building Codes adoption have been adopted in Section 90-20 of the city Code of Ordinances. In addition, Section 98-48 was updated to incorporate all the flood related elements specifically into the city Code of Ordinances by Ordinance 2013-27. Chapter 98 has subsequently been amended by Ordinance 2017-11, dated 6/13/2017. This ordinance reduces the time period of Cumulative costs for Substantial Improvement from ten (10) years to one (1) year. All revisions have been reviewed by Florida Department of Emergency Management (FDEM) to verify that the local flood ordinance complies with state and federal requirements.

Future Conditions Model

The City of Venice uses the SLOSH model to determine where sea level rise will affect in the future. The Comprehensive plan even mentions development or redevelopment in an area at high risk for sea level rise will need to incorporate building design specifications, engineering solutions, site development techniques, and management practices that may reduce risk and losses due to flooding.

Other available studies regarding climate change and sea level rise are periodically evaluated with assistance from the Florida Floodplain Managers Association, through publications and information provided at the annual conference.

The City of Venice is in the process of receiving new flood maps from FEMA. The preliminary maps were sent to the city on December 31, 2019. They are currently under review and in the process to become the effective maps. This map update was not a total revision of the entire county, it focused on new coastal models and flood prediction in the areas closer to the coast. These new maps should include a coastal A zone where applicable.

Past Studies

In order to prepare for future conditions, it helps to look to past studies as well as future studies.

A series of basin plan studies were conducted in 2002. These studies were used to evaluate flooding in areas other than the RL areas, and listed structures below the finished flood elevation. Past council meetings, public workshops and newspaper articles were also analyzed in preparation of this plan. Riverine basin studies were conducted by SWFWMD, funded by FEMA, and adopted by Sarasota County, in 2009, and the City of Venice, in 2010.

A study of portions of the Myakka River basin was completed by SWFWMD and, in December 2014, FEMA posted digital copies of the proposed preliminary Flood Insurance Rate Map and Flood Insurance Study report for Sarasota County. These maps and studies have been adopted by the City of Venice, and became effective on November 4th, 2016.

Section 6 - Assessment of Impact Due to Hazards

Coastal and inland flooding, tropical storms, and hurricanes are among the costliest hazards for the City of Venice. Coastal and inland flooding often occur simultaneously as tropical storms or hurricanes can bring heavy rain, affecting both coastal and inland communities.

Major flooding in the City would have a significant impact on the population, causing threats to property, the economy, and potentially human life. In addition, floodwaters could cause wastewater treatment facilities to shut down, contaminate local water supplies, and disrupt utilities. Floodwaters could also submerge portions of US-41 and other east-west highways. The loss of these transportation networks would hinder evacuation and relief efforts, making it difficult to provide emergency response services. Furthermore, impact to non-elevated structures could cause a temporary disruption to critical facilities such as hospitals, schools, and shelters.

The three major hazards produced by a hurricane are storm surge, high winds, and rainfall. Storm surge typically poses the greatest threat to life and property located within surge-prone areas. The more intense the hurricane, and the more perpendicular its track is in relation to the coastline, the higher the potential storm surge and resulting destruction. Also impacting the height of storm surge is the depth of the water along a threatened coastline. Because of the high shoaling factor – shallow water and gradually sloping Gulf bottom – off the central west coast of Florida, Venice receives higher surges than those indicated in the generalized Saffir/Simpson Hurricane Scale.

High winds can render segments of the population particularly vulnerable to a passing hurricane. Throughout Venice, mobile and manufactured homes will be unable to withstand hurricane-force winds. High winds also impact the timing of an evacuation order, since winds hit the coastline several hours before the eye of the storm makes landfall. All evacuation activities must be completed prior to the arrival of sustained gale-force winds (40 mph with significantly higher gusts). Venice has a large senior population which adds special requirements during evacuations and recovery.

This section describes the impact to life, safety, health, critical facilities and infrastructure, economy and buildings within the City of Venice from these flood hazards.

Life Safety

In Florida, common hazards to life safety include coastal and inland flooding, tropical storms, hurricanes, and lightning. Deep, fast flowing, or rapidly rising floodwaters can cause physical injury and loss of life. A mere 6 inches of moving water can sweep a person away. The risk for drowning and physical injury increases when floodwaters carry debris. Floodwaters can also hide other hazards for wading pedestrians, such as manhole openings where the covers have

been lifted by flood flow. Vehicles, too, can be moved by 6 inches of flowing water. Roads can be washed away. Downed power lines or other energized systems in the water can cause electrocution. In addition, stresses to gas lines can lead to a natural gas leak, further putting lives at risk. Flooding from rainfall itself will not usually warrant an emergency evacuation of many residents and visitors.

Storm surge associated with tropical storms or hurricanes poses the greatest threat to life. A Category 3 hurricane has the potential to create a 26ft surge. Surges can be especially dangerous because water levels can rise quickly and flood large areas. This leaves no time to take action and poses a significant threat of drowning. During the peak of a storm surge, it is unlikely that emergency responders will be able to respond to a call for help. Therefore, it is very important for residents and visitors to heed early warnings from officials. A tropical storm or hurricane can leave thousands of homes and businesses without power. Power outages can also result in injuries or death from fires. Storm surge inundation describes the water height above sea level. In Venice, storm surge inundation is explained through heights known as hurricane evacuation zones. The heights range from ground level up to a height of 32 feet. The evacuation zones are classified with letters A through D, with A being lower than D.

Flooding is one of the most devastating natural disasters in the world. Having a warning system and evacuation plan will reduce injuries and loss of life. A specific evacuation procedure, including zones, routes, shelters, and means of communication helps reduce confusion for Venice residents and visitors, and provide a smooth evacuation out of high-risk areas. The City of Venice uses the CodeRED Notification System to notify residents, businesses and property owners in cases of emergencies such as tropical storms, hurricanes and other major flooding issues.

Table 7:
Summary of some hazards to Venice and the probability of occurring and potential impact to the city

Hazard	Probability of Occurrence	Potential Impact
Coastal Flooding	Low to Moderate	Major coastal flooding as result of storm surge and/or high tide in the County can pose a threat to human life.
Inland Flooding	Low to Moderate	Floodwaters have the potential to cause drowning. The risk for drowning and physical injury is increased if floodwater is carrying debris. Floodwaters can also hide other hazards for wading pedestrians, such as manhole openings where the covers have been lifted by flood flow.
Tropical Storm/ Hurricane	Low to Moderate	Storm surge or flooding from tropical storms and hurricanes can be extremely dangerous, since water levels can rise quickly and flood large areas,

Hazard	Probability of Occurrence	Potential Impact
		potentially causing drowning. Additional dangers include flying debris, falling trees, and electrocution from downed power lines.
Dam Failure	Low	Potential impact of dam failure is low
Coastal Erosion	High	Coastal erosion accompanying tropical storms or hurricanes has a higher potential to cause injury or drowning.

In the event of a community emergency, Sarasota County has 20 emergency shelters for residents and visitors available as a last resort. As of the 2018 hurricane season all shelters are pet friendly. Sarasota County provides a shelter program for those residents requiring special medically related care. Special needs shelters will be available for persons requiring more skilled medical care than available in a public shelter but not requiring an acute care facility such as a hospital.

Public Health

Flooding is very dangerous to public health. Floodwaters tend to be contaminated with many different pollutants including sewage, human and animal feces, pesticides, insecticides, fertilizer, simple household chemicals, oil, asbestos, rusty building materials and more. They can spread in floodwaters and adhere to building materials causing extensive damage and expensive repair. Floods also bring out a lot of animals that can bite like alligators, ants, snakes and more, and they aren't always easy to spot. If the floodwater sits for too long it can provide a breeding ground for mosquitoes. Homes that experienced flooding likely have mold and mildew growing in them, which can cause or trigger upper respiratory issues and or allergic reactions in humans. Mold grows within only 24-48 hours of exposure to floodwaters, rainwater or leaking pipes or roofs.

Tropical storm or hurricanes can compromise the safety of water supplies and the integrity of sewage disposal. This can cause foodborne and waterborne diseases; power outages increase this risk from lack of refrigeration. Medical care can also be disrupted as a result of the storm. Restoring medical care for individuals who were injured in the storm or whose care for chronic conditions lapsed when they were cut off from services is a public health priority.

Floods also take a toll on mental health. Exposure to extreme disaster events, including loss or injury of loved ones, home damage, or home destruction can pose a long-term psychological impact on victims. Vulnerable populations such as seniors, the disabled, or those with long-term illnesses are less able than others to cope with floods.

Critical Facilities and Infrastructure

Critical Facilities provide essential services and functions to a community during and after a disaster. Types of facilities include hospitals, fire stations, police stations, emergency operation centers, hurricane shelters and similar facilities. All of the hazards mentioned in the previous sections have the potential to affect critical facilities, the most common hazards are floods, and high winds associated with tropical storms, hurricanes, and heavy rains. Flooding can cause these facilities become inaccessible, thus posing a threat to the delivery of vital services like police and utilities.

Secondary hazards can be created by power outages, road closures, downed trees and power transmission lines, responder communications issues, school closure, evacuation shelters required, phone service outages, water distribution issues and public transportation closures. Floodwaters may submerge portions of major roads and bridges like US-41. The loss of transportation networks will affect evacuation and relief efforts and hinder emergency services. In addition, floodwaters could cause wastewater treatment facilities to shut down, contaminate local water supplies, and disrupt utilities. Flooding of electricity substations can result in a loss of power supply over the affected area. Communications and access can be severed in hard-hit areas and compromise the process of assessing and prioritizing needs for aid.

The Sarasota County Department of Emergency Management maintains a Critical Facilities Inventory (CFI) for the County. Critical facilities in Venice include, but are not limited to: City Hall, fire stations, a police station, water production plant and water storage tanks, distribution / collection center and wastewater plants, sewer lift stations, an airport, a hospital, urgent care facilities and data center. For security purposes, inventory and specifics about each critical facility are available on a secure county database. During a flood event risks to critical facilities, such as assisted living facilities and hospitals, would include communication and evacuation issues caused by phone or power outages and road closures.

Based on historical events, floodwaters in Venice typically range from one to two feet. Impacts to non-elevated structures historically have caused temporary disruptions to critical facilities. There are a few of these facilities located in the SFHA. The City is currently reviewing the flood insurance policies for all City owned buildings to ensure all structures are properly insured. The federal government can withdraw the community's access to federal insurance for both public and private structures if a local government belonging to the National Flood Insurance Program (NFIP) allows development in the floodplain without proper evaluation and construction techniques. Assistance is given to states and localities during a declared major disaster or emergency along with insurance claims. In the event of undeclared disasters or emergencies, the local government is required to cover 100 percent of the costs incurred from the event. The City sets aside enough reserve funds to support operating costs for up to 3 months but major

disasters have the potential to quickly deplete this source and negatively affect the City's economy for many months.

Economy

Flooding is the costliest natural hazard in the United States. The closure of roads and public transportation services can prevent employees from getting to work and employers from providing goods and services. The closure of businesses can affect the economy due to loss of revenue, fixed costs, replacement costs, and other expenses. Many small businesses may never fully recover from a major flood.

Many visitors come to Venice to enjoy the beaches. Businesses along the coast cater to local residents and tourists year-round. These areas are vulnerable to many hazards, including coastal erosion, storm surge, heavy rains, and high winds from tropical storms and hurricanes. The economy of the coastal community would be significantly impacted due to loss of business in a disaster. In addition, long-term erosion and sea level rise represent significant economic risk given their potential impacts. The impacts can be minimized through proper planning and flood mitigation projects identified in the Comprehensive and Emergency Plans.

Residential and Commercial Buildings

Flooding and wind damage from tropical storms, hurricanes, and heavy rain can cause major losses to residential and commercial buildings. Flooding, in particular, can cause severe damage to property. Floodwaters can cause structural damages as well as damage to wood furniture, upholstery, electronics, household appliances, and plumbing equipment. Floodwaters can increase the risk of mold, which is expensive to remediate.

Throughout Venice, mobile and manufactured homes will be unable to withstand hurricane-force winds. Strong winds can send debris, signs, roofing material, and items left outside flying, which causes damage to residential and commercial structures. Water can also breach through windows and doors, resulting in mold and mildew.

Significant wave action along the coastal areas can result in structure failure, as well as damage to utilities, enclosures, and accessory structures. Buildings with first-floor elevation lower than the design elevation minimum could sustain more damage from wave action, debris impact, and floodwaters.

Average individual property flood claims for the city of Venice are over \$10,000 for the period 1978-2016. Flood losses from a major event can potentially reach millions of dollars for Venice. Tropical storms and hurricanes can exponentially increase that amount depending on the severity of the storm.

A review of the damaged buildings and historical claims indicate that there are areas that have potential to improve flood insurance coverage. A large portion of our residents do not have

flood insurance because they tend to pay without a federally backed mortgage. The city performed an analysis on where there are NFIP policies and where there are fewer to determine where to target education for coverage improvement.

Section 7 - Natural Floodplain Functions

Floodplains are low areas of land adjacent to rivers, lakes, marshes and oceans that periodically experience flooding during high water events. Floodplains left intact, perform many natural functions including providing flood and erosion control, recharging our aquifers, improving surface water quality and protecting ecologically sensitive areas. They support diverse populations of flora and fauna, providing outdoor areas to educate residents on the importance of protecting this valuable natural resource. In addition, they provide recreation and economic benefits to the community. Approximately 13% of the City is categorized as a wetland, water body or drainage right of way.

Federal, state, county and local regulations provide combined protection of the natural floodplain function. Army Corp of Engineers, Fish and Wildlife Commissions, FDEP, and SWFWMD all regulate development within wetland and natural waterways. Some local regulations include, Chapter 98 of city code limits development within the floodway and Section 86-233 requires that lots and street be designed to maximize the preservation of natural features, trees, tree masses, unusual rock formations, watercourses and sites which have historical significance. The City Comprehensive Plan also preserves open space. It states that the city will maintain a minimum of 7 acres of open space in the form of a park or preserve per 1,000 acres of functional space.

Beneficial Resources and Functions of Natural Floodplains

Natural Flood Storage and Erosion Control

Floodplains (like Venice Myakka River Park Shown below) provide areas for the river, rainwater or storm surge to spread out when flooding starts and temporarily store the floodwaters. This reduces the peak flood stages. The storage area also reduces the peak velocity of the floodwaters therefore decreasing the erosion rate of the water. Natural floodplains in urban and suburban areas can store water and reduce the runoff carried overland that would usually flood the street or neighborhood.

Figure 3: Venice Myakka River Park



Due to the mostly flat topography in Venice, flood attenuation is an important function of the floodplain. Attenuation is particularly important in low lying areas that may experience flooding with small storms. One acre of floodplain that is flooded by 1 foot of water can hold 330,000 gallons of water. Vegetated floodplains (like areas with mangroves) are especially useful because plants can hinder water movement and slow the flow rate before it can reach the main water body be it a river, bay or the gulf. Slower velocity also means more erosion protection and stability to channel banks or beach dunes. Mangroves are also protected by the FDEP.

Water Quality and Aquifer Recharge:

Natural floodplains also improve water quality and can help recharge the aquifer. Water quality is improved by reducing the amount of contaminants including unnatural levels of pollutants, nutrients and other chemicals from reaching the main water bodies. This happens by allowing the water to flow across the land and vegetation and allowing sediments and other debris to sink and settle within the floodplain. The slower velocity of the water also allows more time for the water to seep into the ground and replenish the aquifer. As it makes its way to the aquifer through the soil natural purification of the water can take place.

Fish and Wildlife Habitat

Natural Floodplains support a wide variety of plants and animals. While different habitats vary in vegetation from aquatic grasses to forests all floodplains have a wet and dry period. The length of time between dry and wet may also vary amongst the different habitats. Floodplains and associated wetlands provide food and shelter for terrestrial, avian, and aquatic life. Wetlands tend to have more biodiversity than uplands and are home to endangered species like the Sandhill crane and sea turtles' eggs. The City works diligently with the FWC, Mote Marine, and other agencies and non-profit organizations to protect the endangered species, while maintaining a level of service to our residents and visitors through education and code enforcement.

Recreation

Most of the natural floodplains and surrounding natural areas of Venice provide many recreational opportunities including hiking, bicycling, fishing, boating and wildlife viewing. Several commercial and game fish utilize these areas as hatcheries. Preserving these natural resources is critical for the fishing industry's economy.

Economic benefit

Not only does the fishing industry bring money into the area, but so does the ecotourism. Venice is well known for its natural beauty, bringing people from around the world to visit, especially for our beaches. Natural floodplains also have an economic value in the reduction of flood and storm damage to infrastructure.

Protecting our Natural Floodplains

Poor planning and management of development in the flood plain can degrade water quality, cause habitat loss, property value loss, erosion, and an increase in frequency and duration of future floods. The city’s Comprehensive Plan provides strategies to address the protection of natural floodplains.

Venice implements these measures in many ways including but not limited to: water quality management, policies intended to protect environmentally sensitive lands, and regulations that protect wetlands. These regulations can be found in Subpart B Chapter 86 of the City Code of Ordinances.

The City of Venice has an inventory of wetlands and parks that provide natural functions and benefits. The National Wetland Inventory (NWI) is created by Fish and Wildlife Service. This describes all of the wetlands in the city. A link to the mapper is available on our website. The City maintains the inventory for our parks with the objective of managing and preserving these natural resources and their beneficial functions to the community. The table below shows the natural function of each park in the city.

Table 8:

**Shows the Name, Address, and Natural Functions Asset of each park in the City of Venice.
There are 34 parks in the City.**

Number	Park Name	Address	Natural Functions Asset
1	Brohard Park	Harbor Dr S. Venice, 34285	Beaches, Dunes
2	Centennial Park	200 W Venice Ave Venice, 34285	Uplands
3	Chauncy Howard Park	601 The Esplanade N. Venice 34285	Beaches, Dunes
4	Chuck Reiter Park	250 Fort St Venice, 34285	Uplands
5	City Hall Park	401 W Venice Ave Venice, 34285	Uplands
6	Dr. Fred Albee Park	245 St. Augustine Ave Venice 34285	Uplands
7	East Blalock Park	300 S. Nokomis Ave Venice, 34285	Uplands
8	East Gate Park	1221 Poplar Dr. Venice, 34285	Uplands

Number	Park Name	Address	Natural Functions Asset
9	Fountain Park	Ponce De Leon Ave and Miami Ave Venice, 34285	Uplands
10	Graser Park	740 Barcelona Ave Venice, 34285	Uplands
11	Hecksher Park	450 W. Venice Ave Venice, 34285	Uplands
12	Heritage Park	727 W. Venice Ave Venice, 34285	Uplands
13	Higel Marine Park	1330 Tarpon Center Dr., Venice, 34285	Estuarine and Marine
14	Humphris Park	2000 Tarpon Center Dr., Venice, 34285	Estuarine and Marine
15	John Nolen Park	425 Palmetto Court Venice, 34285	Uplands
16	Legacy Park	395 E. Venice Ave Venice, 34285	Uplands, Riverine, Freshwater Emergent Wetland
17	Marina Park and Boat Ramp	301 E. Venice Ave Venice, 34285	Riverine, Estuarine and Marine
18	Maxine Barritt Park	1800 S. Harbor Dr. Venice, 34285	Freshwater pond, Estuarine and Marine
19	Michael Biel Park	100 W. Tampa Ave Venice, 34285	Uplands
20	Mundy Park	830 Groveland Ave Venice, 34285	Uplands
21	Patriots Park	800 Venetia Bay Blvd Venice, 34285	Freshwater Emergent Wetland, Riverine, Pond, Upland
22	Paw Park	1850 S. Harbor Dr. Venice, 34285	Beaches, Dunes
23	Pinebrook Park	1251 Pinebrook Rd Venice, 34285	Freshwater Emergent Wetland, Freshwater Forested Shrub, Riverine
24	Ponce De Leon Park	Ponce De Leon and Pedro Streets Venice, 34285	Uplands

Number	Park Name	Address	Natural Functions Asset
25	Prentiss French Park	500 Manatee Court Venice, 34285	Uplands
26	Ruscelletto Park	115 U.S. 41 Bypass N. Venice, 34285	Pond, Riverine, Upland
27	Service Club Park	1190 S. Harbor Dr. Venice 34285	Beaches, Dunes
28	Venetian Trail	301 E. Venice Ave Venice, 34285	Riverine, Estuarine
29	Venezia Park	450 Nassau St Venice, 34285	Uplands
30	Venice Beach	101 The Esplanade Venice, 34285	Beaches, Dunes
31	Venice Fishing Pier	1600 S. Harbor Dr. Venice, 34285	Beaches, Dunes
32	Venice Myakka River Park	7501 E. Laurel Rd Venice 34275	Riverine, Freshwater Pond, Freshwater Forested Shrub, Part of the Myakka River Protection Zone
33	Wellfield Park	1251 Pinebrook Rd Venice, 34285	Uplands
34	West Blalock Park	401 Pensacola Rd Venice, 34285	Uplands

Section 8 - Floodplain Management Plan Goals and Activities

Goals

The goals of the City of Venice's Floodplain Management Plan are to:

1. Minimize the loss of life and property due to flood hazards.
2. Protect public health and safety.
3. Improve identification of high flood risk areas.
4. Increase public awareness of risks associated with flooding.
5. Improve the City's emergency response to flood hazards.

These goals include developing activities to address the flood-related hazards through preventative measures, property protection, natural resource protection, emergency services, structural projects, and public information activities.

Review of Possible Floodplain Management Activities

Venice has identified a variety of activities to achieve the goals of the floodplain management plan. Depending on available resources, Venice will develop a prioritized action plan to implement these activities. The types of activities implemented are included in the sections below.

Preventative Activities

The most beneficial and cost-effective approach to reduce damage due to flood is to prevent or reduce the risk before the event happens by identifying and mitigating issues before the flood. Many of the preventative activities are administered by the building, planning and zoning and engineering department's review processes. The city uses the SFHA and detailed watershed models, and regulatory standards that exceed the minimum NFIP criteria. Venice's codes and ordinances are evaluated to address flood risk and ensure that building codes meet NFIP requirements or higher. Flood zone determinations are completed by a Certified Floodplain Manager. Permits received by the City are reviewed by building official who are also Certified Floodplain Manager. These permits are also reviewed by City engineers using the City's most up-to-date stormwater model for the area of interest and required to have a Stormwater Site Drainage Plan certified by a professional engineer. These regulations and measures, in conjunction with the requirement of new developments to be consistent with the City's Future Land Use Map, help the City ensure that developments do not exacerbate existing flood issues or lead to problems related to future conditions.

Coastal areas are regulated by the Coastal Barrier Resources act, the Coastal Construction Control Line, Erosion Control Line, and building codes that apply to V zones and coastal A flood

zones. Extensive review of all building permits proposed seaward of the CCCL or ECL line is conducted by FDEP Beaches & Coastal Systems to verify compliance with the stringent state administrative code. (City permit require and approved CCCL permit or exemption prior to approving building permits for properties located seaward of the CCCL.)

All sites are required by the City to provide a yearly site inspection report verifying that privately owned stormwater management systems are operating as originally designed, and receiving appropriate maintenance. Any sites that are neglected or not in compliance are reported to SWFWMD and brought to the City's code enforcement board for enforcement. All construction must conform to the latest adopted Floodplain Ordinance, Engineering Design Standards, Subdivision Regulations, Zoning, and all other applicable city codes. These regulations include setback requirements, special infrastructure design, and prohibited uses. Further evaluation from SWFWMD related to floodplain compensation natural system impacts and post-development stormwater regulating increase the effectiveness of the City codes. The USACE further reviews impact to protected wetlands, and the FWC and FDEP review impacts to protected species.

Additionally, Venice will continue to implement preventative measures that will reduce the risk of flood damage to life and property through activities such as:

- Conducting activities consistent with the City's Comprehensive Plan.
- Periodic evaluation and maintenance of major drainage systems.
- Proper planning and zoning to reduce flood risks.
- Preservation of open space through acquisition and zoning ordinances.
- Regulating building and development in the floodplain, especially for new or substantially improved construction
- Velocity zone certificates, non-conversion agreements and elevation certificates are required on specific new or substantially improved construction.
- Enforcing post-development volume and rate requirements to reduce adverse impact downstream.

Property Protection

Property protection activities help reduce the risk of damage to structures and land property through activities such as:

- Acquiring high-risk land, particularly if the lands also represent environmentally sensitive lands or natural systems that can be preserved.
- Elevating structures.

- Retrofitting.
- Maintaining proper flood insurance on structures.

The City requires that all buildings and structures in flood hazard areas not designated as Coastal A Zones shall have the lowest floors elevated to or above the design flood elevation. In areas of shallow flooding, buildings and structures shall have the lowest floor (including basement) elevated at least as high above the highest adjacent grade as the depth number specified in feet on the FIRM, or at least two feet (48 inches) if a depth number is not specified.

In the event of a hurricane with plenty of warning residents are encouraged to protect their property from wind and flood damage. Sandbag stations are made available when applicable.

The City of Venice staff provide outreach to educate residents about ways to protect their property and financial assistance available. The city offers this information through personal contact with current homeowners or potential buyers. Residents can contact the city for a property consultation or site visit to evaluate drainage and retrofitting options. A flyer is mailed out twice annually with the utility bill advertising these services and encouraging flood insurance. The information is also available via the city website and the City newsletter. Residents in repetitive loss areas are notified in a separate mailing as well as the utility bill mailing about their options for flood insurance, retrofitting, mitigation and flood preparation.

Natural Resource Protection

As mentioned in a previous section natural floodplains provide the city with many benefits including: storage for surface runoff, recharging our aquifers, improving water quality, support a biologically diverse population, and may other functions. Protecting this resource is essential for a successful floodplain management plan. Activities to protect natural resources include:

- Adopting and implementing floodplain management policies that reduce impact to natural systems.
- Preserving natural areas.
- Restoring natural areas.
- Protecting wetlands.
- Preventing pollution of natural systems.
- Improving water quality.
- Preventing erosion and sedimentation in water ways.

Venice also protects natural resources through acquisition of land as well as implementing capital improvement projects aimed at improving the water quality and protecting the water resources within the City. Examples of recent natural resource protection activities include:

- In 2009 the City acquired a 10-acre abandoned cement plant property along Hatchett Creek near the ICW. This property was reclaimed as open space and is now Legacy Park. Concrete debris and invasive species were removed to allow restoration of the natural state including wetland restoration. The site had several structures with finished floors below the required minimum elevation within the SFHA that were vulnerable to flooding. These structures were demolished and the area converted to open space, or replaced with compliant public restrooms, picnic pavilions, a multi-use trail, playground, and parking amenities, to allow this area to function as a public recreation area.
- The Venice Avenue Drainage project was completed in 2010. As part of this project, the City acquired a 1.43-acre site with an existing commercial structure with a finished floor below the required minimum elevation. The structure was demolished and a pond was created to increase stormwater storage and improve water quality prior to discharge to Hatchett Creek. This site is now a pocket park with a sidewalk for residents to walk and bike around a stormwater pond that is home to numerous water birds and other wildlife. The community park has a shaded picnic area, benches and limited parking spaces, and is now better known as Ruscelletto Park.
- The larger combined Venice Avenue Drainage Project increased the capacity of the stormwater system to remove routine flooding within the critical evacuation route, and address the issue of street flooding that routinely threatened the commercial businesses along the corridor. This project was funded by SWFWMD and FEMA through a HMGP. Additional CIPs to protect vulnerable structures and evacuation routes have been included in the LMS project list, and the City will continue to look for funding opportunities to complete these high priority mitigation projects.
- Venice Beach is re-nourished on a regular basis in order to establish a fixed dune and stabilized beach system to provide flood protection to the coastal community during storm surge events. The most recent beach renourishment was completed in 2015. Additionally, the existing stormwater beach outfalls are regularly evaluated to look for opportunity to improve the function of the drainage system and to verify proper operation of the existing facilities. This project is being performed in partnership with the Army Corp of Engineers and the FDEP as funding partners. The next re-nourishment event is scheduled to be completed in 2024-2025.
- Hatchett Creek Restoration: This natural waterway had become seriously clogged with silt and invasive vegetation. In order to restore the effective function of this waterway and to restore the creek's natural function, the silt, exotic and overgrown vegetation and debris were removed. Native vegetation was planted to reestablish the natural ecosystem and secure the shoreline.

- Impacts to wetlands are reviewed as part of the construction plan process implemented by the Engineering department. The process ensures proper mitigation and evaluates natural floodplain function impacts. In addition, tree permits through Sarasota County Natural Resources are required prior to removing existing trees, and wetland impacts are evaluated by SWFWMD with mitigation required. The City also participates in the Charlotte Harbor National Estuary Program to restore and protect natural estuary systems in the region.
- In August of 2018 a wooden structure was removed from Flamingo Ditch. The removal of the structure restored a more natural flow through the channel instead of the restricting structure. The new channel is also draining easier and has reduced flooding in nearby areas after heavy rains. Native dune vegetation was also planted to reduce erosion.

Emergency Services

The Sarasota County Emergency Management Department coordinates warning and response activities with other municipalities within the County during a large scale event like a hurricane. They administer hurricane preparedness planning through the Comprehensive Emergency Management Plan, which establishes procedures for coordination with the other municipalities. Certain members from Venice go to the Emergency Operations Center (EOC) during an emergency. The EOC has access to on-line meteorological services, is equipped with an emergency satellite communication system, and can deliver television feed to area communities.

The City is a partner in a statewide mutual aid agreement for catastrophic disaster response and recovery. If mutual aid is deemed necessary, the city attorney will review and present specific requests to City Council. Mutual aid can also include cooperation from federal entities.

Depending on the seriousness of the emergency for localized events, the City of Venice incident commander may choose an alternate local site for the emergency operations center (EOC) from a number of mobile or fixed locations.

Emergency Services activities conducted by the Venice Police Department, Fire Department and the Sarasota County Emergency Management include:

- Developing a flood response plan
- Establishing and monitoring evacuation routes
- Notification and orderly evacuation of citizens and visitors from affected zones
- Performing annual readiness training and drills

- Monitoring the early warning system via ARMS coastal and riverine gauges

The city of Venice uses the CodeRED Notification System - an ultra-high-speed telephone communication service - for emergency notifications. This system allows us to send critical communications to all or targeted areas within the city limits in case of a situation that requires immediate action. This system is capable of dialing the entire city within minutes. It delivers a recorded message from Venice describing the situation and any instructions for immediate or future action. Venice also can communicate internally and with other agencies via an 800 MHz Truck Radio System. All directors are able to communicate via city cell phone as long as the towers are still standing

The Southwest Florida Regional Planning Council completed a Hurricane Evacuation Study in 2010. It includes information such as shelter listings, evacuation routes, and clearance times. The Study also included updated Sea, Lake, and Overland Surges from Hurricanes (SLOSH) model. The SLOSH model includes mapping that shows hurricane surge limits for all county residents. The study can be found at http://www.swfrpc.org/evac_study.html.

Structural Projects

The One-Cent Voted Sales Tax, approved by city voters, funds many major structure projects. Additionally, stormwater projects are funded through the Stormwater Enterprise Fund and often supplemented with different grant programs such as FEMA HMGP, SWFWMD and State grants. The available funds are dispersed to prioritized and ranked projects in the city annual budget approved by the City Council. Projects placed on the LMS project list are reviewed and ranked by the LMS Work Group. Such projects in the program include:

- Structural Projects: There are no structural projects currently in progress.
- Other Improvements: A comprehensive evaluation of the stormwater management system is underway. Through this assessment, in conjunction with the adoption of the D-FIRMS, the city intends to expand the capital improvement program with a priority of more effective stormwater system operation and flood reduction. Currently, funding is allocated from the Stormwater Enterprise Fund to respond to on-going system maintenance needs.

Public Information

Public information activities advise residents, property owners, potential property owners, and visitors about the hazards, ways to protect people and property from the hazards, and the beneficial functions of natural floodplains. The City of Venice implements these activities using a variety of mediums, including digital, audio/visual, and printed media. All digital media was recently made ADA accessible including social media and web documents available on the city website. Activities identify target audiences and deliver specific messages about the risks that affect them.

**Table 9:
Target groups for our public outreach and what messages they receive**

#	Target Group	Topic #	Message #
1	Repetitive Loss area	All	All
2	Homeowners Associations	All	All
3	Realtors	All	All
4	Insurance Agents	2-10	All
5	Spanish Speaking population	2, 5	All
6	Condo Residents	All	All

Public information activities include:

- Flyers / door hangers
- Real estate disclosure programs
- Map information
- Mailings
- Social media
- City Newsletter
- City website
- News media
- Public outreach events, including advertising the county's library workshops
- Technical assistance
- Hurricane Expo

The City of Venice currently implements the above types of activities that aim to protect the life, safety, health and property of its residents. The Venice website was recently updated to be more comprehensive of all of our outreach goals and ADA compatible. Our social media presence has also been updated with memes to convey a variety of messages. They are more engaging and attention grabbing for viewers on various social media platforms than only text. Our Stormwater Engineering Research Analyst also authored an article in the Gondolier's 2019 Hurricane Guide.

Venice recently joined the multi-jurisdictional Program for Public Information. This group includes members from Sarasota County, the city of Sarasota, the city of North Port, the town of Longboat Key and the city of Venice as well as members of the public representing realtors, insurance agents, lenders, and developers. The group organizes their messages so the community as a whole hears the same message from each jurisdiction.

The City reviews possible floodplain management activities on a regular basis through periodic evaluations of this Floodplain Management Plan, the City's Comprehensive Plan, and other initiatives related to flood protection and preservation of natural systems. The review process begins with evaluating existing projects and initiatives. It is important to know what the City is currently doing for

floodplain management in order to effectively plan for future projects. This can indicate areas or goals that are lacking that this committee should address. The review includes evaluating whether the projects meet the specific goals of the FMP and if they can be updated, for example, to be more efficient or provide consistent messaging of floodplain management topics. It describes existing activities that were reviewed that aim to reduce the risk associated with flooding in Venice. Overall, the city of Venice implements activities that cover all of the major activity types and goals set forth in this FMP. Many of the activities are ongoing or were recently completed. However, some of the activities should be periodically revisited or updated, and there will be opportunities to improve a study, streamline the information about flood risk, or better protect the health, safety and property of the Venice residents.

Activities to monitor and consider for future update include:

1. Local Mitigation Strategy – The LMS and this FMP should be monitored for consistency in flood topics, goals and activities.
2. Codes & Ordinances – The codes and ordinances need to be periodically reviewed for changes in building codes, NFIP and CRS requirements.
3. Drainage Maintenance – There may be opportunities here to streamline or integrate requirements for NPDES and CRS. This can also be potentially improved through better GIS integration.
4. Flood Warning and Response Plan – This plan should be updated based on lessons learned from flooding events.

In addition to the projects identified above to evaluate and monitor, the CRS committee also reviewed other possible floodplain management activities that can be implemented.

Coordination with other Plans and Groups

Coordination with the Comprehensive Plan

The comprehensive plan has an Emergency Management Element which includes the following policies that are directly relevant to floodplain management and mitigation planning.

- Policy 1.3 Emergency Preparedness Plans. The City shall annually evaluate and update, as necessary, the Comprehensive Emergency Management Plan, Sarasota County Local Mitigation Strategy, Floodplain Management Plan, and National Flood Insurance Program (NFIP) Community Rating System.
- Policy 1.4 Development Planning Practices. The City shall continue to evaluate the potential impact of tropical events on its buildings and land areas and update its planning practices and report its findings. Areas to focus on include: [several areas listed including Special Flood Hazard Areas].
- Policy 1.9 Public Awareness and Education. Maintain public education efforts regarding awareness and preparation for disaster and emergency events including community awareness presentations, the annual hurricane workshop, City website and newsletters. Educational efforts should include information about [several topics listed including Flood Insurance].

Policy 1.10 Community Hurricane Planning. Continue to pursue funding for the implementation of the hurricane mitigation projects listed in *Creating a Hurricane Tolerant Community*. Annually update the plan based on most current best management practices, community needs and City goals.

Policy 1.3 has been implemented on an on-going basis. The Comprehensive Emergency Management Plan was recently updated in 2019, the preparation of this plan represents another implementation of the policy.

Coordination with Creating a Hurricane Tolerant Community

In 1994 the City developed a study entitled “Creating a Hurricane Tolerant Community” (HTC). The HTC: reviewed the geography of the community as it relates to hurricane impacts; offered solutions to address potential disaster problems before a hurricane occurs; and found a need for strengthened communication and education efforts. In 1994 the HTC was approved by the State as the City’s Pre-Disaster Redevelopment Plan, in order to reduce damage and prevent catastrophic hurricane damage to the community.

Integration with Post Disaster Redevelopment Plan

In addition, the city is currently coordinating with Sarasota County on the preparation of a Sarasota County Post Disaster Redevelopment Plan. As part of the planning process the City held meetings with representatives from outside agencies, including the Red Cross, SWFWMD, FDEP, Florida Fish and Wildlife (FWC) and the Coastal and Heartland National Estuary Partnership. The representatives provided input and support to the City’s long-term comprehensive plan goals and objectives.

Integration with Sarasota County Multi-Jurisdictional Local Mitigation Strategy

The City of Venice participates with the Sarasota County Unified Local Hazard Mitigation plan by participating with the multi-jurisdictional local mitigation strategy (LMS). The purpose of the Countywide LMS is to establish a mitigation plan to reduce disaster losses that may cross jurisdictional boundaries. The list combines pre-disaster and post-disaster mitigation projects. All types of mitigation projects are covered, not just flooding. A mitigation project is defined as having elements that reduce the natural hazard impact to the community.

Action items identified under this FMP will be coordinated with projects identified in the LMS. The CRS Coordinator will meet with the LMS committee to evaluate and share information. As a result, many of the action items identified in this plan will also be updated in the pertinent sections of the LMS plan. The floodplain management plan is incorporated into the LMS document as an appendix. The LMS project list and Venice Floodplain Management Plan portions of the LMS were updated by adoption of Resolution 2014-35 approved by the City Council 9/9/14. Resolution 2014-39, adopted on December 9, 2014, approved and adopted a combined Floodplain Management Plan that incorporates the Program for Public Information and flood insurance Coverage Improvement Plan into the document and the LMS. This process of adopting the LMS project list and Venice Floodplain Management Plan portions of the LMS will continue annually; the 5-Year FMP update is scheduled being presented to City Council on July 14, 2020, at their regularly scheduled public meeting.

The city coordinates its disaster management practices with Sarasota County Emergency Management under the LMS. The purpose of the LMS is to coordinate with participating jurisdictions to identify and prioritize projects and initiatives that are mitigating in nature. Sarasota County and each municipality

within the County - the cities of North Port, Venice, Sarasota, and the Town of Longboat Key, have approved the plan. The project list for 2019-2020 has been updated for incorporation into the LMS and is attached as Appendix D.

For the purpose of this Floodplain Management Plan, only the flood related goals and objectives of the LMS plan are addressed here:

LMS Work Group Goals

1. Reduce Structural Flooding
The City will continue to assess RL areas and find ways to decrease the impact of riverine and coastal flooding through Capital Improvement Projects (CIPs).
2. Reduce Flooding on Major Roadways
The City will construct projects that reduce flooding to major roadways and evacuation routes
3. Preserve Natural Habitats
 - a. The City will undertake projects that reduce impacts to natural habitats while controlling flooding.
 - b. The city will minimize developments in floodplains and wetlands.
4. Protect People from Flooding
 - a. Ensure residents, visitors, and businesses are given adequate warning of flood potentials.
 - b. Plan projects that protect lives and property.
5. LMS Plan
The City will work with the LMS Working Group to adopt, routinely update and implement the LMS Plan.

LMS Work Group Objectives

1. The LMS work group will evaluate and review ongoing mitigation practices as stated above.
2. The LMS work group will ensure that public funds are used in the most efficient manner by:
 - a. Evaluating and prioritizing mitigation projects, starting with those sites facing the greatest threat to life, health and property.
 - b. Utilizing public funding to protect public services and critical facilities
 - c. Utilizing public funding for projects on private property, where the benefits to the community exceed the cost.
 - d. Determining ways to maximize the use of outside funding sources.
 - e. Maximizing owner participation in mitigation efforts to protect their own properties
 - f. Encouraging property owner self-protection measures in preparing for storms and other hazards.
3. The Repetitive Loss area will be evaluated:
 - a. All property owners in the RL area shall be advised that an analysis will be conducted, and their input requested, on the hazard and recommended actions.
 - b. The City will coordinate with agencies or organizations that may have plans or studies that could affect the cause of impacts of flooding such as the SWFWMD mapping, FEMA D-FIRM update and FEMA Coastal A Risk mapping.
 - c. Each building in the RL will be visited and basic data collected. Protection measures, or drainage improvements, will be reviewed to determine whether alternate approaches are feasible.
 - d. The findings of the review will be documented, with a separate analysis for each area.
 - e. An annual evaluation of the RL activities is to be conducted, with an update of the RL areas every 5 years.

Integration with Sarasota County Multi-Jurisdictional Program for Public Information

The City of Venice, City of Sarasota, City of Northport, Town of Longboat Key and Sarasota County have recently come together to create a multijurisdictional Program for Public Information (PPI). Public Information activities like social media messages are shared with the intent to have one message across the different municipalities about floods. While not all outreach is a group effort it is beneficial to coordinate our messages to increase their impact and reduce confusion.

Other Resources

Other resources for the FMP include the following. The city coordinates floodplain management efforts with the Southwest Florida Regional Planning District and the committees responsible for creating the City of Venice Comprehensive Emergency Management Plan (CEMP) updated annually, the City of Venice Evaluation and Appraisal Report and the Stormwater Management Plan.

Section 9 - Floodplain Management Action Plan

This Floodplain Management Plan seeks to incorporate the best available information from all City resources and preventive activities. The listed below has been updated to reflect adjustment of the schedule based on CRS cycle being modified by FDEM to May cycle and the updated action plan is listed below in Table 10.

Table 10:

FMP Action Plan						
<i>Action Item</i>	Goal 1. Protect Critical Facilities	Goal 2. Protect Lives and Health	Goal 3. Protect homes, Schools and Businesses	Goal 4. Minimize damage costs	Goal 5. Ensure that New Construction	Deadline
<i>Plan Adoption</i>						Spring annually
<i>Plan Update</i>						Spring annually
<i>Monitoring and Reporting</i>	X	X	X	X	X	annually
<i>Community Rating System</i>	X	X	X	X	X	Each CRS visit
<i>Drainage Improvements</i>	X	X	X	X		Ongoing
<i>Drainage System Maintenance</i>	X	X	X			Ongoing
<i>Property Protection Funding</i>	X	X	X	X		Ongoing
<i>Regulatory Review</i>	X		X		X	Ongoing – at each committee meeting
<i>NFIP Administration</i>	X	X	X	X	X	Ongoing

<i>Action Item</i>	Goal 1. Protect Critical Facilities	Goal 2. Protect Lives and Health	Goal 3. Protect homes, Schools and Businesses	Goal 4. Minimize damage costs	Goal 5. Ensure that New Construction	Deadline
<i>CFMs</i>	X	X	X	X	X	Ongoing
<i>BCEGs</i>	X	X	X	X	X	Ongoing
<i>Flood Response Plan</i>	X	X	X	X	X	Ongoing
<i>Annual Mailings</i>		X	X		X	Various, throughout the year
<i>Technical References</i>		X	X		X	CRS Visit
<i>Public Information Projects</i>		X	X		X	Ongoing
<i>Public Information Messages</i>		X	X		X	Ongoing

The FMP Committee reviewed the activities in section 8 and 9. These activities included preventative, property protection, natural resource protection, emergency services, structural projects, and public information. Some of these activities were previously completed, while others are still ongoing. In reviewing the projects, the committee updated the list and considered recommendations for new projects as well as updating existing projects.

The FMP committee sets priorities for each of the recommended projects. The committee considered factors that included the benefits to the community, the audience the project can reach, whether the project was a one-time effort or would require periodic monitoring and/or maintenance, the amount of effort and resources the project will require, and the availability of staff and funds to implement the project. Projects that offer high benefits and are relatively inexpensive to implement received a high priority rating while others may receive either a medium or low rating if it did not offer a large benefit or reached a smaller audience. Projects that may qualify for grants or cooperative funding from the Southwest Florida Water Management District, regional, state or federal agencies also ranked higher.

Table 10 describes the action plan for the activities to implement. The committee periodically evaluates and updates this project list.

Coordination with Other Initiatives

As part of this FMP's action plan, it will be necessary to coordinate the efforts of this committee with those of other City strategies and plans to ensure consistency. The CRS committee will also regularly coordinate with the Sarasota County LMS committee to evaluate potential updates to the LMS or this FMP based on decisions and projects identified between these initiatives. In addition to this FMP being incorporated as an appendix to the LMS, the CRS committee will also evaluate and make recommendations for action items for mitigation of other types of hazards that are described in the LMS.

Post Disaster Mitigation

Mitigation from flooding and other hazards such as wind, fire or surge is handled on a county wide basis. Sarasota County Emergency Management is the primary agency charged with post-disaster mitigation assessment. The Emergency Management Chief or designee has the primary responsibility for assessing mitigation needs in the post-disaster environments. The Sarasota County Property Appraiser, Sarasota County Public Works Business Center, Sarasota County Planning and Development Business Center and Municipalities are the supporting agencies that work closest with Sarasota County Emergency Management in post-disaster mitigation assessment. The rest of this section describes the roles of these various groups.

Sarasota County Emergency Management Department is the coordinating organization for all post-disaster mitigation activities. The Emergency Management chief is the one responsible for coordinating the activities. They are responsible for coordinating all equipment and resources necessary for mitigation assessment are available when needed. Much of the work involves identifying opportunities for possible mitigation activities is carried out during the pre-disaster mitigation phase (e.g. during the mitigation project identification process carried out by the Sarasota County LMS Work Group). Opportunities for mitigation are also discovered during the initial and preliminary damage assessments and throughout the public assistance processes.

The Emergency Management Chief or designee also serves as the point of contact for providing information to residents of the county describing how they can minimize damage from future disasters. Priority will be also given to identifying mitigation opportunities for any public infrastructure damaged by the disaster. These mitigation measures are eligible for funding under the Public Assistance grant program. The Emergency Management Chief or designee will coordinate on an as needed basis with the Bureau of Recovery and Mitigation at the Florida Division of Emergency Management. Although Sarasota County Emergency Management does not have any formal agreements with agencies to assist in post-disaster mitigation activities, there is an annual agreement in place with the Southwest Florida Regional Planning Council to

coordinate mitigation planning activities. Local agencies within the county have historically worked together as needed in the aftermath of disasters.

Local agencies involvement may vary based on the specifics of each event. Emergency Management staff will contact all agencies for post-disaster mitigation activities and notify them as to their role in these operations. Notifications can be made via telephone using the Sarasota County Emergency Management Notification Directory located in the EOC. Most agencies will be represented at the EOC as the post-disaster operations continue. The Sarasota County Emergency Management Chief or designee will be responsible for coordinating mitigation activities with the municipalities and the State EOC. The City Managers or designee will be updated throughout the response, recovery and mitigation phases of the event. During non-event periods, meetings will be held quarterly or as required. During events, briefing meetings will be held daily or as determined based on the situation.

After a disaster the supporting municipalities document damage to public infrastructure, businesses and residences working in conjunction with Emergency Management. The Sarasota County LMS Work Group then considers the information gathered during the recovery phase, and determinations are made regarding potential mitigation projects

The Sarasota County Property Appraiser will support the Sarasota County Emergency Management by providing technical expertise regarding property values, damages and losses to properties as a result of a disaster.

The Sarasota County Planning and Development Business Center along with the similar municipal departments will provide support to Emergency Management in identifying mitigation activities that could reduce the vulnerability of public infrastructure, businesses and housing stock to damage and loss from natural and manmade disasters.

The Sarasota County Public Works Business Center and the Municipal Public Works Departments will assist the Emergency Management in identifying potential road, bridge, culvert and water and sewer mitigation projects.

Equipment, vehicles and supplies necessary for mitigation activity are located throughout the county and cities either in stations, assigned to individual personnel, or readily accessible to department personnel.

Personnel involved in mitigation activities will receive on-going training according to their individual needs. Sarasota County Emergency Management will work with all mitigation assessment team members to ensure that all training needs are met. The primary source for mitigation training is the Florida Division of Emergency Management. This training is available for members of the local jurisdictions as well.

Section 10 - Plan Adoption, Implementation, Evaluation, and Revision

This FMP serves as an appendix to Sarasota County's LMS, which is a state-approved multi-jurisdictional, multi-hazard plan. It adopted annually with the inclusion of the updated City of Venice Project list and replacement of the Floodplain Management Plan in the LMS with the newly adopted version. This version of the LMS, 5-Year Update of the FMP and City of Venice Project List update will be presented to City Council on July 14, 2020, at a public meeting.

The all annual and 5-year updates of the FMP are available for comments at our CRS Committee Meetings which are open to the public. In addition, the draft and final FMP is available on the city's website in ADA compatible format. Hard copies may also be reviewed in the Engineering Department at Venice City Hall, 401 W. Venice Ave., Venice, FL 34285

The CRS committee meets quarterly every year to evaluate the Coverage Improvement Plan, the Program for Public Information activities and this Floodplain Management Plan. They will evaluate the effectiveness and clarity of the messages and make updates as necessary. Potential revisions may include, updates to the GIS information, addition of new city staff and CRS committee members, Target area revisions development of new projects and revisions to existing projects.

To implement and update the FMP:

1. The County's CRS Specialist will review the FMP to evaluate what sections and data require an update for that year.
2. The CRS Specialist will be responsible to get each project's status.
3. After the status information is gathered, the CRS Specialist prepares a summary of required changes to the FMP and project updates for review by the CRS Committee.
4. The CRS Committee will conduct a meeting (noticed and open to the public) to review the progress and recommend additional changes to the FMP.
5. The CRS Specialist assigns the revision items to members of the committee or designated staff.
6. The CRS Committee will conduct a meeting (noticed and open to the public) to review the draft document.
7. The draft document will be presented to the City Council for adoption

8. The updated plan will be posted on the City website, released to the media and made generally available to the public. The flood-related outreach activities will be presented and educate the public about the revised FMP.

An annual evaluation report will be submitted with the City's annual CRS recertification to indicate progress of the plan implementation. The plan itself will be updated at least every five years. In the last five years one of the city's biggest accomplishments for the floodplain management was the introduction of more effective outreach efforts including: more eye-catching graphics for print and digital media, more responses on the annual flood questionnaire, and joining with the county for a multijurisdictional PPI.

The FMP for this 5-year update was completely rewritten to emulate the Sarasota County Floodplain Management Plan in order to increase the clarity and flow for the reader. This plan will be reviewed by the Florida Department of Emergency Management. It will also be available for review by the public prior to a public meeting. The plan will then be adopted by the City Council and sent to ISO for review.

The next five-year cycle update for the FMP will begin in 2025.

Section 11 - References

City of Sarasota (2015-2020). *Floodplain Management Plan*.

City of Venice (2019). *Floodplain Management Plan*.

Sarasota County Local Mitigation Strategy Committee (2015). *Sarasota County Unified Local Mitigation Strategy*.

Sarasota County, FL (2017). *Hurricane Evacuation Map*.

City of Venice (2020) Budget Book

City of Venice (2017) Comprehensive Plan 2017-2027

The State of Florida (2018) Enhanced Hazard Mitigation Plan

NOAA, Smith, Adam B, "2018's "Billion Dollar Disasters in Context" Climate.gov,

Appendix A

CRS Committee Planning Document

Current Members of the CRS Committee

Name	Department/ Industry
<i>Kathleen Weeden</i>	Engineering Department
<i>Roger Clark</i>	Planning and Zoning
<i>Frank Conorozzo</i>	Building Department
<i>Mary Elizabeth Petty</i>	Flood Insurance
<i>John Meyers</i>	Real Estate
<i>Currently Vacant</i>	Financial Lending
<i>Robert Yoho</i>	Building Industry
<i>Mark Hawkins</i>	Building Industry
<i>Dave Warring</i>	Commercial/ Business Industry

Summary of the original plan

The original Floodplain Management Plan focused on the 10 steps listed in the CRS Coordinator's Manual 2013 edition.

Step 1: Organize a Planning Committee

Table shows the original members of the CRS Committee.

Activity	Department	Representative
Publicity	Public Information Office	Pam Johnson
Comprehensive or Land Use Plan	Planning and Zoning	Scott Pickett
Building Code	Building	Greg Schneider
Zoning Ordinance	Planning and Zoning	Scott Pickett
Floodplain Management Regulations	Building, Engineering	Kathleen Weeden
Subdivision Ordinance	Planning and Zoning	Scott Pickett
Stormwater Management Regulations	Engineering	Kathleen Weeden
Insurance Agency	Shaefer Insurance	Renee Halback
Local Bank or Lender	Capital Bank	Mark Hampshire
Stakeholder	Berkshire Hathaway	John Meyers
Stakeholder	The Damex Corporation	Robert Yoho
Stakeholder	Hawk's Nest Construction Inc	Mark Hawkins
Stakeholder	Publix	Tim Adkins/Brian West
Public	Invited, Public Meeting	Invited Public Meeting

The committee planned to meet 6 times to cover 6 goals

- Assess the hazard
- Assess the problem
 - Assess flood insurance coverage – Review current policies
 - Hold a public meeting in affected, i.e. flood prone, area to discuss the natural hazards, problems and possible solutions. Not a reg. meeting.
 - Mail questionnaire to floodplain residents requesting info on their natural hazards, flood problems and possible solutions.

- Do brochure based on questionnaire, explaining planning effort/seeking comments.
- Set goals
- Review possible activities a. Determine who needs to be informed (target areas / audiences)
 - Draft an action plan a. Provide an opportunity for the public to comment on the plan
 - Have the plan adopted by City Council
- Evaluate progress & recommend changes

Step 2: Involve the Public

- Provide an opportunity for the public to comment on the plan
- Post the meeting schedule on the City website

Step 3: Coordinate with other agencies and their plans and efforts

Questions that were asked at the meeting to determine how to write this section

- What other studies have already been done?
- What other reports have been issued?
- What technical information has already been published?
- What other plans are being prepared, reviewed or in use?
- What other public outreach / information programs are being done?
- Which other non- city/non-government agencies, are involved?
- Current activities being implemented within the community to promote flood insurance, including activities by:
 - FEMA
 - FloodSmart
 - Risk MAP
 - State agencies
 - Local agencies
 - Insurance companies

Step 4: Assess the Hazard

- The committee should review, analyze and summarize data collected about the natural hazard from:
 - Existing flood studies
 - The Flood Insurance Study
 - Drainage problem studies
 - Historical records
 - Knowledge / experience of the community / committee
- Focus on the:
 - Source
 - Frequency
 - Extent
 - Cause of flooding
- Describe, in lay terms, the local flood hazard
 - How often it floods
 - Locations of areas that flood
 - Depth of flooding
 - Source / cause of flooding
 - Velocities
 - Warning time
- Assess the:
 - SFHA
 - All repetitive loss areas
 - Areas not mapped on the FIRM that have flooded in the past

- Surface flooding identified in other studies
- Create a map of the flood hazard areas
- Identify the Coastal A zone (where wave heights are between 1.5-3ft during the 100-year flood).
- Create a map showing target areas subject to different flooding conditions.
 - Have key with description of each area
 - Include building count on key
- Create a map plotting the number of flood insured buildings:
 - Structural coverage
 - Contents coverage
- Prepare an inventory of dams that would flood developed areas if they failed.
- Identify areas likely to be flooded as a result of:
 - Changes in floodplain development / demographics
 - Development in the watershed
 - Climate change / sea level rise
- Address ALL other natural hazards that may affect the community, as identified by the State's hazard mitigation plan.

Step 5: Assess the Problem

- Summarize the community's vulnerability to each hazard listed in step 4
- Describe the impact the hazard will have on:
 - Life safety
 - Need for warning
 - Evacuating residents and visitors
 - Public health hazards to individuals from flood waters
 - Critical facilities
 - Infrastructure
 - Community's economy
 - Major employers
- Create an inventory of the number and type of buildings owned by the community that are located in flood-prone areas
- Identify which buildings are insured for flood damage.
- Review historical damage to buildings (can be obtained from post-disaster damage assessment reports, flood insurance claims, disaster assistance data, flood control studies.
 - ALL properties that have received flood insurance claims payments
 - An estimate of the potential damage and dollar losses to vulnerable structures
 - Include damage done by mold and other flood related hazards, not just the flooding.
- Use Hazus-MH?
- Describe areas within the floodplain that provide natural functions:
 - Wetlands
 - Riparian areas
 - Sensitive areas
 - Habitat for rare / endangered species
- Describe impact on the community, watershed and natural resource areas, depending on trends in:
 - Development
 - Redevelopment
 - Population growth / loss
- Describe the impact of future flooding conditions (from step 4) on:
 - People
 - property
 - natural floodplain functions

Step 6: Set Goals

- Create a statement of goals
- Review floodplain management activities
- Draft the action plan
- Address ALL the major hazards that face the community
- A copy of the CIP elements of the draft plan must be sent to the FEMA Regional Office's flood insurance Liaison. Not for approval, for information purposes only.
- Determine what observable, objective and measurable outcomes are desired from each public information message.

Step 7: Review Possible Activities

- Systematically review, in lay terms:
- All of the different activities that could reduce or prevent the severity of the problems listed in step 5
- Review preventive activities such as:
 - Zoning
 - Stormwater management regulations
 - Building codes
 - Subdivision ordinances
 - Preservation of open space
 - Effectiveness of current regulatory standards and programs
 - Effectiveness of current preventive standards and programs
 - Property protection activities:
 - Acquisition,
 - How will the project be managed?
 - How will the land be used after it is acquired?
 - Retrofitting
 - Flood insurance
- Activities to:
 - Protect the natural and beneficial functions of the floodplain
 - Protect wetlands
- Review Emergency services:
 - Warning
 - sandbagging
- Review:
 - How the above can reduce future flood losses
 - Current standards in the community's plans and regulations
 - Whether the community should adopt or revise its plans and regulations
- Review structural projects such as channel modifications
- Determine the pros and cons of each activity for each area affected
- Determine community's capability to fund and implement each activity
- Determine whether current activities are achieving expectations or whether they should be modified
- Review whether the community's floodplain management regulatory standards are sufficient for current and future conditions
- Review:
 - public information activities
 - outreach projects Educational programs

Step 8: Draft an Action Plan

- Select and specify those activities appropriate to the community's resources, hazards, vulnerable properties
- Outside funding sources MUST be identified and researched

- Identify
 - who is responsible for implementing the action?
 - when it will be done,
 - how it will be funded
 - Prioritize the actions
- There must be an action item for each goal in step 6
- The plan must include a “process by which local governments incorporate the requirements of the mitigation plan into other planning mechanisms such as comprehensive or capital improvement plans when appropriate.”
- Based on expected damage from a base flood or other disaster, establish, or revise:
 - Post-disaster redevelopment policies and procedures
 - Mitigation policies and procedures
 - Include activities to mitigate the effects of other natural hazards identified in #4
- Formulate public information messages for target audiences
 - Know your flood hazard / hazard disclosure
 - Insure your property for your flood hazard
 - Protect people from the hazard
 - Protect your property from the hazard
 - Build responsibly
 - Protect natural floodplain functions
 - Map Information Service / CRS 320
 - Flood protection information
 - Flood protection assistance / CRS 360
 - Flood insurance promotion / CRS 370
 - Drainage system maintenance / CRS 540
 - Flood warning and response / CRS 610 & dams CRS 630)
 - Improve flood insurance coverage
- Identify outreach projects to convey the messages
 - Describe project, who will do project and when it will be done
 - One project *MUST* be from elected leadership encouraging people to purchase or increase their flood insurance coverage
- Include procedures for an annual report covering:
 - Monitoring implementation of the plan
 - Reviewing progress of the plan
 - Recommending revisions to the plan

Step 9: Adopt the Plan

- The plan must be officially adopted:
 - A resolution or other formal document must be voted on by the community’s governing body
- The Plan must have a separate section or chapter for PPI activities with:
- Summary of assessment of local flood hazard
- Summary of the community’s natural floodplain functions
- Description of all public information activities currently being implemented in the community
- Flood insurance coverage assessment
- List of the target audiences
- The message for each audience
- Desired outcome for each message
 - Description of each project and activity to be carried out
 - Who will do it
 - When it will be done
 - Description of any Flood response preparations (FRP) projects
 - How the effectiveness of the PPI messages will be monitored and evaluate?

- Subsequent amendments must be officially adopted by the community's governing body

Step 10: Implement, Evaluate and Revise

- Describe how, when and by whom the plan will be monitored, evaluated and revised.
- Prepare an annual evaluation report on the progress of the plan (from step 8).
 - Must include a review of the community's new needs, goals, plans
 - Plans for the area based on: x New studies x Reports x Technical information
 - Hold a public meeting for review and comment on the draft update
 - Submit the report to the governing body
 - Release the report to the media
 - Make the report available to the public
- The annual report must include:
 - The target audiences, the messages and the desired outcomes of the PPI
 - The projects in the PPI to convey the messages
 - Which projects were implemented
 - Why some projects were not implemented
 - What progress was made towards desired outcomes
 - What should be revised, changed, dropped or initiated.
- The committee should review and approve the annual evaluation report
- Steps 4 & 5 / the hazard and problem assessments must be reviewed and brought up to date, accounting for:
 - New floodplain or hazard mapping
 - Annexation of flood-prone areas
 - Additional repetitive loss areas
 - Completed mitigation projects
 - Increased development in the floodplain or watershed
 - New flood control projects
 - Lack of maintenance of flood control projects
 - Major floods or other disasters that occurred since the plan was adopted
 - Any other change in flooding conditions/development exposed to flooding or other hazards covered in the plan
- The planning committee should continue to meet quarterly to evaluate the plan and revise the plan as needed
- Update the plan by October 1st at least every 5 years.
- Submit a copy of the plan update every 5 years

Submit

- A copy of the plan, or update plan, to be credited
 - The annual evaluation report
 - Document which department representatives implement, or have expertise in, which categories of mitigation measures
 - A copy of the resolution creating / recognizing the planning process and identifying the committee's membership
 - Meeting sign in sheets indicating participation by different departments
 - Copies of the publicity for the public meetings i.e. newspaper article / advertisement
 - Document all sources for studies, reports etc. reviewed.
 - A record of contact, meetings, coordination with external agencies and organizations
 - Copy of the resolution or formal adoption action by the governing body

Updating the plan for the current cycle

The plan has been updated in a few different ways. It has been reformatted to emulate the Sarasota County Floodplain Management Plan. Each section has a similar flow to the CRS Coordinator Manual

2017 edition section 510. The old plan at times was repetitive. This plan does not repeat information often and instead cites where the information can be found. The plan is also more visually appealing to read with more frequent headings which assists people with screen readers.

This plan is also ADA compliant including the tables and images. This way we can ensure an easier time for all our residents who would like to read this document.

Section 1 is the introduction of the plan and explains information about the city that is applicable to floodplain management. There is also a purpose section to make the reading easier to understand for people not in the floodplain management field. A section was also added to discuss the National Flood Insurance Program and Community Rating system.

Section 2 discusses the formation of the CRS committee in 2014. It also shows the most up to date list of committee members. Public involvement in the creation and upkeep of the plan is also included. The city coordinates with many other groups on floodplain management to share ideas and resources. These groups are listed in this section.

Section 3 discusses the most common hazards in Venice and goes into detail about each hazard. This section also contains information about historical claims, repetitive loss areas and vulnerable properties while complying with the privacy act. The historical hazards table is updated every year as well.

Section 4 discusses less frequent hazards, while not all of these hazards are not directly related to flooding like wildfires, wildfires can actually increase the likelihood of a flood.

Section 5 is about past studies, current codes and ordinances and how the city is preparing for a more resilient future. Especially regarding climate change and sea level rise.

Section 6 assesses how the flood hazards mentioned in section 3 and 4 affect life safety, public health, critical facilities and infrastructure, economy and residential and commercial buildings

Section 7 explains the beneficial functions of the floodplain including natural storage, water quality, habitat, economic benefits and more. The section also discusses how the city makes an effort to preserve our floodplains to maintain the benefits that these floodplains give us. There is a new table included in this section that lists each city park and lists what natural function asset they provide based on the National Wetlands Inventory.

Section 8 lists the goals of this plan. It separates each activity based on the type from preventative activities to natural resource protection. This section also describes how we coordinate with other plans and groups both internally (like the comprehensive plan) and those that are multijurisdictional (like LMS)

Section 9 is the floodplain management action plan. It hasn't changed very much between the last update and now. However, this section also includes coordination with other initiatives and post disaster mitigation.

Section 10 discusses the process of adoption, implementation, evaluation and revision of this plan.

Sections 11 is our references where we cite what resources we used during the update of this plan.

Adoption of the County-wide plan

There is no county-wide Floodplain Management Plan (FMP). We are a part of their FMP meeting to discuss and share ideas to better serve our citizens through floodplain management. One of the ways we have decided to become more effective with our outreach was to join the county and the other local jurisdictions in a Multi-Jurisdictional Program for Public Information (PPI). This helps deliver our messages consistently across jurisdictional boundaries.

The Multi-Jurisdictional Program for Public Information (County-wide PPI) was adopted by the City of Venice City Council August 27th 2019. It has been incorporated into the City's Floodplain Management and PPI program by resolution. From this point forward, the City will continue to complete the local City PPI activities included in Appendix E of this document in addition to the programs provided by the County-wide PPI to increase public information provided. The County-wide PPI was adopted by Resolution by BOCC on January 29, 2019 as an annex to the Unified Multi-Jurisdictional Local Mitigation Strategy (LMS). This LMS also includes the City of Venice adopted FMP as an annex along with the City's updated LMS Project List. The LMS and County-wide PPI includes of all the municipalities in Sarasota County including: The City of Venice, City of North Port, City of Sarasota, the Town of Longboat Key and unincorporated Sarasota County. The location of the Multi-Jurisdictional PPI is included in Appendix D.

Appendix B

CRS Committee Documentation

Summary of the Documentation to set up the Committee

There were seven meetings of the CRS Committee held at the beginning to write our initial FMP back in August and September of 2014. Below is a summary of these meetings.

There was a meeting notice posted in City Hall for all 7 meetings at least 2 weeks prior to the meeting to give the public the opportunity to go to the meetings.

This table below explains who was present at each of the 7 meetings including committee members and non-committee members. See Appendix A for the table of original members.

Name	Meeting 1	Meeting 2	Meeting 3	Meeting 4	Meeting 5	Meeting 6	Meeting 7
Gillian Carney	X	X	X	X	X	X	X
Kathleen Weeden	X	X	X	X	X	X	X
Mark Hampshire	X	X	X	X	X	X	X
Greg Schneider	X	X	X	X	X	X	X
Scott Pickett	X	X	X	X	X	X	X
Renee Halback	X	X	X	X	X	X	X
John Meyers	X	X	X	X	X	X	X
Robert Yoho	X	X	X	X	X	X	X
Mark Hawkins		X	X	X	X	X	X
Lori Stelzer	X						
Linda Dalton		X		X			
Greg Giles		X		X	X		
Pam Johnson					X		

The following sections are a summary of the original agenda and minutes.

Meeting 1

Agenda

Review analyze and summarize data from flood studies, historical records, the flood insurance study (FIS), drainage problem studies, knowledge/experience of community. The review will focus on the source, frequency, extent and cause of flooding. They assessed areas in the SFHA, repetitive loss areas, areas that have flooded in the past not on the FIRM, and surface flooding identified in other studies.

Create a map showing target areas subject to different flooding conditions including building count. Create another map plotting number of insured buildings and the types of coverage held.

Prepare an inventory of dams that could impact the city if compromised

Identify areas likely to flood due to changes in floodplain development, demographics, development in the watershed, climate change, and sea level rise.

Address all other natural hazards that may affect Venice as identified by the state's hazard mitigation plan.

Minutes

When the meeting was started members were welcomed and were given an overview of the intent of the committee to create the Floodplain Management Plan, Insurance Coverage Improvement Plan, and Program for Public Information Plan and why it was important for the community. The CRS was explained. Members received an overview of the Sunshine Law and how it applies to committee members by Lori Stelzer. Committee discussed flood hazards, causes and flood history in the community. Letter of Map Changes (LOMCs) were explained by Kathleen Weeden. New flood maps are on their way and they will bring more properties into the high risk area. In the meantime the SWFWMD model is a more accurate resource than the city appraiser. Realtors and insurance agents are encouraged to contact the city for a free flood zone determination. Freeboard was discussed. The city website lists historical flooding in the city, members also shared their flood experiences within Venice. CodeRED was discussed as a warning system for the community. Repetitive and Severe Repetitive loss properties were defined by Kathleen who also explained how the addresses can't be released by law. It was agreed that there needs to be more dialogue about insurance vs mitigation. The committee also discussed the Myakka Reservoir #2 inundation zone. Next steps for actions were discussed.

Meeting 2

Agenda

Review minutes from the previous meeting and approve them.

Summarize the community's vulnerability to each hazard determined in meeting 1. Describe the impact the hazard will have on life safety, need for warning, evacuating residents and visitors, public health hazards to individuals from flood waters, critical facilities, infrastructure, Venice's economy, major employers. Create an inventory of number and type of buildings owned by the city in the high risk area, identify which are insured for flood. Review historical damage to buildings. Describe areas within the floodplain that provide natural functions (like those mentioned in section 7 of the updated FMP). Describe impact on the community watershed and natural resource areas based on development, redevelopment and population changes. Describe the impact of future flooding conditions on people, property, and natural floodplain functions

Minutes

Kathleen welcomed everyone, thanked them for their service. Committee members introduced themselves.

Kathleen talked about the CRS and explained that as a Class 6 community we receive a 20% discount in insurance through the NFIP. We also have shared use agreements with other jurisdictions. Gillian handed out the draft CIP-FIA, and hopes to have the maps and all the tables completed prior to the next meeting to enable our discussion on insurance coverage within the City. FEMA FIRM's are used to quote insurance policies, but the City's Adopted floodplain map is more accurate and used to determine construction permits. Kathleen is available to any resident who needs a zone determination. Also, the City Ordinance no longer requires freeboard, but calls for first floor elevation to be 15" above the crown of the adjacent road. Kathleen reiterated that FEMA maps are available to the public at FEMA.gov and can be used to determine flood zones. The adopted floodplain map is based on recent riverine studies. Kathleen discussed flood zone areas and which areas may come into the floodplain with the new FEMA maps. Approximately 70% of homes purchased in Venice are cash purchases, and we need to inform the public of the benefits of flood insurance even if the banks don't require it, especially as 25% of our flood

losses are outside the floodplain. FEMA Mitigation grants can cover up to 75% of the costs to raise a home. Residents can call Kathleen for further information. We talked briefly on the impacts of flood hazards, a section from the recently updated Comprehensive Emergency Management Plan (CEMP) will be emailed, and we will review and comment on this prior to including it in the Floodplain Management Plan. New FIRMs will be coming out soon, although the exact date is unknown. The new FIRMs will bring more properties into the floodplain and we need to be prepared for that, and the questions that homeowners will have re house sales and insurance. We reiterated the need for outreach so that the residents are aware of, and sign up for, CodeRED – the warning system used by the City. Not only for hurricane warnings, but for boil water notices or unexpected items. We discussed the natural functions provided by areas within the floodplain.

Meeting 3

Agenda

Approve minutes from last meeting.

Create statement of goals, review floodplain management activities, draft an action plan. Address all major hazards that Venice faces.

A copy of CIP elements of draft plan must be sent to FEMA's regional office's flood insurance liaison for information purposes only

Determine what observable objective and measurable outcomes are desired from each public information message

Minutes

Discussed signing up for CodeRED and a temporary solution to enter people into the program until they can sign up on their own. Brochures will be printed detailing how to sign up for CodeRED, will check with emergency management to see if they have one already. Have CRS mailings that we currently mail to all residents to committee to be forwarded and distributed. Request that IT provides a projector for next meeting. Kathleen discussed HMGP grants and how they work. The committee discussed why we have repetitive and severe repetitive loss properties in the community. We need to work harder to get word out about mitigation grants to these properties. John Meyers said that he will demonstrate the process realtors go through and what info to hand out. Renee talked about the process for insurance agents when they run quotes, rep loss properties are flagged that insurance is only available via FEMA, but no details of the loss was displayed. Discussed permits. City is required to hold permits for 15 years. It was suggested people should look up their flood zones before they purchased.

Meeting 4

Agenda

Approval of minutes from previous meeting

Determine who needs to be informed, on what topic, by whom, and how.

Systematically review in lay terms all the activities that could reduce or prevent the severity of the problems listed in step 5. Review preventive activities like zoning, stormwater management regulations, building codes, subdivision ordinances, open space preservation, effectiveness of current regulatory standards and programs, and property protection activities. Property protection activities include:

acquisition, retrofitting, flood insurance, and protecting beneficial functions of the wetlands and floodplain.

Review Emergency services like warning and sandbags.

Review how above measures can reduce future flood losses, current standards in the community's plans and regulations and whether the community should adopt or revise plans and regulations.

Review structural projects like channel modifications.

Determine pros and cons of activities performed in each affected area.

Determine community's capability to fund and implement each activity

Determine whether current activities are achieving expectations or whether they should be modified

Review whether the community's floodplain management regulatory standards are sufficient for current and future conditions.

Review public information activities, outreach projects and educational programs

Minutes

Evaluate opportunities to review the Comp plan for flood policies. Check stormwater regulations, city has higher regulatory standards based on rate and volume lost. Check updates of Florida Building Code and International Code. See how permitting impacts subdivision through existing building code/cumulative/substantial loss. Continue to evaluate specifics of studies completed by the county or city. Coordinate with the media and insurance agents to get info about approximate coverage amounts. As an ongoing process, an evaluation of a cost benefit analysis of points earned in CRS by having the 10-year rule for substantial loss in city ordinance. Doesn't differentiate between flood damage and remodeling. Should reevaluate every 5 years. The city needs to do more to assist in retrofitting like getting the info out. The specifics of CIP and PPI were discussed.

Meeting 5

Agenda

Draft an action plan, provide an opportunity for the public to comment and adopt plan by council September 8th.

Select and specify activities appropriate to the city's resources, hazards, and vulnerable properties.

Identify outside funding sources including who is responsible, when will this be done, and how it will be funded.

Prioritize the action. There must be an action for each goal in step 6. Must include "process by which local governments incorporate the requirements of the mitigation plan into other planning mechanisms such as comprehensive or capital improvement plans when appropriate."

Based on expected damage from a base flood or other disaster, establish or revise post-disaster redevelopment policies/procedures and mitigation policies and procedures.

Include activities to mitigate the effects of other natural hazards identified in #4

Formulate public information messages to target audiences Including the following: Know your flood hazard/hazard disclosure, insure your property for your flood hazard, protect people from the hazard, protect your property from the hazard, build responsibly, protect natural floodplain functions, Map Information Service / CRS 320, Flood protection information, Flood protection assistance / CRS 360, Flood insurance promotion / CRS 370, Drainage system maintenance / CRS 540, Flood warning and response / CRS 610 & dams CRS 630), Improve flood insurance coverage

Identify outreach projects to convey the messages, describe project, who will do it and when will it be done. One must come from elected leadership encouraging people to purchase flood insurance. Includes procedures for an annual report monitoring plan implementation, reviewing plan progress, and recommending plan revisions.

Minutes

The committee read through the draft Flood Management Plan (FMP) and made corrections and changes, to be reviewed again at the next meeting. There were no major changes or additions.

The Committee read through the draft Program for Public Information plan (PPI) and made corrections and changes, to be reviewed again at the next meeting. Add a section for objectives. These should be the PPI objectives from the CRS manual Add a section for Research Add StormReady evaluation for stakeholders <http://www.stormready.noaa.gov/>. Add CERT training for HOA's

<http://www.fema.gov/community-emergencyresponse-teams>. Coordinate any research with EOC and Chief Warman Some discussion regarding relocating the publications turnstyle closer to the building department. Pam Johnson will look into feasibility. A CRS point spread calculation needs to be done before adding more outreach activities. Any outreach through City channels needs to be reviewed by Pam Johnson before the 20th of each month. The Committee read through the draft Coverage Improvement Plan (CIP)) and made corrections and changes, to be reviewed again at the next meeting. Add a section on evaluating cost to property owners and cost to the city. Pam Johnson talked about CodeRED and that residents can always call the City and ask to be added to the system. We will transfer that duty to the engineering department. The committee agreed that an objective for the next year is to evaluate the benefit to property owners of the meeting the Cumulative Substantial Improvements section of the CRS (432d). Renee handed out information on insurance coverage policy premiums. We need to work with the insurance agents and the media on making sure property owners know the approximate costs of flood insurance, and the cost to themselves and the community of not having flood insurance.

Meeting 6

Agenda

The plan must be officially adopted via resolution or other formal document by our governing body

The plan must have separate sections for PPI activities with summary of all assessment of local flood hazards and a summary of the community's natural floodplain functions.

Describe all public information activities currently being implemented in the community including, flood insurance coverage assessment and list of target audiences. This will also include the message for each audience, desired outcome of message, description of each project and activity to be carried out, who is responsible for it, when it will get done. Description of Flood response preparations, effectiveness of PPI messages. All subsequent amendments must be adopted by our governing board

Minutes

The committee read through draft FMP and made suggestions for corrections and changes. There were no major edits. Then they read through the draft PPI and made suggestions for corrections and changes. There were no major edits. Then they read through the draft and made suggestions for corrections and changes. There were no major edits. Then they read through the draft CIP and made suggestions for corrections and changes. There were no major edits. The plan will be sent to council September 9th. The committee discussed CRS credits, pint distribution, and evaluating best credits to target. Discussed PPI messages and target audiences for those messages. Discussed how to evaluate effectiveness of CIP and PPI. Discussed seller's hazard disclosure form that realtors use. Kathleen gave an overview of the LMS partnership with the other jurisdictions. Discussed what agenda items should be added to the final set up meeting.

Meeting 7

Agenda

Describe how, when, and by whom the plan will be monitored and reviewed.

Prepare an annual evaluation report on progress of the plan. Must include review of Venice's needs, goals, and plans for the area. It must be based on new studies, reports and technical information. Hold a public meeting for review and comment on draft update. Submit the report to the governing body, release the report to the media, and make the report available to the public.

The annual report must include: The target audiences, the messages and the desired outcomes of the PPI, the projects in the PPI to convey the messages, which projects were implemented, why some projects were not implemented, what progress was made towards desired outcomes, what should be revised, changed, dropped or initiated.

The committee should review and approve the annual evaluation report.

Steps 4&5/ the hazard and problem assessments must be reviewed and brought up to date while accounting for

New floodplain or hazard mapping, Annexation of flood-prone areas, Additional repetitive loss areas, Completed mitigation projects, Increased development in the floodplain or watershed, New flood control projects, Lack of maintenance of flood control projects, Major floods or other disasters that occurred since the plan was adopted, any other change in flooding conditions/development exposed to flooding or other hazards covered in the plan.

The planning committee should continue to meet quarterly to evaluate and revise the plan as needed. Update the plan by October 1st every 5 years. Submit a copy of the updated plan every 5 years.

Minutes

The committee had been emailed the three plans which are to be presented at City Council on September 9th. It was agreed that some revisions should be made but they were tabled for the next meeting. We discussed the impacts of the cumulative coverage wording in the ordinance and the fact that Venice has no freeboard. Does the cumulative coverage hurt or help homeowners / the community? What is its actual intent? During 2014-2015 we should look into this and determine what the cost/benefits are of re-certifying or re-classifying. Would it take a new ordinance? Would it be an

improvement for the community or hinder improvements? Mark Hawkins has an upcoming meeting with the Builders Association to discuss this and will report back at our next meeting.

The annual report, if required for this year, will be submitted to City Council in memo format. We need to check that it is needed – the new PPI may be sufficient as the annual report. Mark Hawkins requested a copy of the result of the previous CRS audit, and a copy of the result of the upcoming audit once that is available. The Committee was reminded that the floodplain questionnaire has been publicized on the city website and in the papers. Copies were available for them to distribute to their clients. The City will do a CodeRED© test on September 12th. This has been publicized as part of the PPI. We discussed dates for the 2014-2015 meetings. A tentative schedule will be arranged and emailed to the committee members prior to a formal notice being made public. Tentative dates are 3rd Tuesday of each month, from 8.30am – 9.30am.

[Documentation of the last 4 meetings](#)

This section contains the documentation from the last four meetings dating back to May of 2019

Name	Affiliation	City Email	Address	Phone	Initial
Greg Schneider	City of Venice	gschnider@Venicegov.com	N/A	(941)882-7374	<i>GS</i>
John Meyers	Colowell Banker	jmeyers@Venicegov.com		(574)274-4639	<i>JM</i>
Brice Ferguson	Caliber Home Loans	bferguson@Venicegov.com		(941)735-9304	
Mark Hawkins	Hawks Nest Construction	mhawkins@Venicegov.com		(941)650-9499	<i>MH</i>
Kathleen Weeden	City of Venice	kweedden@Venicegov.com	N/A	(941)486-2626	<i>KW</i>
Kathryn Haring	City of Venice	kharring@Venicegov.com	N/A	(941)882-7412	<i>KH</i>
Robert Yoho	The Damex Corp.	ryoho@Venice gov.com		(941)626-9971	<i>RY</i>
David Waring	Publix Supermarket	dwaring@venicegov.com	N/A	(941)321-0643	
Mary E Petty	AAA Insurance	mepetty@venicegov.com		(941)468-9958	<i>MP</i>
Roger Clark	City of Venice	rclark@venicegov.com	N/A	(941)882-7432	
Donna Bailey	Sarasota County	dabailey@scgov.net	N/A	(941)861-0917	<i>DB</i>

**AGENDA
CITY OF VENICE
CRS Committee
REGULAR MEETING**

May 7th, 2019 AT 8:30 A.M. – Development Services

If you are disabled and need assistance, please contact the City Clerk's office at least 24 hours prior to the meeting.

- I. Call to Order
- II. Roll Call
- III. Approval of Minutes – February 5th
- IV. New Business
 1. Floodplain Management Plan Update
- V. Audience Participation (five-minute limit per speaker)
- VI. Adjournment

NOTE:

No stenographic record by a certified court reporter is made of this meeting. Accordingly, any person who may seek to appeal any decision involving the matters noticed herein will be responsible for making a verbatim record of the testimony and evidence at this meeting upon which any appeal is to be based.

Name	Affiliation	City Email	Address	Phone	Initial
Greg Schneider	City of Venice	gschnider@Venicegov.com	N/A	(941)882-7374	<i>GS</i>
John Meyers	Colowell Banker	jmeyers@Venicegov.com		(574)274-4639	<i>JM</i>
Brice Ferguson	Caliber Home Loans	bferguson@Venicegov.com		(941)735-9304	
Mark Hawkins	Hawks Nest Construction	mhawkins@Venicegov.com		(941)650-9499	<i>via phone</i>
Kathleen Weeden	City of Venice	kweedden@Venicegov.com	N/A	(941)486-2626	<i>KW</i>
Kathryn Harring	City of Venice	kharring@Venicegov.com	N/A	(941)882-7412	<i>KH</i>
Robert YoHo	The Damex Corp.	ryoho@Venice gov.com		(941)626-9971	
David Waring	Publix Supermarket	dwarling@venicegov.com	N/A	(941)321-0643	
Mary E Petty	AAA Insurance	mepetty@venicegov.com		(941)468-9958	<i>MEP</i>
Roger Clark	City of Venice	rclark@venicegov.com	N/A	(941)882-7432	<i>RC</i>
Donna Bailey	Sarasota County	dabailey@scgov.net	N/A	(941)861-0917	<i>DB</i>

**AGENDA
CITY OF VENICE
CRS Committee
REGULAR MEETING
August 6th, 2019 AT 8:30 A.M. – Development Services**

If you are disabled and need assistance, please contact the City Clerk's office at least 24 hours prior to the meeting.

Call to Order

Roll Call

Approval of Minutes – May 7th

- I. New Business
 - 1. CRS Annual Recertification
 - 2. CRS 5-year Cycle: Early 2020
 - 3. FMP going to council late August
 - 4. PPI videos and memes

- II. Audience Participation (five-minute limit per speaker)

- III. Adjournment

NOTE: No stenographic record by a certified court reporter is made of this meeting. Accordingly, any person who may seek to appeal any decision involving the matters noticed herein will be responsible for making a verbatim record of the testimony and evidence at this meeting upon which any appeal is to be based.

MINUTES
CITY OF VENICE
CRS Committee
May 7th, 2019

The CRS Committee met on May 7th, 2019 at 8:30-9:30 in Development Services Conference Room, 401 W Venice Ave Venice FL 34285.

Members Present: Greg Schneider, John Meyers, Mark Hawkins, Kathleen Weeden, Robert Yoho

Members Present Via Phone: Mary E Petty

Non-Members Present: Donna Bailey, Kathryn Haring

Member Not Present:

Discussion/Action:

Meeting Called to Order at 8:40 am

It was determined that in order to maintain our CRS points the Committee would not be disbanded but may meet less frequently, depending on points required to meet our CRS class.

Mark Hawkins called a motion to approve the previous meeting's minutes, Greg Schneider seconded it. The minutes from the previous meeting were approved unanimously.

Kathleen discussed with the group the changes that have occurred with the FMP including formatting and grammar change, updating the current budget info and updating to reflect recent development.

ADA compliance was also discussed. The FMP will be put into compliance once it is finalized. Kathleen discussed the changes made to incorporate ADA compliance. This included removing non-compliant documents from the website and staff training to ensure future documents will be compliant.

The concern of ADA compliance and Elevation Certificate availability on the website for CRS points was noted.

Donna mentioned that proper documentation of the PPI in the FMP would be to reference it as an annex to the LMS.

Meeting Adjourned at 9:15 am

Name	Affiliation	City Email	Address	Phone	Initial
Greg Schneider	City of Venice	gschnider@Venicegov.com	N/A	(941)882-7374	<i>GS</i>
John Meyers	Colowell Banker	jmeyers@Venicegov.com		(574)274-4639	<i>Phone</i>
Brice Ferguson	Caliber Home Loans	bferguson@Venicegov.com		(941)735-9304	<i>—</i>
Mark Hawkins	Hawks Nest Construction	mhawkins@Venicegov.com		(941)650-9499	<i>mhi</i>
Kathleen Weeden	City of Venice	kweedden@Venicegov.com	N/A	(941)486-2626	<i>KW</i>
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Robert Yoho	The Damex Corp.	ryoho@Venice gov.com		(941)626-9971	
David Waring	Publix Supermarket	dwarling@venicegov.com	N/A	(941)321-0643	
Mary E Petty	AAA Insurance	mepetty@venicegov.com		(941)468-9958	<i>MEP</i>
Roger Clark	City of Venice	rclark@venicegov.com	N/A	(941)882-7432	
Donna Bailey	Sarasota County	dabailey@scgov.net	N/A	(941)861-0917	<i>—</i>

**AGENDA
CITY OF VENICE
CRS Committee
REGULAR MEETING
November 5th, 2019 AT 8:30 A.M. – Development Services**

If you are disabled and need assistance, please contact the City Clerk's office at least 24 hours prior to the meeting.

- I. Call to Order
- II. Roll Call
- III. Approval of Minutes – May 7th and August 6th
- IV. New Business
 1. City Attorney Kelly Fernandez and City Clerk Lori Stelzer: Refresher on Public Records and Sunshine Laws as Required by the Settlement Agreement in the Citizens for Sunshine and Anthony Lorenzo Litigation
 2. Review and update
 - a. Floodplain Management Plan (FMP)
 - b. Program for Public Information (PPI)
 - c. Coverage Improvement Plan (CIP)
- V. Audience Participation (five-minute limit per speaker)
- VI. Adjournment

NOTE: No stenographic record by a certified court reporter is made of this meeting. Accordingly, any person who may seek to appeal any decision involving the matters noticed herein will be responsible for making a verbatim record of the testimony and evidence at this meeting upon which any appeal is to be based.

MINUTES
CITY OF VENICE
CRS Committee
August 6th, 2019

The CRS Committee met on August 6th, 2019 at 8:30-9:30 in Development Services Conference Room, 401 W Venice Ave Venice FL 34285.

Members Present: Greg Schneider, John Myers, Kathleen Weeden, Mary E. Petty, Roger Clark

Members Present Via Phone: Mark Hawkins

Non-Members Present: Kathryn Harring, Donna Bailey

Member Not Present: Brice Ferguson, Robert Yoho, David Waring

Discussion/Action:

Meeting Called to Order at 8:40 am

There was no Quorum when the meeting was called to order. The approval of minutes for the May 7th meeting was tabled until next meeting.

Kathleen started off the meeting with the Floodplain Management Plan. This current update is considered an annual update and not a 5-year update. The FMP has had a few changes including format changes and new language to adopt the multijurisdictional PPI. The document has also become ADA compliant. This update will be presented to council at the end of August. The FMP will be on website after adoption. The 5-year update will be in early 2020. Revisions regarding the 5- year update will be discussed at the next meeting the 5th of November. The cycle for updating the FMP was shifted in order to match the CRS cycle. It was discussed that a longer-term goal is to join the county's multijurisdictional FMP.

The annual recertification for CRS was discussed. The last recertification was sent to FEMA at the end of July. It was off our normal cycle due to confusion with ISO and our 5-year cycle visit.

Mark Hawkins joined over the phone at 8:50.

Our 5-year cycle visit will take place in early 2020. The auditor has yet to be determined due to staffing issues within ISO.

The meeting then proceeded to talk about outreach for people in low risk areas due to large levels of development on the eastern side of the city. John and Mary both described how they explain risk levels to clients and that there is no such thing as no risk. The FEMA application

regarding the cost of flooding was discussed as a tool to explain to clients the real cost of flood waters.

It was determined that the next flood questionnaire should be updated to determine how well residents understand their risk. The current survey was pulled up online to show members the current questions.

The latest memes and videos were shown to the group via PowerPoint to highlight our latest outreach involved in monthly messages, flood awareness week and a new set of memes still in the works regarding evacuation levels and flood zones. The videos were created by FEMA and are available on YouTube. They discuss how to prepare for a hurricane and a flood, how insurance financially protects you from a flood and a variety of survivor stories involving recent hurricanes that hit around the country and how insurance helped people rebuild.

Meeting Adjourned at 9:15 am

Name	Affiliation	City Email	Address	Phone	Initial
✓ Greg Schneider	City of Venice	gschnider@Venicegov.com	N/A	(941)882-7374	<i>GS</i>
✓ John Meyers	Colowell Banker	jmeyers@Venicegov.com		(574)274-4639	<i>JM</i>
✓ Mark Hawkins	Hawks Nest Construction	mhawkins@Venicegov.com		(941)650-9499	<i>MH</i>
✓ Kathleen Weeden	City of Venice	kweedden@Venicegov.com	N/A	(941)486-2626	<i>KW</i>
✓ Kathryn Haring	City of Venice	kharring@Venicegov.com	N/A	(941)882-7412	<i>KH</i>
✓ Robert Yoho	The Damex Corp.	ryoho@Venice gov.com		(941)626-9971	<i>RY</i>
David Waring	Publix Supermarket	dwarling@venicegov.com	N/A	(941)321-0643	
✓ Mary E Petty	AAA Insurance	mepetty@venicegov.com		(941)468-9958	<i>phone</i>
Roger Clark	City of Venice	rclark@venicegov.com	N/A	(941)882-7432	<i>email has correct</i>
✓ Donna Bailey	Sarasota County	dabailey@scgov.net	N/A	(941)861-0917	<i>DB</i>

**AGENDA
CITY OF VENICE
CRS Committee
REGULAR MEETING
February 4th, 2020 AT 8:30 A.M. – Development Services**

If you are disabled and need assistance, please contact the City Clerk's office at least 24 hours prior to the meeting.

Call to Order

- I. Roll Call
- II. Approval of Minutes – November 5th
- III. New Business
 - 1. Review 5 year rewrite of Floodplain Management Plan (FMP)
 - 2. New FIRM Map Update
- IV. Audience Participation (five-minute limit per speaker)
- V. Adjournment

NOTE: No stenographic record by a certified court reporter is made of this meeting. Accordingly, any person who may seek to appeal any decision involving the matters noticed herein will be responsible for making a verbatim record of the testimony and evidence at this meeting upon which any appeal is to be based.

MINUTES
CITY OF VENICE
CRS Committee
November 5th, 2019

The CRS Committee met on November 5th, 2019 at 8:30-9:30 in Development Services Conference Room, 401 W Venice Ave Venice FL 34285.

Members Present: Greg Schneider, Kathleen Weeden, Mary E. Petty, Mark Hawkins

Members Present Via Phone: John Myers

Non-Members Present: Kathryn Harring, Lori Stelzer, Kelly Fernandez

Member Not Present: Brice Ferguson, Robert Yoho, David Waring, Roger Clark

Discussion/Action:

Meeting Called to Order at 8:42 am

Meeting minutes from the last two meetings from August and May were reviewed and a motion was made to approve the minutes by Mark Hawkins and seconded by Mary Petty. The minutes were approved unanimously with no alterations.

Kelly Fernandez reviewed the articles from the last year relating to the sunshine law. She also reviewed the basics of the sunshine law.

The Floodplain Management plan was discussed. The city plans to model our plan based on the Sarasota County's Floodplain Management Plan because they have recently been awarded more points than our current plan. The plan update is for our 5-year update. Sections of the FMP will be sent to the committee via email and reviewed at February's meeting.

The Program for Public Information is also merging with the county's multi-jurisdictional plan as well.

The Committee briefly spoke about map updates and how the mapping is determined. Our new preliminary maps should arrive early next year. A meeting will be arranged to explain the changes to the public.

Kathleen spoke of her plans to remove one of the outfalls on the beach in favor of a swale system to improve water quality.

Meeting Adjourned at 9:05 am

Advertising for public input on the plan

The city advertised for public input on the 5- year update in many different ways including but not limited to: paper flyers at other public meetings, social media, the city website, an email blast from our PIO, and mention in the city newsletter. See the Flyer and social media outreach below.

Flyer:

**FLOODPLAIN
MANAGEMENT
PLAN UPDATE**

**PUBLIC MEETING
NOTICE**

We are currently completing
our floodplain management
plan's 5-year update.

We would like to hear your
comments and questions!

To view the revised plan please
visit:

[https://www.venicegov.com/
government/engineering/
flood-protection/crs](https://www.venicegov.com/government/engineering/flood-protection/crs)

**326 S NOKOMIS AVE
COMMUNITY CENTER
ROOM F**

**3/26/2020
2PM-3PM**

**HOPE TO SEE YOU
THERE!**

Social Media Messages:



Public Meeting Minutes

This meeting has not occurred yet. It was supposed to be in the month of March but the meeting has been postponed due to COVID-19

When the meeting takes place this section will discuss the # of people in attendance, information provided, and recommendations from the public.

Appendix C

City Maps

ADA Notice: The maps in this document show the following

Figure 1: The City of Venice Flood Zones, Letter of Map Changes and Coastal Barrier Resource Act Areas within the city

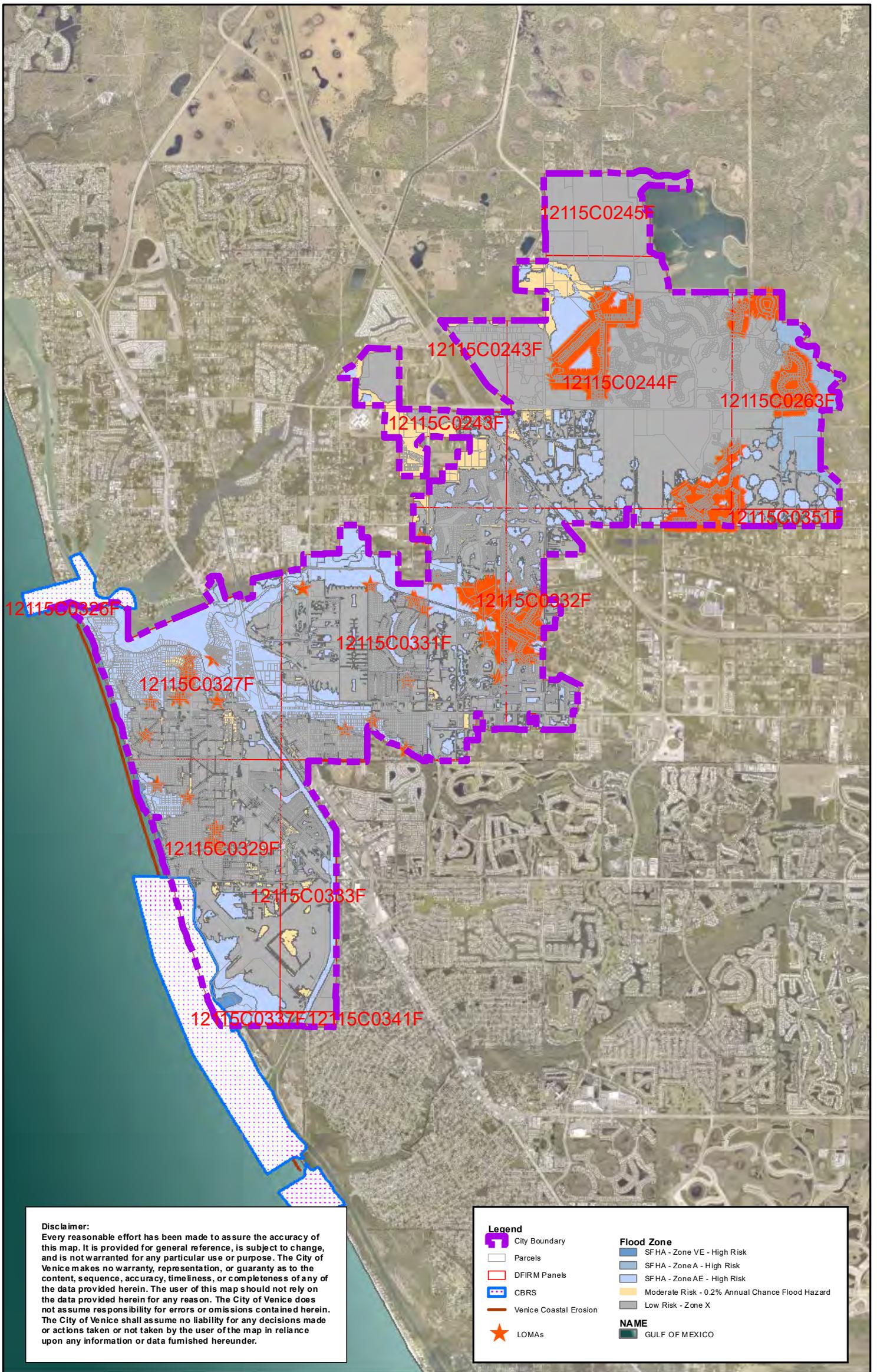
Figure 2: The City of Venice Flood Zones, The Coastal Erosion Line and the Historical Shore Line from four different periods of time ranging from 1883-1998

Figure 3: The City of Venice Flood Zones, Repetitive Loss Areas, Coastal Barrier Resource Act Areas, Coastal Construction Line, Coastal General Permit Line and Floodways within the city

Figure 4: The City of Venice Flood Zones, Open Space, Conservation Easements, Deed Restricted Areas and Critical Habitats

Disclaimer:

Every reasonable effort has been made to assure the accuracy of this map. It is provided for general reference, is subject to change, and is not warranted for any particular use or purpose. The City of Venice makes no warranty, representation, or guaranty as to the content, sequence, accuracy, timeliness, or completeness of any of the data provided herein. The user of this map should not rely on the data provided herein for any reason. The City of Venice does not assume responsibility for errors or omissions contained herein. The City of Venice shall assume no liability for any decisions made or actions taken or not taken by the user of the map in reliance upon any information or data furnished hereunder.



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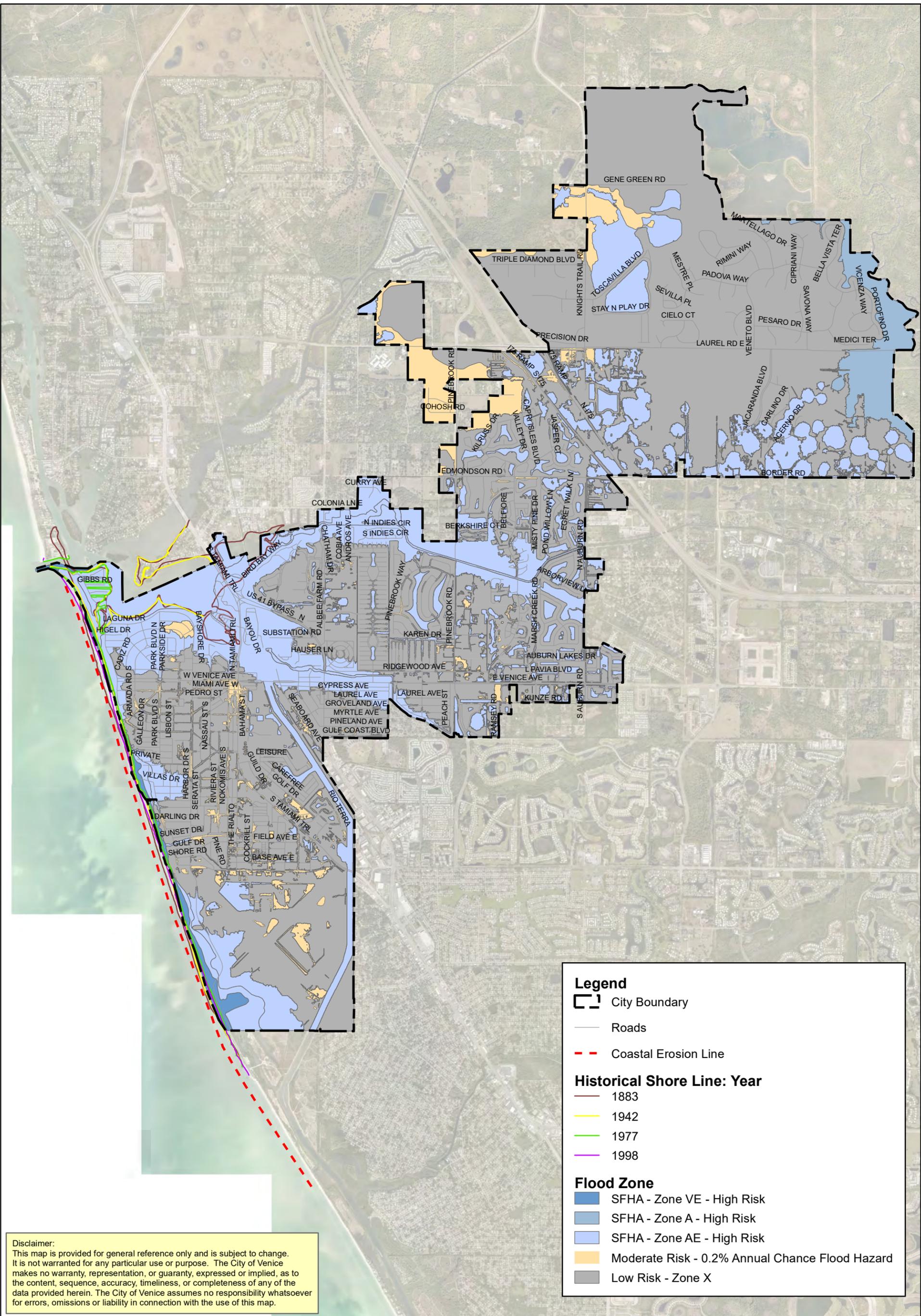
Legend	
	City Boundary
	Parcels
	DFIRM Panels
	CBRS
	Venice Coastal Erosion
	LOMAs
	Flood Zone SFHA - Zone VE - High Risk
	SFHA - Zone A - High Risk
	SFHA - Zone AE - High Risk
	Moderate Risk - 0.2% Annual Chance Flood Hazard
	Low Risk - Zone X
	NAME GULF OF MEXICO



City of Venice Appendix C. Figure 1 Regulatory Flood Map

Last Updated 6/17/2019





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Legend

- City Boundary
- Roads
- Coastal Erosion Line

Historical Shore Line: Year

- 1883
- 1942
- 1977
- 1998

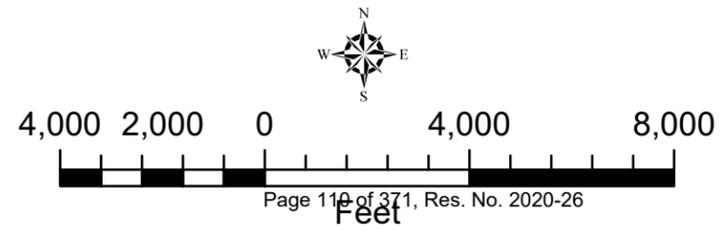
Flood Zone

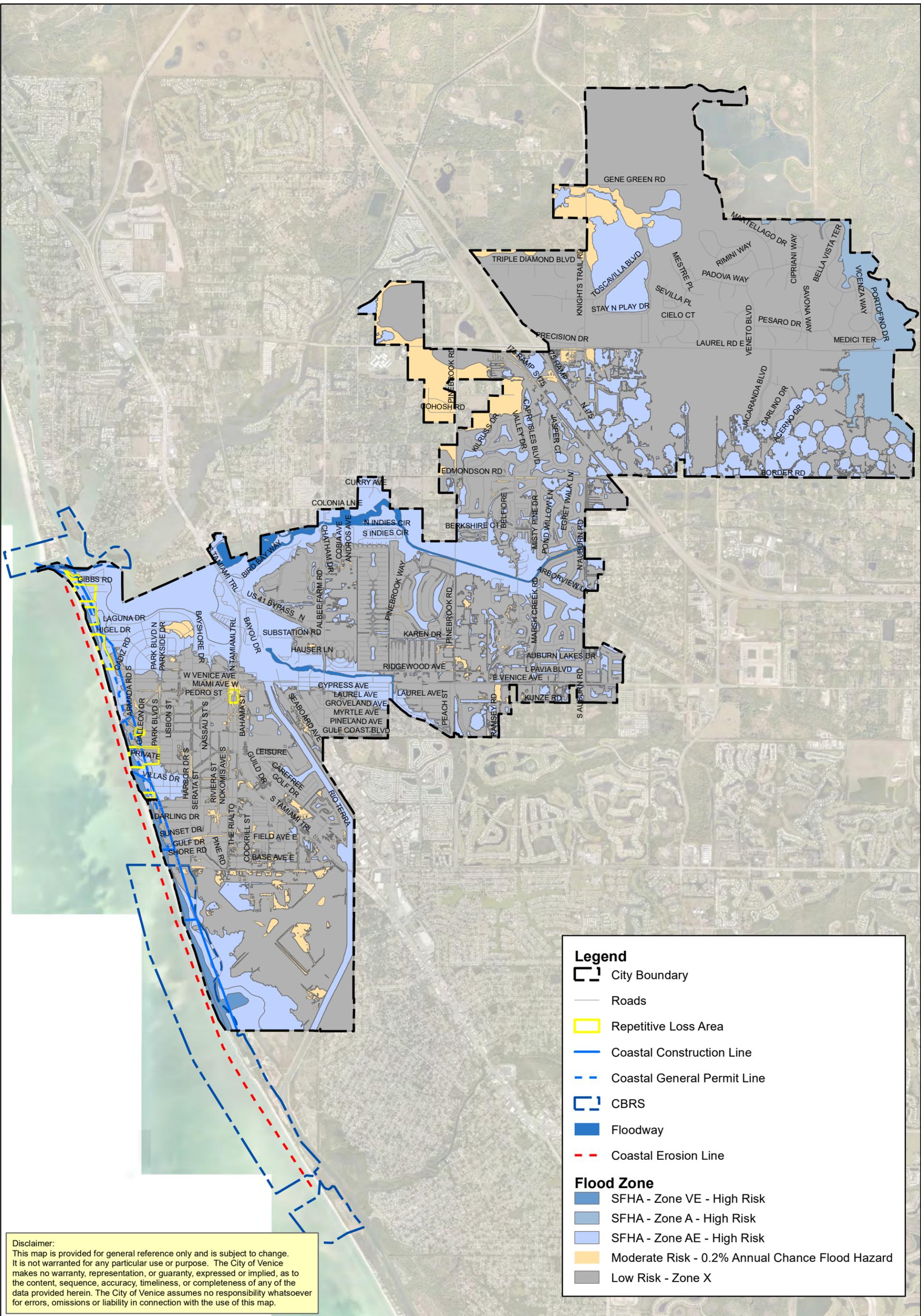
- SFHA - Zone VE - High Risk
- SFHA - Zone A - High Risk
- SFHA - Zone AE - High Risk
- Moderate Risk - 0.2% Annual Chance Flood Hazard
- Low Risk - Zone X

Date: 9/1/2017
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Appendix C, Figure 2 City of Venice Coastal Erosion





Disclaimer:
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Legend

- City Boundary
- Roads
- Repetitive Loss Area
- Coastal Construction Line
- Coastal General Permit Line
- CBRS
- Floodway
- Coastal Erosion Line

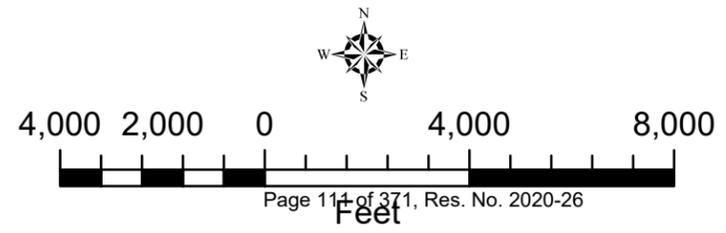
Flood Zone

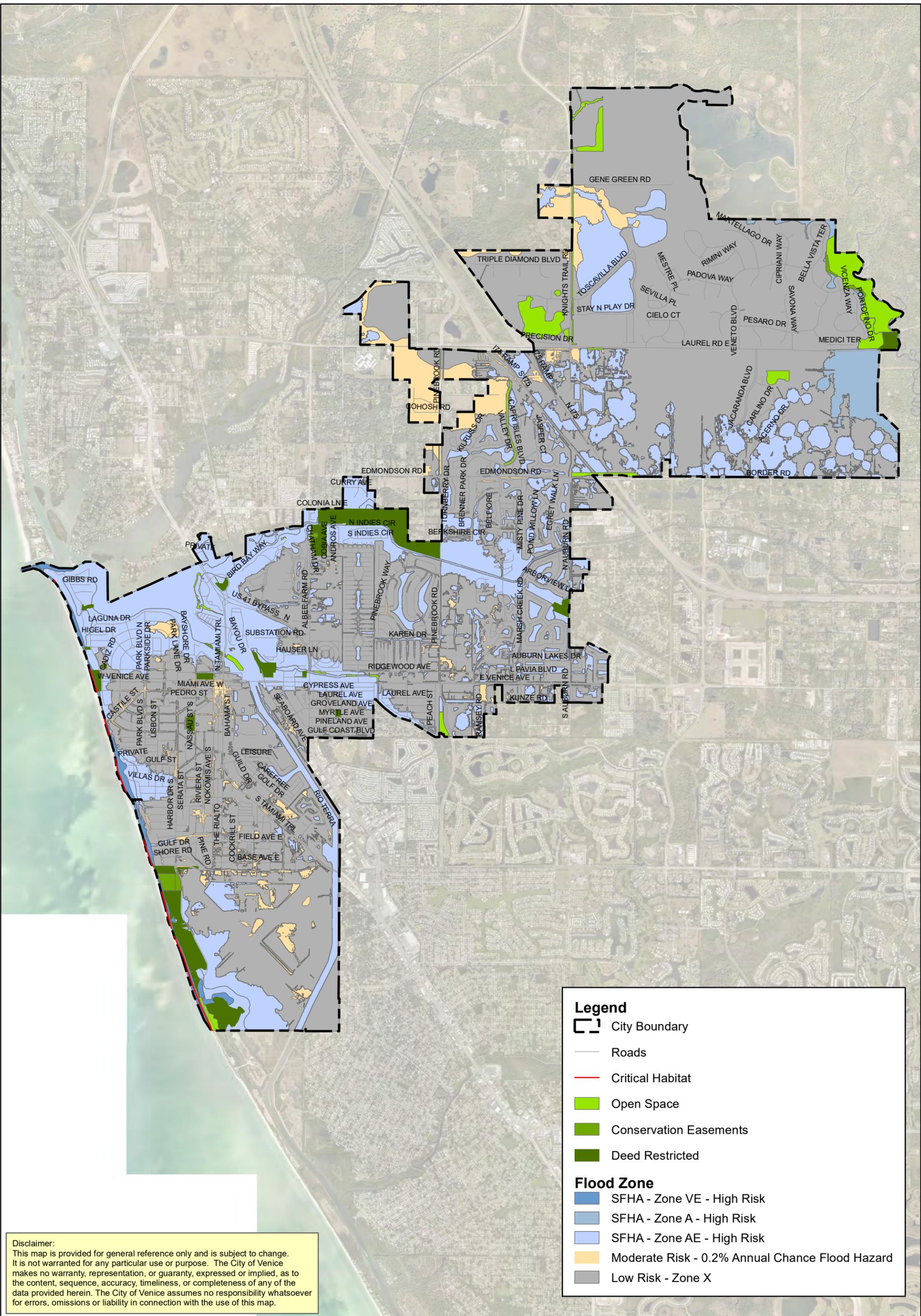
- SFHA - Zone VE - High Risk
- SFHA - Zone A - High Risk
- SFHA - Zone AE - High Risk
- Moderate Risk - 0.2% Annual Chance Flood Hazard
- Low Risk - Zone X

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Appendix C, Figure 3
City of Venice
Repetitive Loss Areas





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Legend

- City Boundary
- Roads
- Critical Habitat
- Open Space
- Conservation Easements
- Deed Restricted

Flood Zone

- SFHA - Zone VE - High Risk
- SFHA - Zone A - High Risk
- SFHA - Zone AE - High Risk
- Moderate Risk - 0.2% Annual Chance Flood Hazard
- Low Risk - Zone X

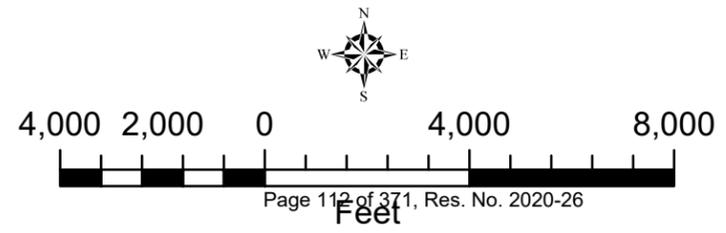
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Appendix C, Figure 4

City of Venice

Natural Floodplain Functions



Appendix D

LMS Venice Project List, Multijurisdictional PPI Annual Evaluation Report and Multijurisdictional PPI

Note: The Multijurisdictional Local Mitigation Strategy includes the LMS Project List and Multijurisdictional Program for Public Information in appendices. These documents have been included as Appendix D to be incorporated directly into the City of Venice Floodplain Management Plan. The Multijurisdictional LMS is currently being updated and will be published in 2021.

The Sarasota County Local Mitigation Strategy (LMS) Work Group City of Venice Project List

Pirority Note 1	Name of Project	Description of Project	Hazard Mitigated Note 2	Hazard Mitigation Strategy Note 3	Mitigation Goals Achieved Note 4	Funding Source	Jurisdiction Project Benefit Note 5	Jurisdiction Project Owner	Jurisdiction Project #	Agency Responsible for Implementation	Estimated Cost	Project New Note 6	Project Status Completed Note 6	Project Status In Progress Note 6	Project Status Deleted Note 6	Project Status Deferred Note 6	If Deferred, Why? Note 6	Timeframe for Project Completion	Mitigate New or Existing (N/E)
High	Public Outreach	Public outreach programs for all jurisdictions	ALL	ALL	3	N/A	ALL	ALL	N/A	LMS Work Group	\$10K			✓				Continuous	E
High	Police Dept. Relocate and EOC construction	Reconstruct PD facility to include City Command EOC	2, 7, 8, 9,11, 12, 15	2	5	Bond	ALL	V	1V	Police	\$16M			✓				2020	E
Medium	Relocate Fire Station #2	Construct new fire station outside flood zone	2, 7, 8, 9,11, 12, 15	2	5	N/A	ALL	V	3V	Fire	\$5M					✓	Funding		E
Medium	Directional signs for island evacuation	Acquire four signs for three bridges and roadways	2, 7, 8, 9,11, 12, 15	5	4	N/A	3,4	V	6V	Public Works	\$60K					✓	Funding		E
High	Fire Station #51 and City Hall generator	Emergency operations for city communications	2, 7, 8, 9,11, 12, 15	2	5	N/A	3,4	V	7V	City Hall	\$1.175M			✓				Under construction	E
High	Radio upgrade for the city department	Provide optimum radio communications	2, 7, 8, 9,11, 12, 15	5	5	NA	ALL	V	21V	Utilities, Police, PW	\$490K					✓	Funding		E
Low	Second House Program	Partner coastal with inland residents during emergencies	2, 7, 8, 9,11, 12, 15	5	1	N/A	3	V	23V	City Hall	\$10K					✓	Funding		E
Low	Relocate water plant elevated tank	Upgrade support system to prevent against flood and wind	2,7,9,12	2	5	N/A	ALL	V	26V	Utilities	\$725K					✓	Funding		E
Low	Upgrade Chuck Reiter elevated tank	Upgrade support system to prevent against flood and wind	2,7,9,11, 12,15	2	5	N/A	ALL	V	27V	Utilities	\$76K					✓	Funding		E
Low	Modify Pinebrook booster station	Waterproof and upgrade communication system	2, 7, 8, 9,11, 12, 15	2	5	N/A	ALL	V	28V	Utilities	\$100K					✓	Funding		E
Low	Coastal Area Redevelopment Study	Post disaster study	2, 7, 8, 9,11, 12, 15	5	2	N/A	ALL	V	29V	Dev. Service	\$50K					✓	Funding		E
Low	Coastal Compliance Program	Public education for retrofit and construction activities	2, 7, 8, 9,11, 12, 15	5	3	N/A	3	V	30V	Building	\$30K					✓	Funding		E
Medium	Coastal Land Acquisition Program	Purchase properties and preserve for open space	2,7,9,11	1	4	N/A	3	V	36V	Engineering	\$425K					✓	Funding		E
High	Relocate RO Water Plant	Construct facility out of the flood zone	2,7,9,11	2	5	N/A	ALL	V	42V	Utilities	\$40M					✓	Funding		E
High	Ajax property 2.0-3.0MGD booster station	Provide service to east side of town, construct interconnect with county	2,7,9,11, 12,15	2	5	SRF/ Revenue	3	V	44V	Utilities	\$10M							2022	N
Low	Venice Evacuation Study	Study to address the need for hurricane shelters in city	2,7,8,9,11, 12,14,15	5	1	N/A	ALL	V	50V	Planning	\$50K					✓	Funding		N
High	Fire Station 1 Replacement	Upgrade facility to meet current storm criteria	2,7,9,11, 12,15	3	5	N/A	ALL	V	55V	Fire	\$5M			✓				2022	E
High	Relocate PW to PD after new PD complete	Harden Structure and retrofit for PW Admin.	2, 7, 8, 9, 11,12, 15	2	5	N/A	3	V	57V	Public Works	\$750K			✓			Funding	2021	E
Low	Hurricane Tolerant Handbook	Update the 1994 hurricane study	9	5	3	N/A	ALL	V	61V	Planning	\$15K					✓	Funding		E
High	New Solid Waste and Recycling Complex	Relocate facility east and construct to hurricane codes	2,7,8,9,11, 12,15	2	5	N/A	ALL	V	62V	Public Works	\$3M					✓	Funding		E
High	Purchase Portable Generators for Lift Station	Provide emergency back up power outage	2,7,8,9,11, 12,15	5	1	Utilities revenue	ALL	V	64V	Utilities	\$450K					✓	Funding		E
Medium	Hurricane Louvers for Water Plant	Secure building for hurricanes	9,15	2	5	N/A	ALL	V	65V	Utilities	\$32K					✓	Funding		E
High	City Hall Reroof	Roof not built to code and condition is deteriorating	2,7,9,11, 12,15	2	5	N/A	ALL	V	66V	Public Works	\$600K		✓						E
Medium	2nd sanitary force main under Intracoastal	Add a secondary force main to add to secondary redundancy	2, 7, 9	5	5	N/A	3	V	69V	Utilities	\$1M			✓				2022	E
High	2nd sanitary force main under I-75	Add a secondary force main to add to secondary redundancy	2, 7, 9	5	5	Utilities revenue	3	V	70V	Utilities	\$3.5M			✓				2021	E
High	Reinforce Airport Hangars	Reinforce existing airport to meet hurricane standards	2, 7, 9, 11,12,15	2	2, 5	Airport / Grants	3	V	75V	Airport	\$1M								N
High	Construct New T-Hangars	Construct new T-Hangars meeting hurricane standards	2, 7, 9, 11,12,15	5	2	Airport / Grants	3	V	76V	Airport	\$1.5M								N

The Sarasota County Local Mitigation Strategy (LMS) Work Group City of Venice Project List

Pirority Note 1	Name of Project	Description of Project	Hazard Mitigated Note 2	Hazard Mitigation Strategy Note 3	Mitigation Goals Achieved Note 4	Funding Source	Jurisdiction Project Benefit Note 5	Jurisdiction Project Owner	Jurisdiction Project #	Agency Responsible for Implementation	Estimated Cost	Project New Note 6	Project Status Completed Note 6	Project Status In Progress Note 6	Project Status Deleted Note 6	Project Status Deferred Note 6	If Deferred, Why? Note 6	Timeframe for Project Completion	Mitigate New or Existing (N/E)
Low	Relocate Airport Maintenance Facility	Relocate existing Airport Maint. Facility to meet hurricane stds.	2, 7, 9, 11,12,15	5	2	Airport / Grants	3	V	78V	Airport	\$650K								N
High	Airport Avenue Drainage Project	Upgrade existing drainage facilities to mitigate flood in evacuation route	2,7,9,11	6	2	Airport / Grants	3	V	79V	Airport	\$700K					✓	Funding		N
Medium	Live Oak Dr. Stormwater Improvements	Upsize existing stormwater pipes to reduce flooding	2,7,9,11	6	2	SRF	3	V	80V	Stormwater	\$600K			✓				Under construction	E
High	Nokomis Ave. South Stormwater	Upsize existing stormwater pipes to reduce flooding	2,7,9,11	6	2	CIP	3	V	81V	Stormwater	\$1.1M		✓						E
Medium	Outfall 9 Improvement	Study the drainage basin and increase the infiltration pond size	2,7,9,11	6	2	CIP/ Grants	3	V	82V	Stormwater	\$500K					✓	Funding		E
Medium	Golf Dr. Stormwater Improvements	Upsize existing stormwater pipes to reduce flooding	2,7,9,11	6	2	CIP/ Grants	3	V	83V	Stormwater	\$750K					✓	Funding		E
Medium	Beach Erosion Hot Spot Alternatives	Alternate erosion evaluation and construction	1,2,7,9	5	5	Grants	3	V	86V	Engineering	\$4M					✓	Funding		N
LOW	Mobile Command Unit	Design and Purchase a Mobile Command Unit for use during special events and emergencies.	2, 7, 8, 9,11, 12, 15	2	5	N/A	ALL	V	87V	Police	\$500K					✓	Funding		N
Medium	Valencia Rd. Stormwater Improvements	Upsize existing stormwater pipes to reduce flooding	2,7,9,12	6	2	CIP/ Grants	3	V	88V	Stormwater	\$850K					✓	Funding		E
Medium	Circle Drive Drainage Improvement	Upsize existing stormwater pipes to reduce flooding	2,7,9,11	6	2	CIP/ Grants	3	V	89V	Stormwater	\$400K					✓	Funding		E
Medium	Church St. Drainage Improvement	Upsize existing stormwater pipes to reduce flooding	2,7,9,11	6	2	CIP/ Grants	3	V	90V	Stormwater	\$400K					✓	Funding		E
Medium	Parkdale & Parkside Dr. Drainage Improvement	Upsize existing stormwater pipes to reduce flooding	2,7,9,11	6	2	CIP/ Grants	3	V	91V	Stormwater	\$750K					✓	Funding		E
Medium	Venice Fire Station 3 EOC	Provide Equipment for Venice EOC at Fire Station 3 to allow for Emergency Management Operations	2,7,8,9,11, 12,14,15	5	5	N/A	ALL	V	92V	Fire	\$250,000					✓	Funding		E
High	Lightning and Surge Protection	Provide Lightning and Surge Protection to provide protection to City Technology and infrastructure.	2,7,8,9,11, 12,14,15	5	5	N/A	3,4	V	93V	Fire	\$105,000					✓	Funding		E
Medium	Construct 8E production well	Enhance system reliability	2,7,9	5	1,4	CIP	ALL	V	94V	Utilities	\$1.5M			✓				2021	N
High	Water Plant Generator	Purchase new generator for water plant for backup power	2,7,8,9,11, 12,15	2	1	CIP	All	V	95V	Utilities	\$1M			✓				2021	E
High	Fire Station #2 Hardening	Harden Facility for Storm Protection	2,7,8,9,11, 12,14,15	5	5	N/A	ALL	V	96V	Fire	\$250,000					✓	Funding		E

2020



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



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

Prepared by the Sarasota County Unified PPI Committee

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MISSION STATEMENT

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

BACKGROUND

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

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

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

PPI COMMITTEE

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

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

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

COMMITTEE MEMBERS

FIGURE 1: 2019 PPI Committee Members, Affiliations and Departments

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

THE NATIONAL FLOOD INSURANCE PROGRAM (NFIP):

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

UNINCORPORATED SARASOTA COUNTY:

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

THE CITY OF SARASOTA:

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

THE TOWN OF LONGBOAT KEY:

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

THE CITY OF NORTH PORT:

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

THE CITY OF VENICE:

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

FEDERAL FLOOD INSURANCE ASSESSMENT REVIEW:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

These statistics underscore two things:

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

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

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

TABLE 3. Policy Count

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

FLOOD MAP UPDATES:

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

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

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

PROJECTS REVIEW:

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

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

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

Key Sheet – Target Audiences:

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

Key Sheet – Messages and Outcomes:

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

ADDITIONAL PROJECTS INFORMATION:

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

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

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

This project continues to be developed.

OUTREACH PROJECTS:

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

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

APPENDIX A: Project List and Recommendations

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

APPENDIX B: Committee Meetings

Quarterly meetings summary and attendees.

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

APPENDIX A

2019

PROJECT LIST

REVIEW

AND

RECOMMENDATIONS

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

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

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

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

APPENDIX B

2019

UNIFIED PPI

COMMITTEE MEETINGS

1ST Meeting – February 20, 2019

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

Committee Members in attendance:

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

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

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

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

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI)
Committee Meeting
February 20, 2019 - 1:00 p.m. - 3:00 p.m.
Sarasota County Operations Center, BOB, Conference Room 1
1001 Sarasota Center Blvd., Sarasota, FL 34240



PPI COMMITTEE SIGN-IN SHEET

MEMBER OR ALTERNATE	REPRESENTING	SIGNATURE
Donna Bailey	Public Works, Sarasota County	
Ed McCrane	Emergency Services, Sarasota County	
Pat Haire	Communications, Sarasota County	
James Linkogle	Public Works, Town of Longboat Key	
Todd Kerkering	Emergency Services, City of Sarasota	
Kathryn Haring	Stormwater, City of Venice	
Elizabeth Wong	Stormwater, City of North Port	
Katherine Howington	Bankers Insurance	
Sherry Bitner	RE Financial Service, Inc, Sarasota County	
Darcy Young	Sarasota Bay Estuary Program	
Neil Fleet	AMI-Bay Isles, Town of Longboat Key	
Don Hermev	Mote Marine, City of Sarasota	
Christina Pitchford	Realtor Association of Sarasota & Manatee, Sarasota County	
Pete Travis	Torrent Corporation, Sarasota County	
Jessica Williams	Wright Flood, Sarasota County	
Sharon Gould	Florida Moves, Sarasota County	
Kirsten Pedersen	Sarasota County Citizen Stakeholder	

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI)
Committee Meeting
February 20, 2019 - 1:00 p.m. - 3:00 p.m.
Sarasota County Operations Center, BOB, Conference Room 1
1001 Sarasota Center Blvd., Sarasota, FL 34240



PPI COMMITTEE SIGN-IN SHEET

MEMBER OR ALTERNATE	REPRESENTING	SIGNATURE
Kathy Kelley Ohlrich	CCNA, Sarasota County	
Carl Shoffstall	CCNA, Sarasota County	
Dean McConville	State Farm Insurance, City of North Port	
Mary Elizabeth Petty	AAA Insurance, City of Venice	
Mark Hawkins	Hawks Nest Construction, City of Venice	
Paul Semenech	Public Works, Sarasota County	
Khansith Boupha	Jones Edmunds & Associates	
Heather Hansen	City of North Port	
Mary Foster	State Farm Insurance, City of North Port	
Alan Fish	VBF Surveying, City of North Port	
Barbara Lockhart	North Port Canal Watch Group & Environmental Advisory Board, City of North Port	
Brice Ferguson	City of Venice	
Claire Aronson	Communications, Sarasota County	

Bob Laura

stormwater

Robert Lane

2nd Meeting – April 10, 2019

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

Committee Members in attendance:

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

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

2:10 PM - Coastal Map Updates – Des Companion

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

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

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

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI)

Committee Meeting

April 10, 2019 - 2:00 p.m. - 3:00 p.m.

Sarasota County Operations Center, BOB, Conference Room 1

1001 Sarasota Center Blvd., Sarasota, FL 34240



PPI COMMITTEE SIGN-IN SHEET

MEMBER OR ALTERNATE	REPRESENTING	SIGNATURE
Donna Bailey	Public Works, Sarasota County	<i>[Signature]</i>
Des Companion	Public Works, Sarasota County	<i>[Signature]</i>
Ed McCrane	Emergency Services, Sarasota County	on telephone - conference call
Pat Haire	Communications, Sarasota County	
James Linkogle	Public Works, Town of Longboat Key	on telephone - conference call
Todd Kerkering	Emergency Services, City of Sarasota	<i>[Signature]</i>
Kathryn Harring	Stormwater, City of Venice	<i>[Signature]</i>
HEATHER HAUSEN Elizabeth Wong	Stormwater, City of North Port	<i>[Signature]</i>
Katherine Howington	Bankers Insurance	
Sherry Bitner	RE Financial Service, Inc, Sarasota County	<i>[Signature]</i>
Darcy Young	Sarasota Bay Estuary Program	
Neil Fleet	AMI-Bay Isles, Town of Longboat Key	
Don Hermey	Mote Marine, City of Sarasota	
Christina Pitchford	Realtor Association of Sarasota & Manatee, Sarasota County	<i>[Signature]</i>
Pete Travis	Torrent Corporation, Sarasota County	<i>[Signature]</i>
Jessica Williams	Wright Flood, Sarasota County	on telephone - conference call
Sharon Gould	Florida Moves, Sarasota County	

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI)

Committee Meeting

April 10, 2019 - 2:00 p.m. - 3:00 p.m.

Sarasota County Operations Center, BOB, Conference Room 1

1001 Sarasota Center Blvd., Sarasota, FL 34240



PPI COMMITTEE SIGN-IN SHEET

MEMBER OR ALTERNATE	REPRESENTING	SIGNATURE
Kathy Kelley Ohlrich	CCNA, Sarasota County	
Carl Shoffstall	CCNA, Sarasota County	
Dean McConville	State Farm Insurance, City of North Port	
Mary Elizabeth Petty	AAA Insurance, City of Venice	
Mark Hawkins	Hawks Nest Construction, City of Venice	
Paul Semeneec	Public Works, Sarasota County	
Khansith Boupna	Jones Edmunds & Associates	<i>Khansith Boupna</i>
Heather Hansen	City of North Port	
Mary Foster	State Farm Insurance, City of North Port	
Alan Fish	VBF Surveying, City of North Port	<i>Alan Fish</i>
Barbara Lockhart	North Port Canal Watch Group & Environmental Advisory Board, City of North Port	
Brice Ferguson	City of Venice	
Claire Aronson	Communications, Sarasota County	

Bob Laura *Public Works, Sarasota County*
Paul Semeneec *Public Works stormwater*

Robert Lowe
Paul

3rd Meeting – August 14, 2019

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

Committee Members in attendance:

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

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

Sarasota County:

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

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

All Communities:

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

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

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

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

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

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI)

Committee Meeting

August 14, 2019 - 2:00 p.m. - 3:00 p.m.

Sarasota County Operations Center, BOB, Conference Room 2

1001 Sarasota Center Blvd., Sarasota, FL 34240



PPI COMMITTEE SIGN-IN SHEET

MEMBER OR ALTERNATE	REPRESENTING	SIGNATURE
Donna Bailey	Public Works, Sarasota County	Donna Bailey
Des Companion	Public Works, Sarasota County	Des Companion on telephone
Ed McCrane	Emergency Services, Sarasota County	
Pat Haire	Communications, Sarasota County	
James Linkogle	Public Works, Town of Longboat Key	J Linkogle
Cindy Cahill	Flood Zone Specialist, City of Sarasota	
Todd Kerkering	Emergency Services, City of Sarasota	TTC
Kathryn Harring	Stomrwater, City of Venice	Kathryn Harring
Elizabeth Wong	Stormwater, City of North Port	Elizabeth Wong
Katherine Howington	Bankers Insurance	
Sherry Bitner	RE Financial Service, Inc, Sarasota County	Sherry Bitner
Darcy Young	Sarasota Bay Estuary Program	present — forgot to sign
Neil Fleet	AMI-Bay Isles, Town of Longboat Key	Neil Fleet
Don Hermey	Mote Marine, City of Sarasota	Don Hermey
Christina Pitchford	Sarasota County	
Pete Travis	Torrent Corporation, Sarasota County	present - forgot to sign
Jessica Williams	Wright Flood, Sarasota County	Jessica Williams

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI)

Committee Meeting

August 14, 2019 - 2:00 p.m. - 3:00 p.m.

Sarasota County Operations Center, BOB, Conference Room 2

1001 Sarasota Center Blvd., Sarasota, FL 34240



Sarasota County

PPI COMMITTEE SIGN-IN SHEET

MEMBER OR ALTERNATE	REPRESENTING	SIGNATURE
Kathy Kelley Ohlrich	CCNA, Sarasota County	
Carl Shoffstall	CCNA, Sarasota County	
Dean McConville	State Farm Insurance, City of North Port	
Mary Elizabeth Petty	AAA Insurance, City of Venice	
Mark Hawkins	Hawks Nest Construction, City of Venice	
Paul Semenec	Public Works, Sarasota County	
Khansith Boupna	Jones Edmunds & Associates	<i>Khansith Boupna</i>
Heather Hansen	City of North Port	
Mary Foster	State Farm Insurance, City of North Port	on telephone
Alan Fish	VBF Surveying, City of North Port	<i>Alan Fish</i>
Barbara Lockhart	North Port Canal Watch Group & Environmental Advisory Board, City of North Port	
Brice Ferguson	City of Venice	
Claire Aronson	Communications, Sarasota County	
Sharon Gould	Florida Moves, Sarasota County	
Robert Laura	Public Works, Sarasota County	<i>Robert Laura</i>

4TH Meeting – December 11, 2019

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

Committee Members in attendance:

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

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

SARASOTA COUNTY:

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

17: Add website for evacuation levels

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

21: Ask what jurisdiction they live in

- It was also discussed to consider making a podcast or video for the flood zone workshops.
- The committee also discussed the preliminary RISK maps we are expecting at the end of this year. They thought it would be useful to include a link to other municipalities on the mapping page.

2. Floody the Frog Initiative: Posters, Costume, Events

- The committee discussed the debut of Floody the Frog, the posters and upcoming events such as the annual Earth Day celebration at Oscar Scherer State Park in April.

3. Flood Messaging on Utility Bills: Scheduled March 2020 to coincide with Flood Awareness Week

2019 Utility Bill Message for Sarasota County:

Be prepared this year!

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

Flood Awareness Week March 11-17

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

Or call 941-861-5000

- The committee reviewed the message from last year's utility bill. We discussed the flood messaging for Flood Awareness Week 2020. The dates will be March 9-16. The committee suggested adding Floody to the printed utility bill message.
- It was also suggested to see if we can add a link to the website for bill pay that will allow the user to fill out a FMP flood survey.

4. Evaluation Report Review: Comments are due by February 12, 2020.

- The committee briefly reviewed the evaluation report. Municipalities that haven't provided flood insurance data for the evaluation report will request that information.

HANDOUTS: Flood Survey; Evaluation Report

NEXT MEETING:

March 11, 2020 – finalize the PPI Evaluation Report

ACTION ITEMS:

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

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI)

Committee Meeting

December 11, 2019 - 2:00 p.m. - 3:00 p.m.

Sarasota County Operations Center, BOB, Conference Room 1

1001 Sarasota Center Blvd., Sarasota, FL 34240



PPI COMMITTEE SIGN-IN SHEET

MEMBER OR ALTERNATE	REPRESENTING	SIGNATURE
Donna Bailey	Public Works, Sarasota County	
Steve Hardy	Communications, Sarasota County	
Des Companion	Public Works, Sarasota County	
Ed McCrane	Emergency Services, Sarasota County	
James Linkogle	Public Works, Town of Longboat Key	
Cindy Cahill	Flood Zone Specialist, City of Sarasota	
Todd Kerkering	Emergency Services, City of Sarasota	
Kathryn Harring	Engineering, City of Venice	
Elizabeth Wong	Stormwater, City of North Port	
Katherine Howington	Bankers Insurance	
Sherry Bitner	RE Financial Service, Inc, Sarasota County	
Darcy Young	Sarasota Bay Estuary Program	
Micheal Dexter	Sarasota Bay Estuary Program	
Neil Fleet	AMI-Bay Isles, Town of Longboat Key	
Don Hermey	Mote Marine, City of Sarasota	
Christina Pitchford	Sarasota County	
Pete Travis	Torrent Corporation, Sarasota County	on phone
Jessica Williams	Wright Flood, Sarasota County	

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI)
Committee Meeting
December 11, 2019 - 2:00 p.m. - 3:00 p.m.
Sarasota County Operations Center, BOB, Conference Room 1
1001 Sarasota Center Blvd., Sarasota, FL 34240



PPI COMMITTEE SIGN-IN SHEET

MEMBER OR ALTERNATE	REPRESENTING	SIGNATURE
Kathy Kelley Ohlrich	CCNA, Sarasota County	
Carl Shoffstall	CCNA, Sarasota County	
Dean McConville	State Farm Insurance, City of North Port	
Mary Elizabeth Petty	AAA Insurance, City of Venice	
Mark Hawkins	Hawks Nest Construction, City of Venice	
Paul Semenec	Public Works, Sarasota County	
Khansith Boupha	Jones Edmunds & Associates	
Thomas Sacharski	City of North Port	<i>T. Sacharski</i> on phone
Mary Foster	State Farm Insurance, City of North Port	on phone
Alan Fish	VBF Surveying, City of North Port	
Barbara Lockhart	North Port Canal Watch Group & Environmental Advisory Board, City of North Port	
Claire Aronson	Communications, Sarasota County	
Sharon Gould	Florida Moves, Sarasota County	
Robert Laura	Public Works, Sarasota County	<i>Robert Laura</i>

RESOLUTION NO. 2019-10

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF VENICE, SARASOTA COUNTY, FLORIDA, TO UPDATE THE CITY OF VENICE SECTION OF THE SARASOTA COUNTY LOCAL MITIGATION STRATEGY WORK GROUP PROJECT LIST AND THE FLOODPLAIN MANAGEMENT PLAN OF THE SARASOTA COUNTY UNIFIED LOCAL MITIGATION STRATEGY 2016; TO ADOPT THE UPDATED FLOODPLAIN MANAGEMENT PLAN, SARASOTA COUNTY UNIFIED LOCAL MITIGATION STRATEGY 2016 AND SARASOTA COUNTY MULTI-JURISDICTIONAL PROGRAM FOR PUBLIC INFORMATION TO SERVE AS THE FORMAL GUIDES FOR THE CITY OF VENICE'S FLOODPLAIN MANAGEMENT AND HAZARD MITIGATION ACTIVITIES IN ACCORDANCE WITH THE NATIONAL FLOOD INSURANCE PROGRAM FOR COMMUNITY RATING SYSTEM AND 42 U.S.C . §5165, 44 C.F.R. §201.6, PART 1 OF CHAPTER 252, FLORIDA STATUTES, AND FLORIDA ADMINISTRATIVE CODE CHAPTER 27P-22; SUPERSEDING RESOLUTION NO. 2018-35; AND PROVIDING AN EFFECTIVE DATE

WHEREAS, the City of Venice is subject to natural and man-made hazards including hurricanes, tornadoes, floods, fires and chemical releases which may cause damage to life, property, natural resources and the local economy; and

WHEREAS, initiatives identified on the Local Mitigation Strategy Project List are given more consideration by state-managed funding programs such as the Hazard Mitigation Grant program, Emergency Management Preparedness Assistance Trust Fund, Communities Trust, Community Development Block Grant, Coastal Partnerships Initiative, and HOME; and

WHEREAS, the Floodplain Management Plan serves as the guide for floodplain management activities for the City of Venice as required of all communities participating in the National Flood Insurance Program and seeking project funding from the Flood Mitigation Assistance Program; and

WHEREAS, the Local Mitigation Strategy, which incorporates the Floodplain Management Plan, serves as the flood mitigation plan required of all communities participating in the National Flood Insurance Program and seeking project funding from the Flood Mitigation Assistance Program; and

WHEREAS, the Local Mitigation Strategy can serve as the Post-Disaster Redevelopment Plan as required of all coastal counties in Florida; and

WHEREAS, the City of Venice's Floodplain Management Plan and the Sarasota County Multi-Jurisdictional Program for Public Information (PPI) Plan adopted by the Board of County Commissioners on the 29th day of January 2019 are a representation of the City of Venice and Sarasota County's commitment to reduce vulnerability and risks from flooding, and to inform

the public of the hazards of flood, serving as a policy guide as resources are committed toward reducing the effects of flooding, and as a guide to increase public safety through outreach.

WHEREAS, the Floodplain Management Plan, Local Mitigation Strategy and PPI Plan are designed to be process-oriented documents with review and revision policies that allow them to be changed to meet new or changing conditions including hazard-event frequency, perceived local needs and funding opportunities; and

WHEREAS, the Floodplain Management Plan has been updated to meet the requirements of the Community Rating Systems program and includes the PPI Plan and the Flood Insurance Coverage Improvement Plan; and

WHEREAS, the Multijurisdictional PPI Committee is comprised of a cross-section of employees and community stakeholder members from Sarasota County, the City of Venice, the City of Sarasota, the City of North Port, the Town of Longboat Key, the Sarasota Bay Estuary Program, and a cross-section of stakeholders including Mote Marine representation, realtor, insurance agent, mortgage lender, and private citizens, and is open for participation to any and all interested parties, and is chaired by the Sarasota County Stormwater Department Director, or his designee, and

WHEREAS, the City of Venice Community Ratings System Floodplain Management Plan Committee has received public input and has updated the City of Venice portion of the Sarasota County Local Mitigation Strategy Work Group Project List and the Floodplain Management Plan of the Local Mitigation Strategy.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF VENICE, FLORIDA, as follows:

SECTION 1. The Whereas clauses above are ratified and confirmed as true and correct.

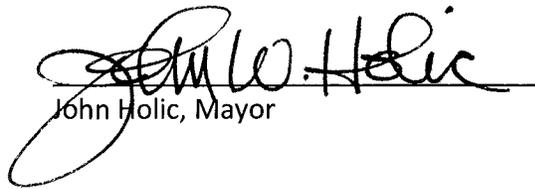
SECTION 2. The Venice City Council hereby updates the City of Venice section of the Sarasota County Local Mitigation Strategy Work Group Project List and the Floodplain Management Plan, and adopts the updated Floodplain Management Plan, the updated Sarasota County Unified Local Mitigation Strategy 2016, and the Sarasota County Multi-Jurisdictional Program for Public Information Plan as the formal guides for City of Venice floodplain management and hazard mitigation activities.

SECTION 3. The updated City of Venice section of the Sarasota County Local Mitigation Strategy Work Group Project List, City of Venice Floodplain Management Plan Annual Update, and the Sarasota County Multi-Jurisdictional Program for Public Information Plan are attached as Exhibits A, B and C, respectively.

SECTION 4. Upon adoption, this resolution shall supersede Resolution No. 2018-35.

SECTION 5. This resolution shall take effect immediately upon adoption.

APPROVED AND ADOPTED AT A REGULAR MEETING OF THE VENICE CITY COUNCIL HELD ON THE 27TH DAY OF AUGUST 2019.

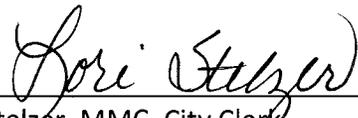

John Holic, Mayor

ATTEST

Lori Stelzer, MMC, City Clerk

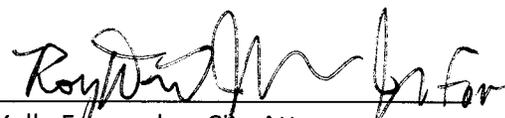
I, **LORI STELZER**, MMC, City Clerk of the City of Venice, Florida, a municipal corporation in Sarasota County, Florida, do hereby certify that the foregoing is a full and complete, true and correct copy of a Resolution duly adopted by the City Council of said City at a meeting thereof duly convened and held on the 27th day of August, 2019, a quorum being present.

WITNESS my hand and the official seal of said City this 27th day of August 2019.


Lori Stelzer, MMC, City Clerk

(S E A L)

Approved as to form:


Kelly Fernandez, City Attorney

SARASOTA COUNTY MULTI-JURISDICTIONAL PROGRAM FOR PUBLIC INFORMATION

Sarasota County | October 2018



**Celery Fields Project
Natural Floodplain Functions
Sarasota County**

**SARASOTA COUNTY
MULTI-JURISDICTIONAL
PROGRAM FOR PUBLIC INFORMATION**

Prepared for:

Sarasota County
1001 Sarasota Center Blvd.
Sarasota, Florida 34240

Prepared by:

Jones Edmunds & Associates, Inc.
7230 Kyle Court
Sarasota, Florida 34240

October 2018

REVISIONS

Date	Revision

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APPENDIX A – PPI PROJECTS

ATTACHMENT 1 – PPI MEETING MINUTES

ATTACHMENT 2 – FLOOD WARNING AND RESPONSE MESSAGES

1 INTRODUCTION

PURPOSE

The Sarasota PPI is multi-jurisdictional and includes all areas of Sarasota County including unincorporated Sarasota, the City of Sarasota, Town of Longboat Key, the City of North Port, and the City of Venice. Sarasota County is a community located on the west coast of Florida that has approximately 590 square miles of land and 37 miles of open shoreline along the Gulf of Mexico. There are more than 420 miles of rivers, streams and canals within the county. In addition, there are 43 named lakes covering 2,091 acres, as well as more than 70 square miles of estuaries and bays that support diverse habitats for plants and animals. The subtropical weather pattern in this region provides frequent extreme weather events including flooding from tropical depressions and hurricanes. Extreme and severe summer rains can cause flooding in various locations throughout the county. These events may pose a significant threat to life and property. As such, Sarasota County has a number of ongoing outreach efforts with goals to increase flood hazard awareness, encourage flood insurance coverage, protect people from the flood hazard, protect property, build responsibly, protect the natural functions of floodplains, encourage hurricane preparations, educate people about flood economics and inform people about how sea level rise will affect the community.

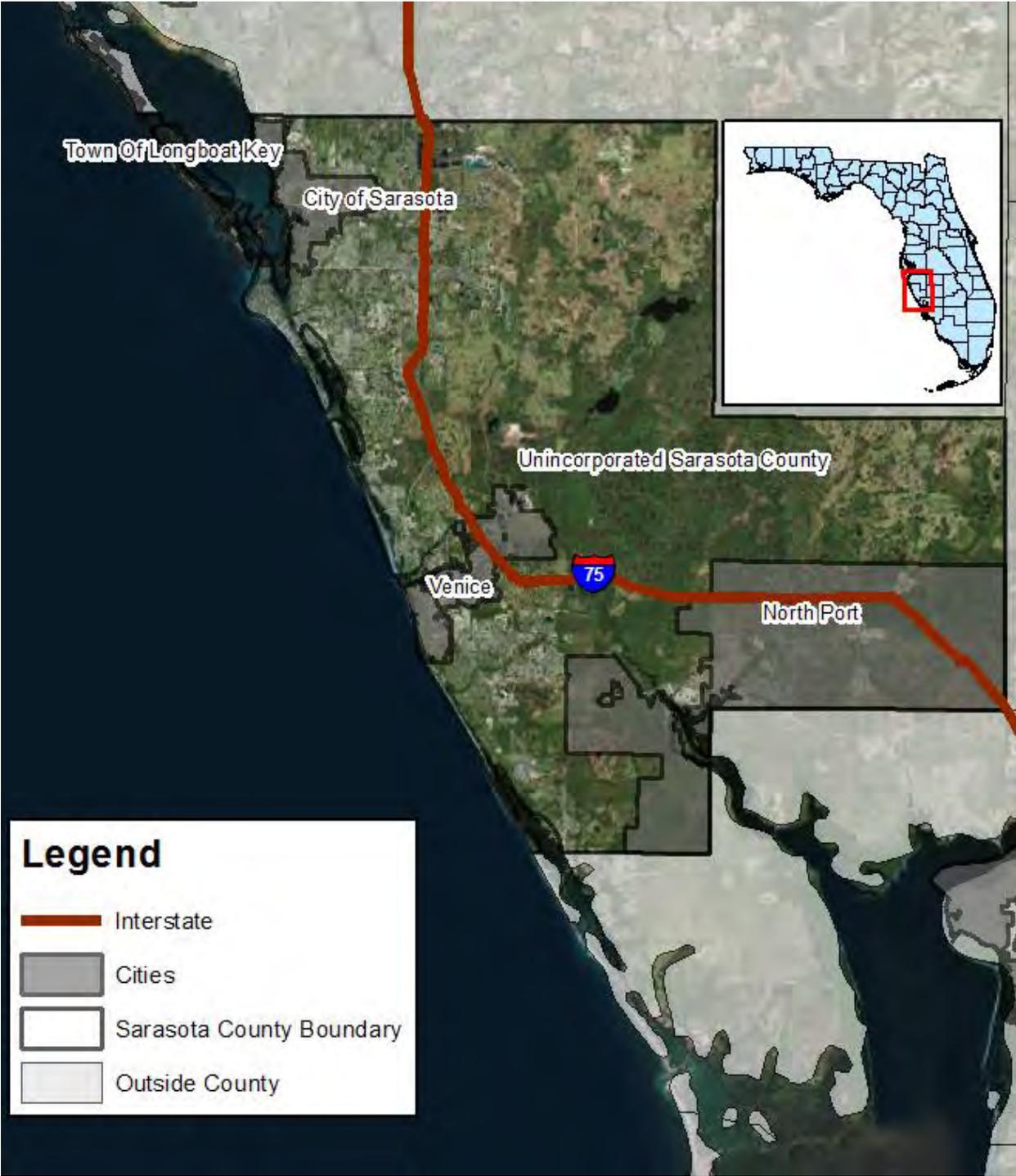
The county has been actively participating in the National Flood Insurance Program's (NFIP) Community Rating System (CRS) since 1992. The CRS program provides flood insurance premium reductions to participating communities. The reductions are based on the community's floodplain management programs, which include the public information outreach activities. The county initiated the Program for Public Information (PPI), a Federal Emergency Management Agency (FEMA) planning tool, to coordinate outreach efforts. The county's purpose in developing this plan is to improve communication and coordination of outreach efforts and provide information about flood hazards and ways to protect people, property and natural floodplain functions to residents.

There are seven steps to prepare the PPI, which include:

1. Establish a PPI committee.
2. Assess the community's public information needs, including identifying target audiences.
3. Formulate outreach messages.
4. Identify outreach projects to convey the messages.
5. Examine other public information initiatives by the county and other agencies.
6. Prepare the PPI document and adopt the PPI.
7. Implement, monitor and evaluate the PPI.

This PPI is part of Sarasota County's overall Floodplain Management Plan (FMP), which is an appendix to Sarasota County's Local Mitigation Strategy (LMS). The LMS is a state-approved multi-jurisdictional, multi-hazard plan that serves not only unincorporated Sarasota County, but also the City of Sarasota, City of Venice, City of North Port and the Town of Longboat Key. The geographic and jurisdictional scope of the Sarasota PPI includes all unincorporated areas of Sarasota County, the City of Sarasota and Town of Longboat Key, City of North Port, and the City of Venice (Figure 1-1). This PPI offers a structure in line with the Program for Public Information activity of the CRS.

Figure 1-1 Sarasota County



2 PLANNING COMMITTEE

The current plan was created and continues to be updated by a committee (Figure 2-1) consisting of Sarasota County staff as well as public stakeholders. The plan represents a collaboration of representatives from planning and development, emergency, public works and engineering services, public and private sector agencies, and residents. Committee members also include representation from real estate, mortgage and insurance industries, as well as neighborhood associations. Each year, the PPI committee will evaluate the county's flooding issues and existing outreach projects and will update and/or develop new projects.

Table 2-1 describes the committee members.

Table 2-1 Program for Public Information committee members

Government Members	Representing
Donna Bailey, dabailey@scgov.net	Floodplain Manager, Sarasota County
Ed McCrane, emccrane@scgov.net	Emer. Services, Sarasota County
Claire Aronson, caronson@scgov.net	Public Information Officer, Sarasota County
James Linkogle, jlinkogle@longboatkey.org	Floodplain Manager, Town of Longboat Key
Todd Kerkering, Richard.Kerkering@sarasotaFL.gov	Floodplain Manager, City of Sarasota
Non-Government Stakeholder Members	Representing
Neil Fleet, nfleet@amiwra.com (Stakeholder for Town of Longboat Key)	AMI-Bay Isles
Don Hermey, dhermey@mote.org (Stakeholder for City of Sarasota)	Mote Marine
Katherine Howington, katherine.howington@bankersinsurance.com	Bankers Insurance
Sherry Bitner, sherryb@verizon.net	Solutions First Mortgage
Darcy Young, darcy@sarasotabay.org	Sarasota Bay Estuary Program
Christina Pitchford, christina@yourhometownconsultant.com	Your Hometown
Pete Travis, pete.travis@torrentcorp.com	Torrent Corporation
Jessica Williams, jessica.williams@wearflood.com	Wright Flood
Sharon Gould, sharon.gould@floridamoves.com	Florida Moves
Kirsten Pedersen, kpedersen01@gmail.com	Citizen Stakeholder
Kathy Kelley Ohlrich, kkohlrich@gmail.com	Coalition of City Neighborhood Associations (CCNA)
Carl Shoffstall, carlS@Floridaplaystructures.com	Coalition of City Neighborhood Associations (CCNA)

The committee meets regularly to develop and update the plan. Table 2-2 describes the committee meetings. Key topics during the committee meetings include:

- Plan organization
- Identify priority areas for outreach
- Assessment of flood insurance coverage
- Determination of priority audiences for outreach activities
- Inventory and evaluation of other public information initiatives at the county as well as other agencies
- Development of outreach messages
- Review of possible outreach activities
- Plan implementation and update

Figure 2-1 PPI Committee



Table 2-2 PPI committee meetings

Date	Discussion Topics
May 24, 2017	Organized the committee members; discussed goals and objectives for the PPI; discussed current Community Rating System status; reviewed PPI requirements and committee responsibilities; discussed current outreach efforts and ideas.
Aug. 15, 2017	Committee discussed target audiences and areas for outreach as well as the messages to convey; reviewed progress of current outreach activities and provided input on new ways to reach target audiences through activities that can be initiated by the stakeholders.
Nov. 28, 2017	Committee reviewed the PPI messages and outcomes. The committee reviewed the projects list along with the messages and made suggestions to improve certain projects. The committee also discussed the upcoming Flood Awareness Week and how the PPI can coordinate with FFMA, FDEM, FEMA, insurance agents and realtors to deliver consistent messaging.
Feb. 13, 2018	Committee reviewed the projects list and the status of each project. Committee members will be reviewing the draft report documenting the overall PPI process.
May 14, 2018	The committee reviewed the draft PPI report, the messages for the Flood Awareness Week initiative and discussed additional outreach project ideas.

Agendas, sign-in sheets and meeting notes for the above meetings and subsequent meetings to update the plan are provided in the attachments that accompany this PPI (Attachment 1). PPI committee meetings which are advertised in newspapers and on the County's website, and are open to the public.

3 ASSESSMENT OF PUBLIC INFORMATION NEEDS

More than 30,000 structures in Sarasota County are within FEMA's Special Flood Hazard Areas (SFHA). The county is exposed to flooding from hurricanes, tropical storms, storm surges, and stormwater runoff resulting from heavy rainfall. Watershed management plans cover all of Sarasota County and provide an excellent means to identify priority areas for floodplain management activities and areas where the buildings should carry flood insurance.

PRIORITY AREAS

Sarasota County is mostly flat, and due to its geographic location in the subtropics, the entire county is vulnerable to damage caused by flooding from tropical storms, hurricanes and heavy rainfall. As an example of this widespread issue, nearly 17 percent of paid losses for Sarasota County are for structures located outside of the SFHA. In order to identify priority areas of concern, the county has been tracking historical flooding issues using Geographic Information Systems (GIS) and is performing a Repetitive Loss Areas Analysis (RLAA) (see FMP Section 3, Historical Claims and Repetitive Loss Areas). In addition, Sarasota County has developed and maintained a comprehensive watershed management plan for all watersheds within the county. These plans include stormwater models developed to describe the flooding potential for areas within the county. The results of these plans help to identify those areas that are vulnerable to flooding from small storms or less frequent, larger storms.

Areas susceptible to flood hazards include the SFHA (Figure 3-1) and the Sarasota County Community Flood Hazard Areas (CFHA) identified through the county's watershed management plans (Figure 3-2). Other areas can also be significantly impacted by storm surge as depicted by the county's hurricane evacuation zones (Figure 3-3), with Zone A being the most vulnerable. Based on the county's assessment of flood hazards, priority areas within the community include the following:

- Coastal lands – These areas have experienced flooding and erosion resulting from severe weather systems such as hurricanes, tropical storms, intense rainfall and surge. During several hurricanes, high tides and surge have caused damage to many homes, seawalls, and roads along the Sarasota coastline.
- Phillippi Creek – This creek is one of the county's major drainage systems. The system ultimately discharges into Sarasota Bay and is tidally influenced. The area draining to this system is approximately 57 square miles and represents the most populous basin in the county. This area consists of residential, commercial and agricultural land uses. The flat topography of this drainage basin makes this area highly susceptible to flooding as well as storm surge.
- Myakka River – This river is a major drainage system within the county. Along with its tributaries, the area that drains to this system represents approximately 75 percent of the lands in the county. This river ultimately discharges into the Charlotte Harbor Estuary. The area is predominantly undeveloped, providing natural floodplain functions and habitat for a diversity of wildlife and other natural functions. Although most of the area is undeveloped, there are pockets of homes adjacent to the main river that are prone to flooding. Some of the most vulnerable areas for coastal flooding and storm surge are areas along the Myakka River in the southern portion of the county.
- Localized flooding areas of concern throughout the county were also identified through the county's watershed management plans and RLAA. These areas have been delineated in GIS (see Figures 3-3 through 3-5, and Figure 3-8 of the FMP).

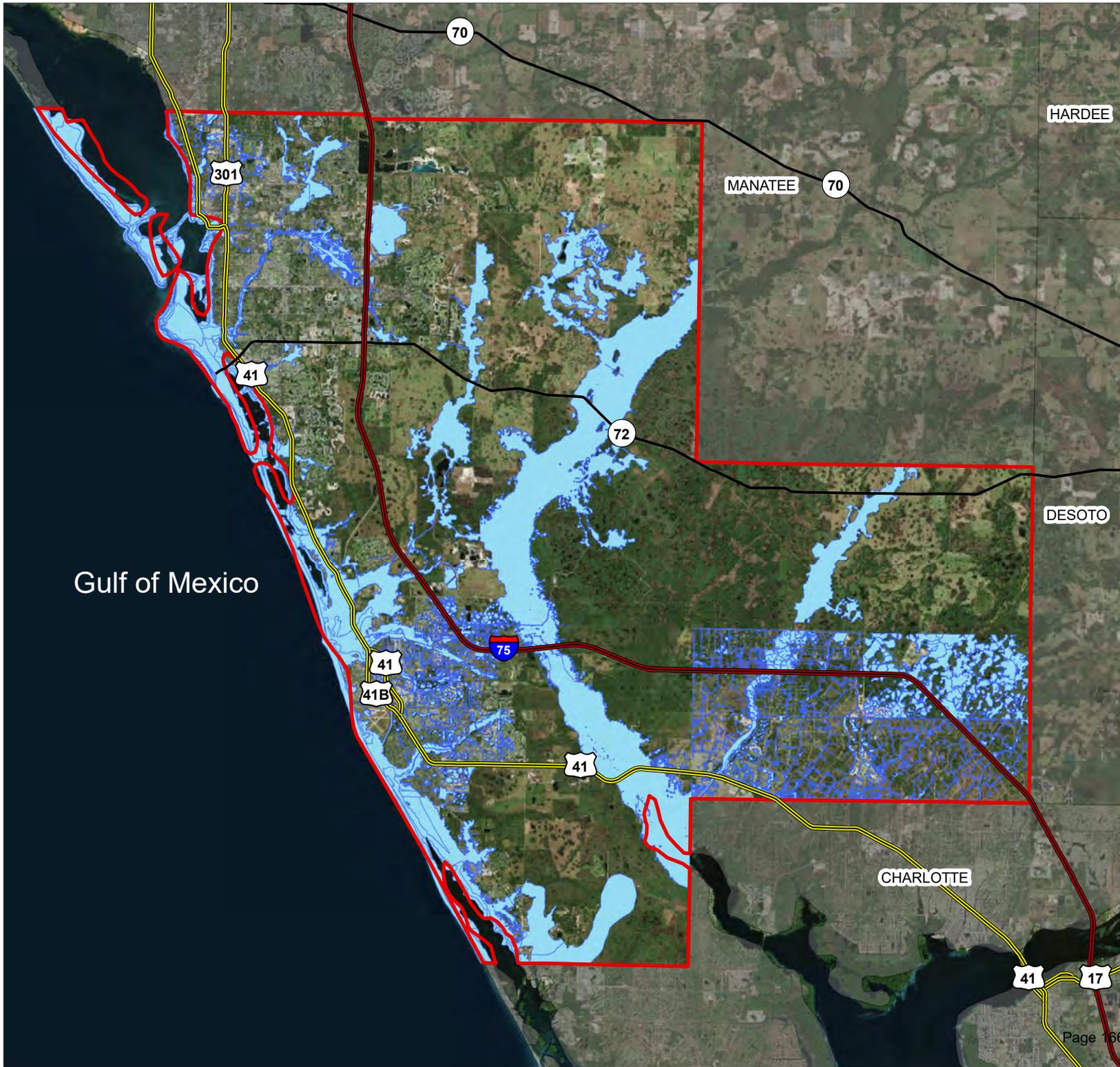
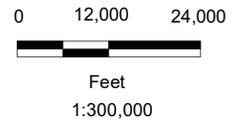


Figure 3-1
 Special Flood Hazard
 Areas within
 Sarasota County

**Sarasota County Program
 for Public Information**



- Sarasota Boundary
- Special Flood Hazard Area



Gulf of Mexico

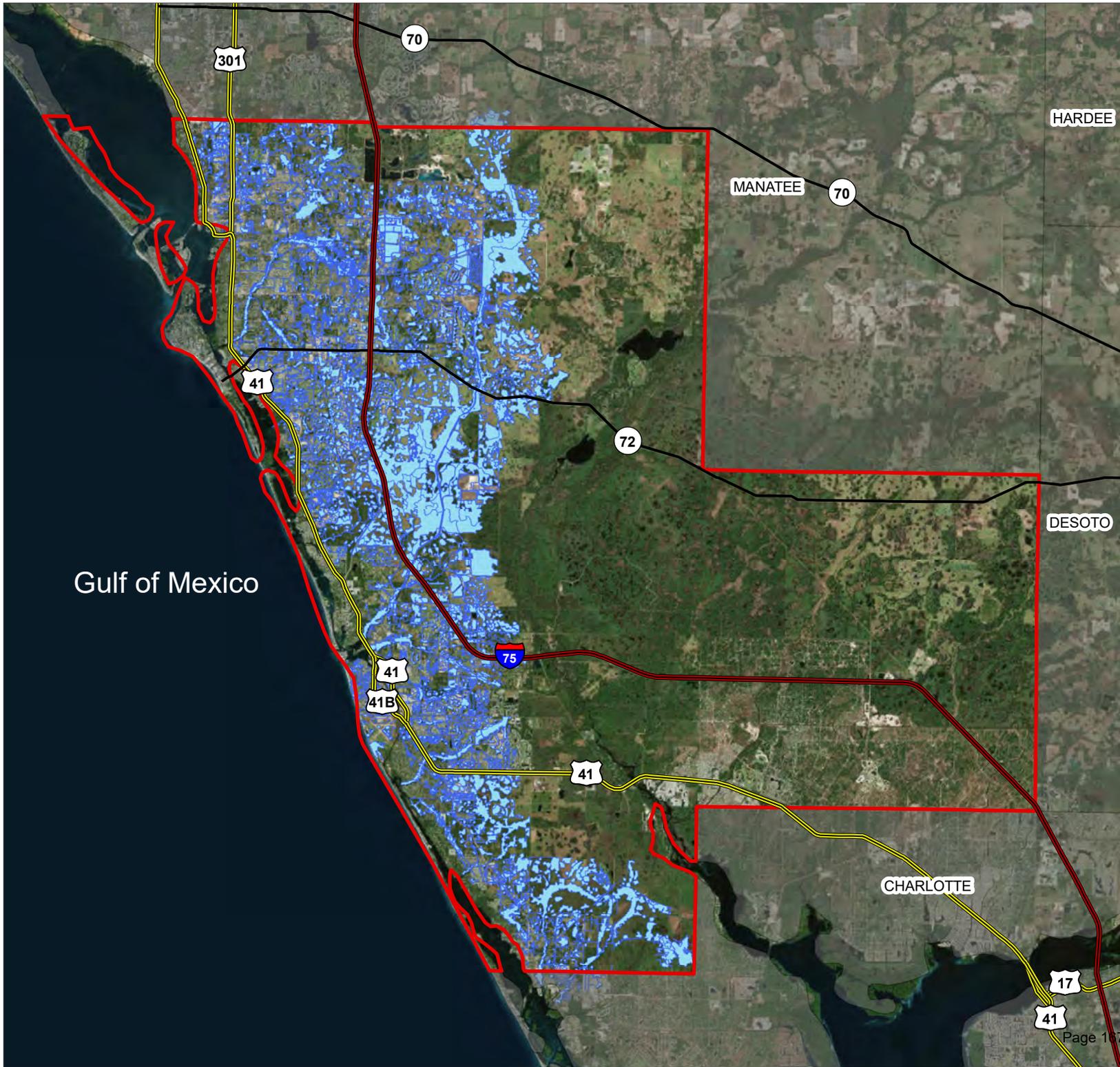


Figure 3-2

**Sarasota County
Community Flood
Hazard Areas**

**Sarasota County Program
for Public Information**



- Sarasota County Boundary
- Community Flood Hazard Area

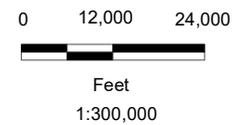
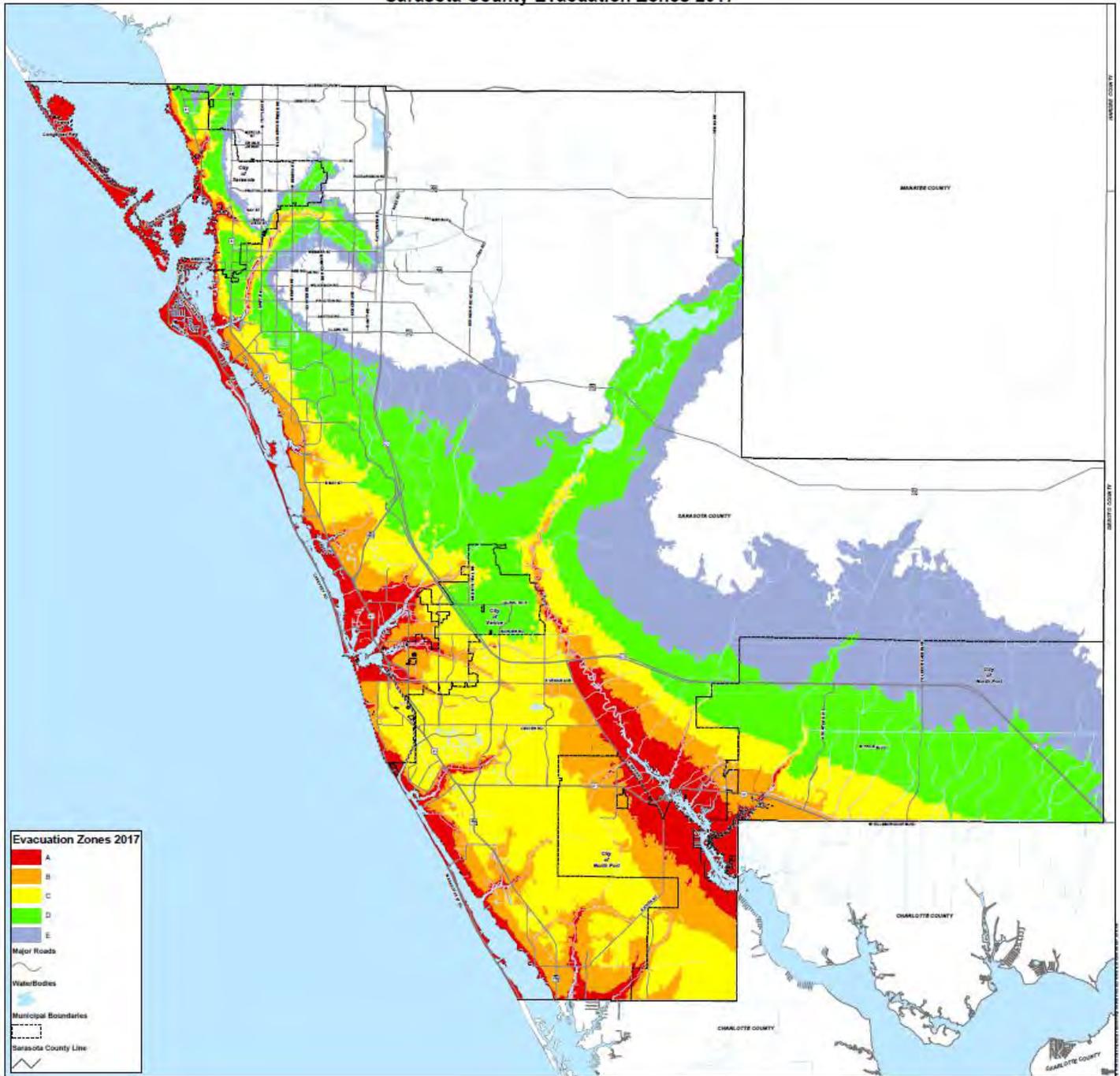


Figure 3-3 Sarasota County Hurricane Evacuation Zones
Sarasota County Evacuation Zones 2017



REPETITIVE LOSS AREAS

Sarasota County performed a repetitive loss areas analysis using the most recent repetitive loss properties data from FEMA, with the goal of reducing the number of repetitive loss properties (RLPs) within Sarasota County. A Repetitive Loss Structure is an NFIP-insured structure that has had at least two paid flood losses of more than \$1,000 each in any 10-year period since 1978. There are currently 253 RLPs for Sarasota County. A Severe Repetitive Loss (SRL) Structure is defined as a residential property that is covered under an NFIP flood insurance policy and (a) has at least four NFIP claim payments (including building and contents) over \$5,000 each, and the cumulative amount of such claims payments exceeds \$20,000; or (b) at least two separate claims payments (building payments only) have been made with the cumulative amount of the building portion of such claims exceeding the market value of the building. For both (a) and (b) above, at least two of the referenced claims must have occurred within any 10-year period, and must be more than 10 days apart. Sarasota County has twenty SRL properties. Eleven of these properties have since been mitigated either by demolition or by providing flood protection.

Sarasota County is deemed a Class C community in the Community Rating System program and is required to have a floodplain management plan or area analyses for its repetitive loss areas.

Stormwater Utility and the CRS Coordinator adhere to the data pertaining to SRLs and RLPs as protected under the Federal Privacy Act of 1974.

Sarasota County mapped the RLPs and evaluated nearby properties with the same potential for flooding. The repetitive loss areas include the properties on the repetitive loss list and all nearby properties that may experience similar flooding conditions. The repetitive loss areas were delineated based on compilation of the following data:

- Repetitive loss properties and data (e.g., number of losses and associated cost).
- LiDAR (elevation data, land slope).
- Conveyance system components (e.g., location and size of stormwater pipes, ditches, storage basins, work requests).
- Floodplains (e.g., WMP studies and FIRMs).
- Storm surge areas.
- Streetview.
- Historical flooding complaints.

Figure 3-4 illustrates the repetitive loss areas identified by the analysis. Flooding occurrences in these areas were due to significant storm events combined with structures located in or around water bodies. The terrain characteristics with respect to these structures can be described as low-lying areas with a high depth to the water table. Table 3-1 describes the causes of flooding for these repetitive loss areas as they relate to significant storms.

Sarasota County continually evaluates the repetitive loss areas, with the most recent evaluation and major update conducted in 2016/2017. The project, still in progress, consists of a desktop evaluation of existing and potential new repetitive loss areas, and a field investigation of the properties.

Figure 3-4 Repetitive Loss Areas Analysis

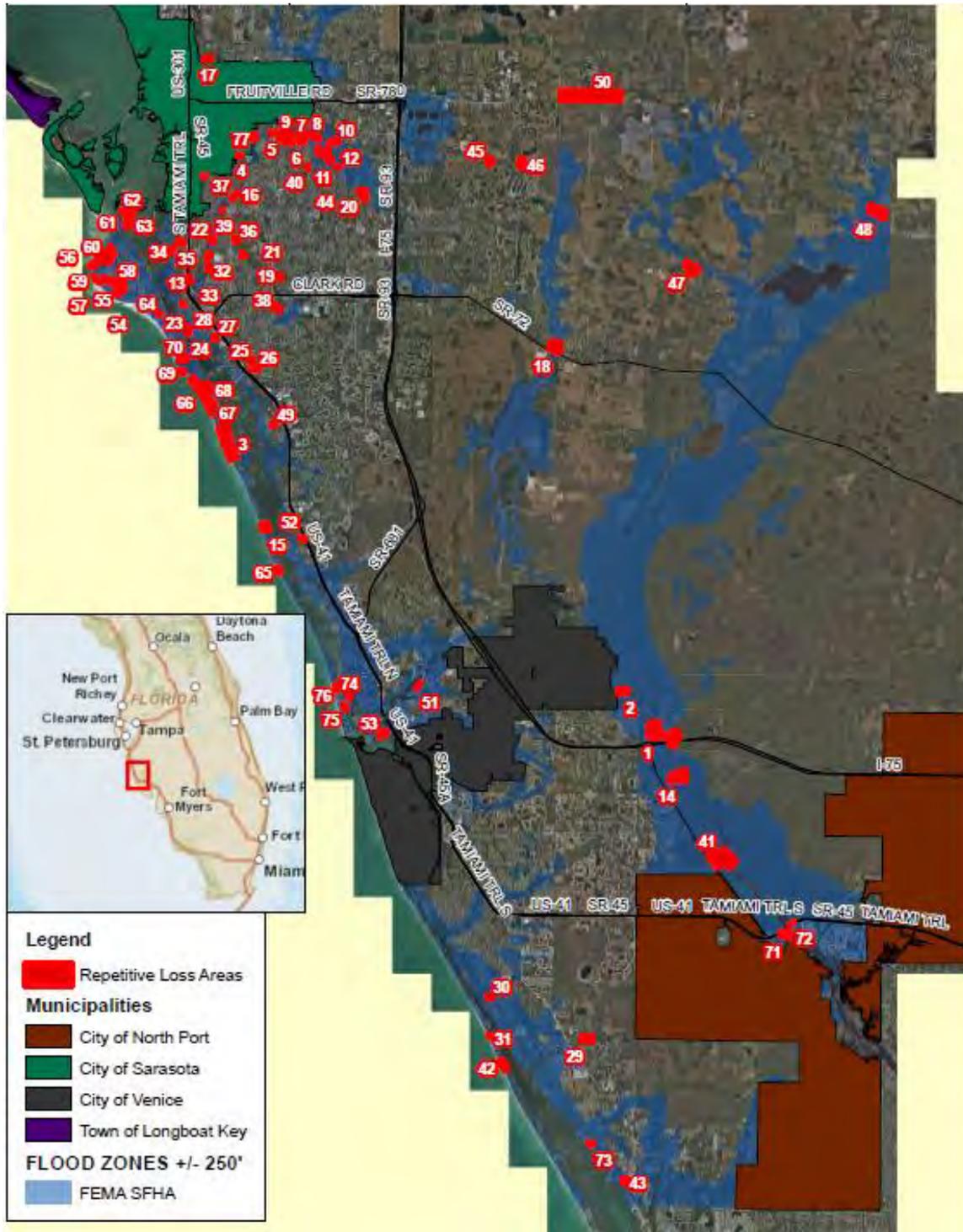


Table 3-1 Causes of Repetitive Flooding

Repetitive Loss Area Map ID	Building Count	Causes of repetitive flooding
1	61	Hurricane Gabrielle (2001): 5 to 10 inches of rainfall, storm surge, and wave action. Storms April through July (2003): 8 to 10 inches of rainfall. Waters did not recede for over 30 days in some parts of the County. Tropical Depression One (1992): Excess of 20 inches of rainfall.
2	49	Hurricane Gabrielle: 5 to 10 inches of rainfall, storm surge, and wave action. Tropical Depression One: Excess of 20 inches of rainfall.
3	171	Hurricane Gabrielle: 5 to 10 inches of rainfall, storm surge, and wave action. Tropical Storm Josephine
4	15	Tropical Depression One: Excess of 20 inches of rainfall.
5	42	Tropical Depression One: Excess of 20 inches of rainfall.
6	257	Storms April through July: 8 to 10 inches of rainfall. Waters did not recede for over 30 days in some parts of the county.
7	14	Storms April through July: 8 to 10 inches of rainfall. Waters did not recede for over 30 days in some parts of the county.
8	24	Tropical Depression One: Excess of 20 inches of rainfall.
9	11	Tropical Depression One: Excess of 20 inches of rainfall.
10	19	Tropical Depression One: Excess of 20 inches of rainfall.
11	38	Tropical Depression One: Excess of 20 inches of rainfall.
12	24	Tropical Depression One: Excess of 20 inches of rainfall. Tropical Storm Dean (1995): 9 to 11 inches of rainfall.
13	13	Subtropical Storm One (1982): Approximately 6 inches of rainfall, storm surge, and wave action.
14	36	Hurricane Gabrielle: 5 to 10 inches of rainfall, storm surge, and wave action. Storms April through July: 8 to 10 inches of rainfall. Waters did not recede for over 30 days in some parts of the county.
15	21	Subtropical Storm One: Approximately 6 inches of rainfall, storm surge, and wave action.
16	14	Tropical Depression One: Excess of 20 inches of rainfall.
17	13	Tropical Depression One: Excess of 20 inches of rainfall.
18	13	Tropical Storm Dean: 9 to 11 inches of rainfall.
19	14	Tropical Storm Dean: 9 to 11 inches of rainfall.
20	108	Tropical Depression One: Excess of 20 inches of rainfall. Tropical Storm Dean: 9 to 11 inches of rainfall.
21	23	Tropical Storm Dean: 9 to 11 inches of rainfall.
22	14	Tropical Depression One: Excess of 20 inches of rainfall. Tropical Storm Dean: 9 to 11 inches of rainfall.
23	13	Tropical Storm Dean: 9 to 11 inches of rainfall.
24	8	Tropical Depression One: Excess of 20 inches of rainfall.
25	9	Tropical Depression One: Excess of 20 inches of rainfall.
26	50	Tropical Depression One: Excess of 20 inches of rainfall.
27	9	Tropical Depression One: Excess of 20 inches of rainfall.

Repetitive Loss Area Map ID	Building Count	Causes of repetitive flooding
28	12	Tropical Storm Dean: 9 to 11 inches of rainfall.
29	12	
30	11	Tropical Depression One: Excess of 20 inches of rainfall.
31	10	
32	12	Tropical Storm Dean: 9 to 11 inches of rainfall.
33	18	Tropical Storm Dean: 9 to 11 inches of rainfall.
34	15	Tropical Depression One: Excess of 20 inches of rainfall.
35	21	Tropical Storm Dean: 9 to 11 inches of rainfall.
36	14	Tropical Storm Dean: 9 to 11 inches of rainfall.
37	15	Tropical Storm Dean: 9 to 11 inches of rainfall.
38	17	Tropical Storm Dean: 9 to 11 inches of rainfall.
39	5	Tropical Depression One: Excess of 20 inches of rainfall.
40	18	Storms April through July: 8 to 10 inches of rainfall. Waters did not recede for over 30 days in some parts of the county.
41	658	Storms April through July: 8 to 10 inches of rainfall. Waters did not recede for over 30 days in some parts of the county.
42	31	
43	21	
44	12	Tropical Depression One: Excess of 20 inches of rainfall.
45	16	Hurricane Gabrielle: 5 to 10 inches of rainfall, storm surge, and wave action.
46	15	Hurricane Gabrielle: 5 to 10 inches of rainfall, storm surge, and wave action.
47	14	
48	10	Storms April through July: 8 to 10 inches of rainfall. Waters did not recede for over 30 days in some parts of the county.
49	16	Tropical Storm Dean: 9 to 11 inches of rainfall.
50	60	
51	16	Tropical Depression One: Excess of 20 inches of rainfall.
52	16	Tropical Storm Dean: 9 to 11 inches of rainfall.
53	28	Tropical Depression One: Excess of 20 inches of rainfall.
54	10	Hurricane Elena (1985): Approximately 3 inches of rainfall, storm surge, and wave action.
55	156	Subtropical Storm One: Approximately 6 inches of rainfall, storm surge, and wave action. Hurricane Elena: Approximately 3 inches of rainfall, storm surge, and wave action. Hurricane Gabrielle: 5 to 10 inches of rainfall, storm surge, and wave action. Tropical Storm Dean: 9 to 11 inches of rainfall. Tropical Storm Josephine (1996)
56	8	Tropical Depression One: Excess of 20 inches of rainfall.
57	16	Tropical Depression One: Excess of 20 inches of rainfall.
58	17	Tropical Depression One: Excess of 20 inches of rainfall.
59	27	Hurricane Gabrielle: 5 to 10 inches of rainfall, storm surge, and wave action.

Repetitive Loss Area Map ID	Building Count	Causes of repetitive flooding
60	111	Hurricane Gabrielle: 5 to 10 inches of rainfall, storm surge, and wave action. Tropical Depression One: Excess of 20 inches of rainfall. Tropical Storm Dean: 9 to 11 inches of rainfall.
61	36	Subtropical Storm One: Approximately 6 inches of rainfall, storm surge, and wave action.
62	11	Tropical Storm Dean: 9 to 11 inches of rainfall.
63	40	Hurricane Elena: Approximately 3 inches of rainfall, storm surge, and wave action. Subtropical Storm One: Approximately 6 inches of rainfall, storm surge, and wave action. Tropical Storm Dean: 9 to 11 inches of rainfall. Tropical Storm Josephine
64	10	Hurricane Elena: Approximately 3 inches of rainfall, storm surge, and wave action. Tropical Depression One: Excess of 20 inches of rainfall.
65	17	Subtropical Storm One: Approximately 6 inches of rainfall, storm surge, and wave action.
66	54	Hurricane Elena: Approximately 3 inches of rainfall, storm surge, and wave action. Subtropical Storm One: Approximately 6 inches of rainfall, storm surge, and wave action. Tropical Depression One: Excess of 20 inches of rainfall. Tropical Storm Josephine
67	13	Tropical Depression One: Excess of 20 inches of rainfall. Un-named storm (1997): 10 inches of rainfall.
68	33	Hurricane Elena: Approximately 3 inches of rainfall, storm surge, and wave action.
69	11	Subtropical Storm One: Approximately 6 inches of rainfall, storm surge, and wave action.
70	51	Tropical Depression One: Excess of 20 inches of rainfall. Tropical Storm Dean: 9 to 11 inches of rainfall.
71	53	Hurricane Elena: Approximately 3 inches of rainfall, storm surge, and wave action. Hurricane Frances (2004): county experienced four back-to-back hurricanes between August and September 2004. Hurricane Gabrielle: 5 to 10 inches of rainfall, storm surge, and wave action. Tropical Storm Josephine Tropical Storm Keith (1988): 1 to 3 inches of rainfall, storm surge, and wave action.
72	4	Hurricane Elena: Approximately 3 inches of rainfall, storm surge, and wave action. Hurricane Frances: county experienced four back-to-back hurricanes between August and September 2004. Hurricane Gabrielle: 5 to 10 inches of rainfall, storm surge, and wave action. Tropical Storm Josephine Tropical Storm Keith: 1 to 3 inches of rainfall, storm surge, and wave action.

Repetitive Loss Area Map ID	Building Count	Causes of Repetitive Flooding
73	16	Tropical Depression One: Excess of 20 inches of rainfall.
74	17	Tropical Depression One: Excess of 20 inches of rainfall.
75	14	Storms April through July: 8 to 10 inches of rainfall. Waters did not recede for over 30 days in some parts of the county. Tropical Storm Dean: 9 to 11 inches of rainfall.
76	19	Storms April through July: 8 to 10 inches of rainfall. Waters did not recede for over 30 days in some parts of the county. Tropical Storm Dean: 9 to 11 inches of rainfall.
77	27	Tropical Depression One: Excess of 20 inches of rainfall. Tropical Storm Dean: 9 to 11 inches of rainfall.

FLOOD INSURANCE COVERAGE ASSESSMENT

There are approximately 40,000 policies currently in effect for Sarasota County. About 24,000 of those policies are for structures within the SFHA, indicating that there is a significant number of homeowners that opted to carry flood insurance even though they may not be required. However, there are approximately 30,000 structures located in the SFHA. This difference in number of total structures in the SFHA versus number of policies in the SFHA may indicate there are many homes that do not have a federally backed mortgage and are not required to carry a NFIP flood insurance policy. It should be noted that policies from private flood insurance companies are not reported to the county. Overall, most of the policies in force are for single-family homes (26,146 policies). Most of the claims come from this group, representing approximately \$21.9 million in paid losses from 1,799 claims. Overall, there have been approximately \$25.6 million in paid losses for the county. Table 3-2 and Table 3-3 describe the policy and claim statistics for Sarasota County.

Table 3-2 Policy and Claim Statistics for Pre-FIRM Structures

Zone	Policies*	Number of closed paid losses*	Closed paid losses*
A01-30, AE	9,644	1,069	\$11,740,220
A	242	207	\$3,425,560
AO	0	0	\$0
AH	0	0	\$0
AR	0	0	\$0
A99	0	0	\$0
V01-30, VE	528	173	\$2,137,250
V01-30, VE	0	0	\$0
D	2	42	\$405,490
B, C, X	2,548	169	\$2,222,122
Total	12,964	1,660	\$19,930,642

*As of 3/31/2017

Table 3-3 Policy and Claim Statistics for Post-FIRM Structures

Zone	Policies*	Number of closed paid losses*	Closed paid losses*
A01-30, AE	12,392	211	\$1,894,063
A	789	199	\$1,984,073
AO	0	0	\$0
AH	0	0	\$0
AR	0	0	\$0
A99	0	0	\$0
V01-30, VE	301	11	\$121,673
V01-30, VE	0	0	\$0
D	36	2	\$77,032
B, C, X	13,503	125	\$1,609,642
Total	27021	548	\$5,686,483

*As of 3/31/2017

The county maintains insurance for facilities that it owns, including flood insurance for facilities that are shown to be at risk for flooding.

As described by Table 3-4, there are approximately forty thousand policies compared to the approximately thirty-seven thousand structures that are located in the SFHA (see Section 6 for an analysis of the residential and commercial buildings located in the SFHA). This high percentage is contributed to the outreach efforts and regular flood information workshops that the county conducts every year. As illustrated in Figure 3-5, the flood insurance policies cover more than just buildings along the coastal areas, but also cover much of the inland areas. Sarasota County is proactive in identifying areas with flooding issues by conducting watershed management plans throughout the county, and by conducting public meetings and workshops to educate residents about their risks.

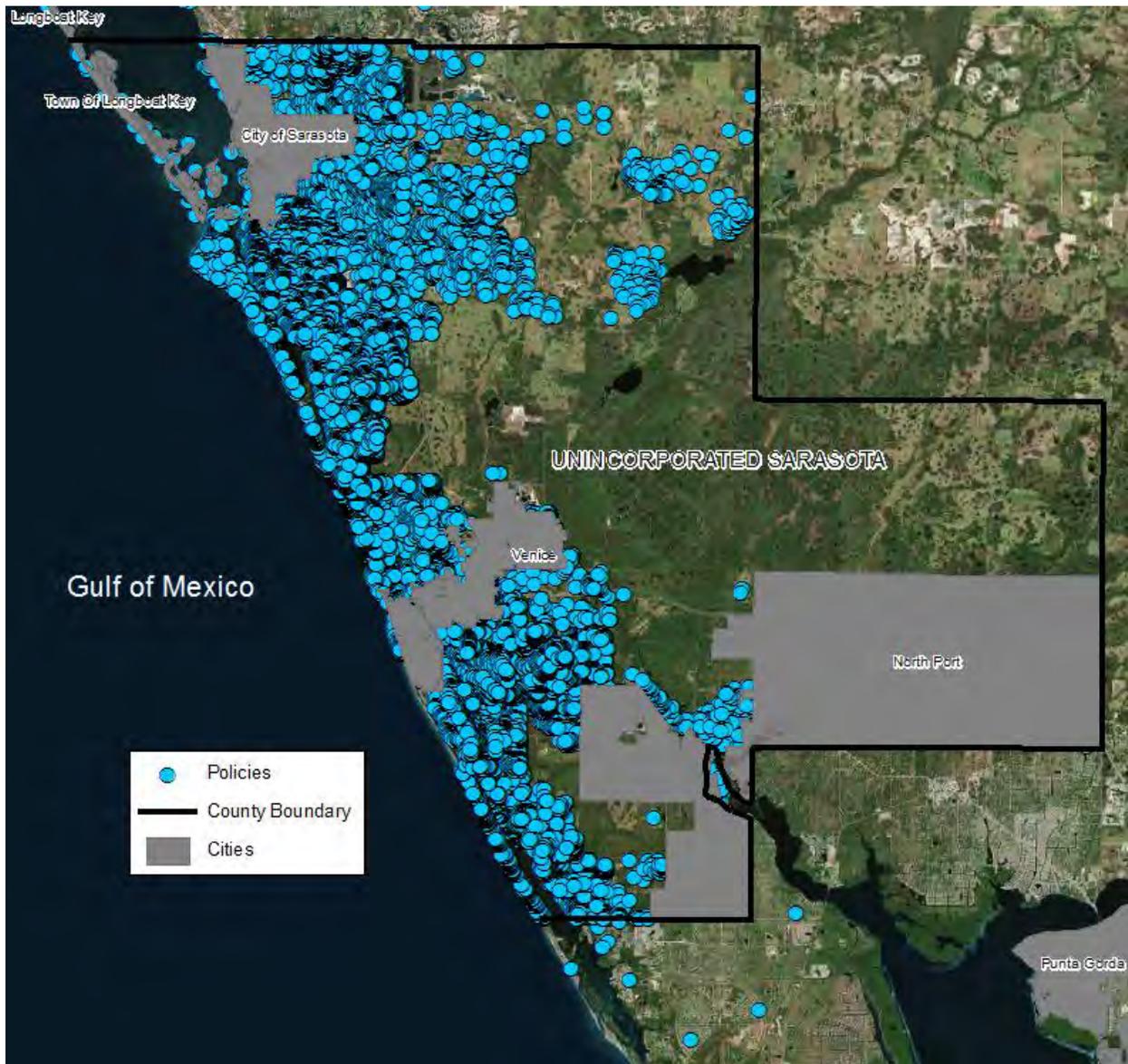
Structures in the community are at risk for flooding whether or not structures are located within a designated SFHA. As illustrated by Table 3-2 and Table 3-3, nearly 17 percent of paid losses for Sarasota County are for structures outside of the SFHA. Most of the policies in effect are for single-family homes (26,146 policies). Most of the claims come from this group, representing approximately \$21.9 million in paid losses from 1,799 claims.

Table 3-4 Policy and Claim Statistics by Occupancy Type

Occupancy type	Policies*	Closed paid losses*
Single-Family	26,146	\$21,881,591
2-4 Family	2,625	\$1,091,672
All Other Residential	10,310	\$1,210,115
Non-Residential	904	\$1,441,914
Total	39,985	\$25,625,292

*As of 3/31/2017

Figure 3-5 Flood Insurance Policies in Unincorporated Sarasota County



Sarasota County geocoded the historical claims data (Figure 3-6). This data was overlaid with other data, such as topographic information, FEMA flood zones, historical flooding complaints, and other information to identify areas within the County that are at risk for flooding. The combination of policies and claims information that the county geocoded can help the county determine, not only where flood risk exists, but also where residents do not currently have flood insurance and are in high risk areas. Section 6 illustrates the use of this data to determine homes that the County can target for outreach.

The county is in the process of improving the information that is currently in the flood insurance coverage assessment to delineate additional target audiences that will benefit from outreach relating to flood insurance. These may include homes in the SFHA that may not have flood insurance in place, homes located in the CFHA, or additional homes in areas identified to have historical flooding complaints. **A review of damaged buildings / historical claims indicate that there are areas that have potential to improve flood insurance coverage.** This data provided valuable information about which structures had flood insurance claims, as well as whether structures in the area had NFIP flood insurance policies in place or not. Figures Figure 3-7 through Figure 3-12 illustrate examples of areas that may benefit from additional outreach regarding flood insurance. These areas are in or close to floodplains and contain buildings that may not carry flood insurance. Some of these areas had previous flood insurance claims and therefore, there exists a real risk of flooding for buildings in the same area without flood insurance. Using this information the county can determine which addresses may be at risk of flooding and may not have flood insurance.

Figure 3-6 Flood Insurance Claims in Unincorporated Sarasota County

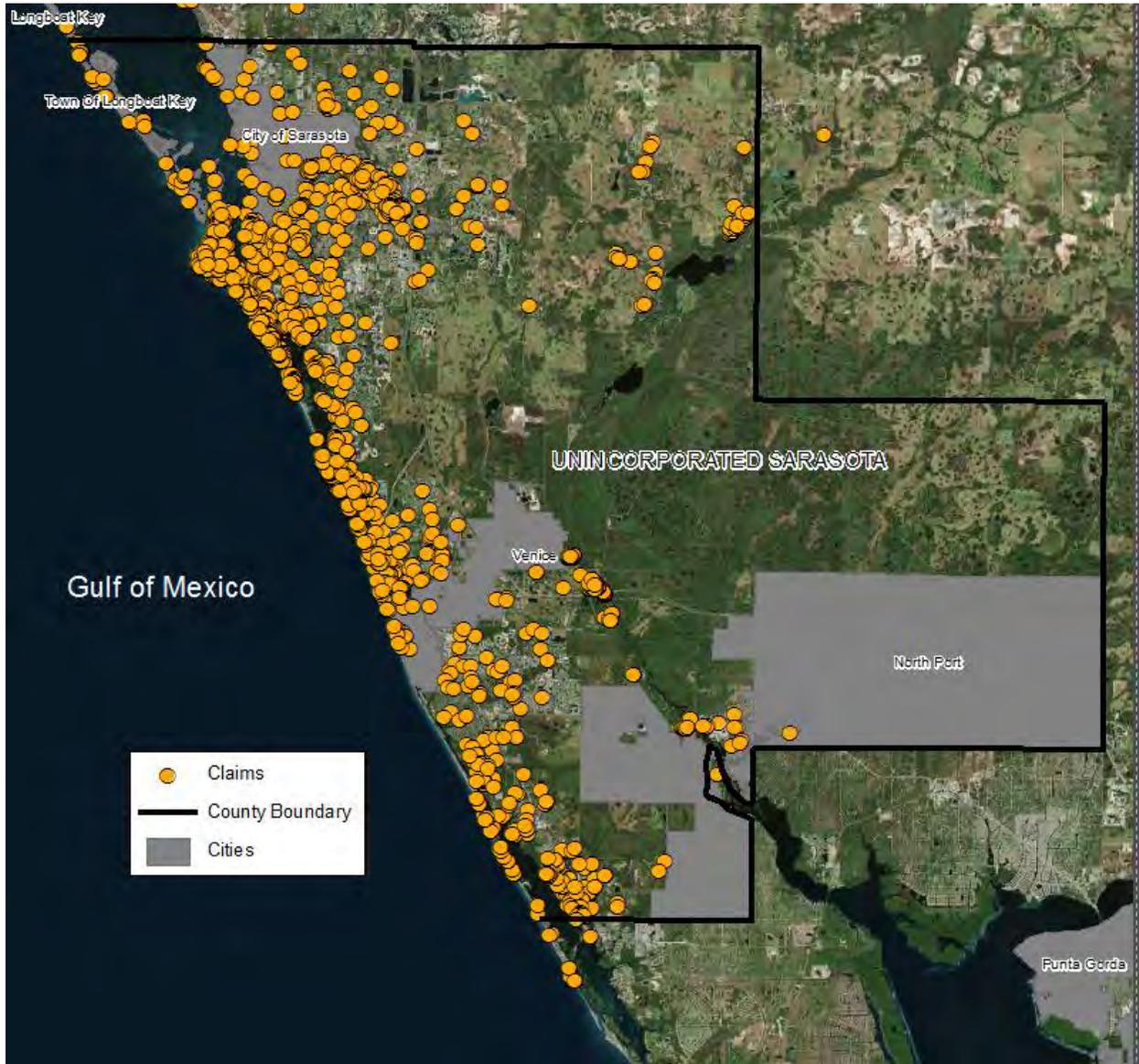


Figure 3-7 Potential Flood Insurance Coverage Improvement for Buildings - Area 1



Figure 3-8 Potential Flood Insurance Coverage Improvement for Buildings - Area 2



Figure 3-9 Potential Flood Insurance Coverage Improvement for Buildings - Area 3

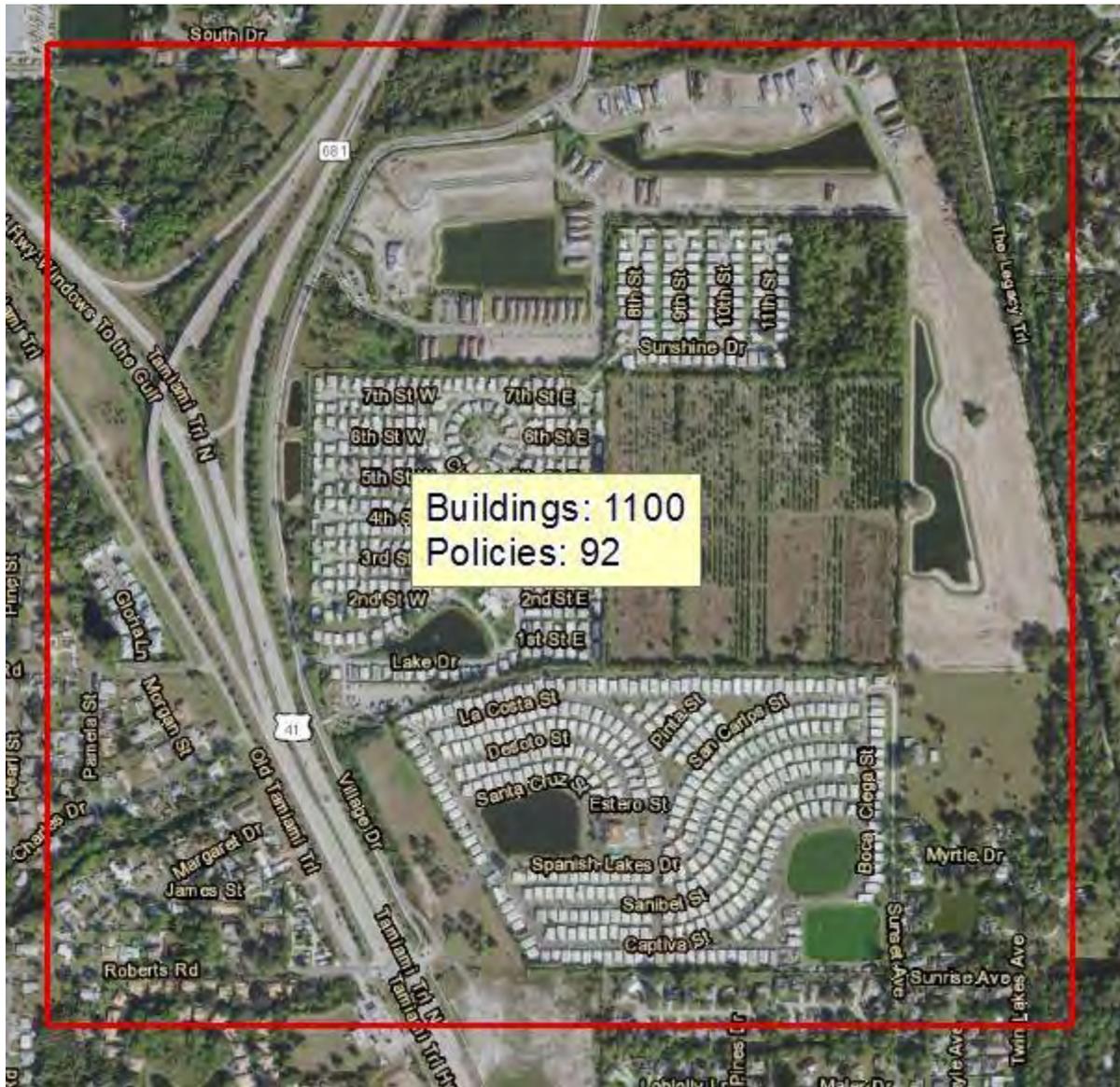


Figure 3-11 Potential Flood Insurance Coverage Improvement for Buildings - Area 5



Figure 3-12 Potential Flood Insurance Coverage Improvement for Buildings - Area 6



CURRENT PUBLIC INFORMATION EFFORTS

The PPI committee discussed ongoing efforts to prepare, implement and monitor a range of flood-related public information activities. The PPI committee reviewed these projects to assess potential revisions to improve the messaging and its reach to the intended audiences. These activities included efforts initiated by the county as well as other agencies. These projects are described below.

FLOOD FLIER

The Communications Department developed a flood flier to highlight the CRS topics. The flier was developed with the objective of remaining simple, providing concise messaging and showing available resources and contact information. The flood flier was previously advertised in the phonebook, the Herald Tribune and sent to municipalities within Sarasota County. Subjects covered in the flier include flood risk information, building responsibly, flood insurance, flood safety, flood protection, and natural floodplain functions. The flood flyer was also translated into Spanish.

PROPERTY APPRAISER RECORDS

Committee members worked with the property appraiser to add flood information on the parcel records online. Users are now able to view their FIRM information, such as FIRM panel, flood zone, floodway, Base Flood Elevation, as well as other flood hazard areas identified through the county's watershed management plans. Property records also provide a link to the county's flood zone locator website as well as contact information for the municipality in which the parcel is located.

FLOOD INFORMATION WORKSHOPS

Sarasota County currently conducts regular workshops throughout the county. These are general presentations with Q&A sessions for the public. The committee suggested that new locations should be identified for next year. In addition, there may be an opportunity for this committee to develop and incorporate more CRS messages. Subjects covered in the workshops include flood risk information and flood insurance.

PARKS FLIER

The county maintains more than 140 parks throughout the county. They manage these natural resources to preserve the beneficial functions for the community, including natural floodplain functions, wildlife protection, water quality improvement and recreation. A listing of the county's parks is included in the Section 7 of the FMP (Natural Floodplain Functions). Fliers distributed for the county parks will contain flood-related information and messages. Subjects covered in the flier include natural floodplain functions.

FLOOD PROTECTION WEBSITE

Sarasota County developed a flood protection website to provide valuable information to the public about their flood risk, ways to protect themselves, flood insurance and resources that are available at the county. The website was recently revised to be consistent with the CRS priority subjects, including knowing your flood risk, building responsibly, buying flood insurance, flood safety, flood protection and natural floodplain functions.

FLOOD ZONE LOCATOR WEBSITE

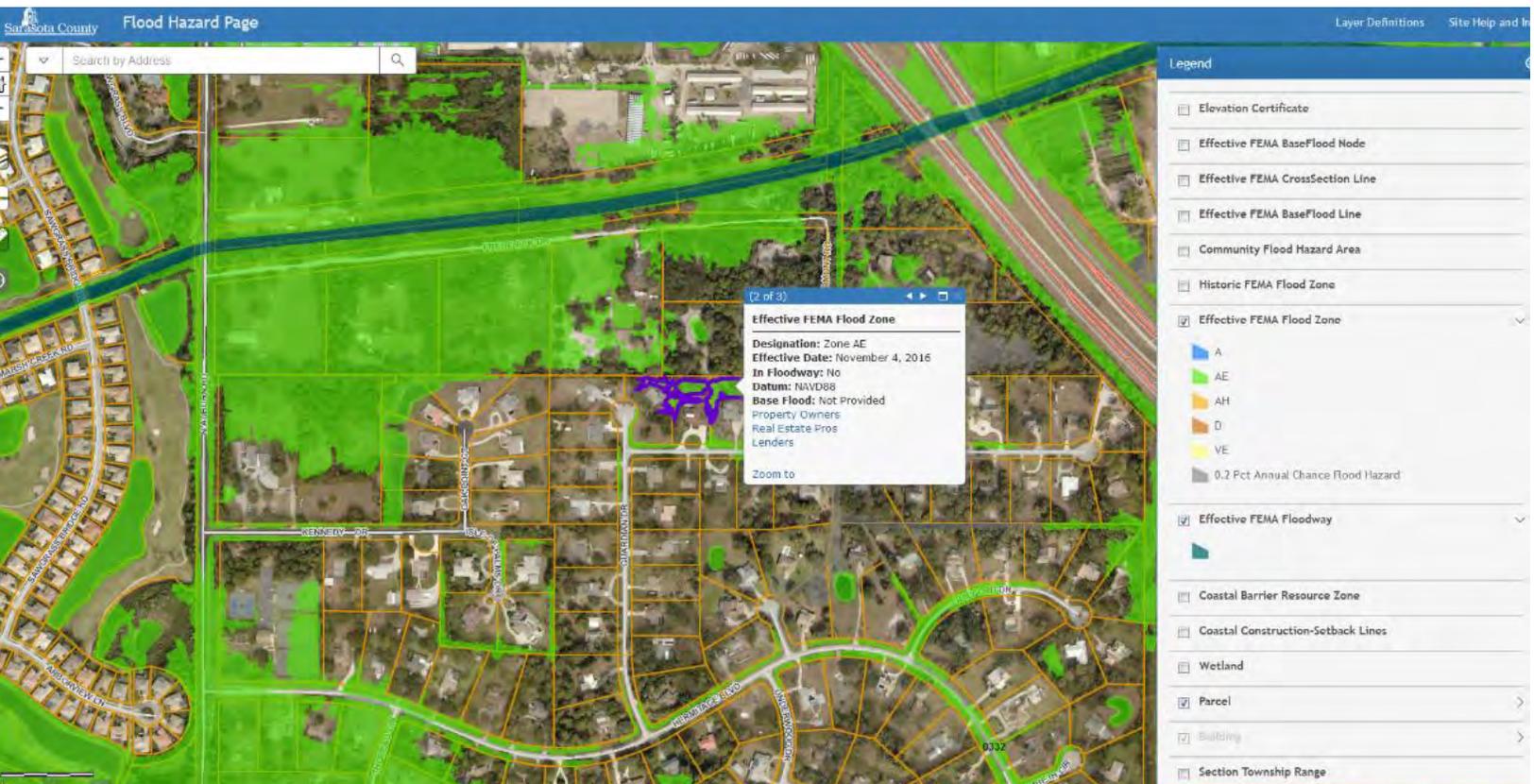
Sarasota County recently developed a web map application to provide flood risk information to users (Figure 3-13). The web map application allows users to search for their property using the map or by entering their address. The service provides the following information:

- Effective FEMA flood information (flood zone, floodway, FIRM panel, base flood elevation, etc.).
- Community Flood Hazard Areas –Flood risk areas identified by the watershed management plans.
- Wetlands.
- Parcel information.
- Elevation certificates.

FLOOD INFORMATION CALL CENTER

Sarasota County has a call center that serves as a clearinghouse for public inquiry, including questions about flood risk. Staff provides inquirers with FIRM information as well as directs callers to the right resources at the county, such as building officials, engineering or the CRS coordinator for flood insurance information.

Figure 3-13 Sarasota County Online Flood Map



REAL ESTATE DISCLOSURE

The Florida Realtors organization has developed a flood insurance notice notifying buyers about potential insurance requirements and encouraging them to consult with a flood insurance carrier to learn more about the flood risk for the property, availability of flood insurance and current and future anticipated cost of flood insurance. Subjects covered in the notice include flood insurance.

Another initiative in this region is a project by Pinellas County who recently developed a real estate disclosure brochure and training program that informs potential buyers about what flood zone the property is in and if flood insurance is required. Realtor workshops were developed to train agents on using the online flood map information service and provide valuable information to their buyers. This same concept can be used to augment the information and services that the Florida Realtors organization already provides to their customers within Sarasota County and surrounding communities. Subjects covered in the brochure and training program include flood risk information, building responsibly, flood insurance and flood protection.

COALITION OF CITY NEIGHBORHOOD ASSOCIATIONS

There is an annual presentation, usually in early May, given by the county's Emergency Operations Center. This year, notices were sent out to 43 neighborhood associations. Ed McCrane, who is a member of this PPI committee, usually presents on topics of emergency preparedness and can include flood-related topics in future presentations. Subjects covered in the presentations include flood safety and emergency preparedness.

4 TARGET AUDIENCES

The PPI committee identified target audiences, including residents and businesses for which outreach projects can be developed. More than 30,000 buildings are currently in the SFHA and there would be more if we account for the flood risks identified through the county's watershed management plans and Repetitive Loss Areas Analysis. Residents and businesses in these areas should be aware of the flood risks and insurance options. In addition to the general residents identified for at-risk areas, each of the stakeholders also identified specific audiences they had direct contact with and can provide valuable assistance for reaching those audiences. Table 4-1 describes the target audiences.

Table 4-1 Target audiences

Audience		Description
A	Residents and businesses in Repetitive Loss Areas	This audience should understand their surroundings and the likelihood of flood and insurance is strongly recommended.
B	Residents and businesses in the Special Flood Hazard Area	This audience should become aware of their high risk and insurance is strongly recommended and often required.
C	Residents and businesses in flood-prone areas	This audience should become aware of their high risk and insurance is strongly recommended.
D	Residents and businesses in the storm surge area	This audience should become aware of their high risk and insurance is strongly recommended.
E	Residents and businesses in moderate- to low-risk flood areas (Shaded X zones)	This audience should understand that although they are not in high-risk areas, there is still a potential to flood and insurance is recommended. These areas submit over 20 percent of NFIP claims and receive one-third of disaster assistance for flooding.
F	Community Association Institute (SWFL Chapter)	Membership includes condominium, cooperative and homeowner associations.
G	Home owners associations	Associations can educate their constituents about flood risk, building properly and insurance.
H	Mobile homes associations	Associations can educate their constituents about flood risk and insurance.
I	Condo owners associations	Associations can educate their constituents about flood risk and insurance.
J	Real estate professionals	These professionals are in contact with clients that are purchasing or renting properties. They will benefit from flood related outreach, and may relay information to their clients.
K	Real estate buyers	Individuals purchasing or renting property should be made aware of their flood risk and insurance options.
L	Insurance agents	These professionals are in contact with clients that are purchasing or renting properties. They will benefit from flood related outreach and may relay information to their clients.
M	Lenders	These professionals are in contact with clients that are purchasing or renting properties. They will benefit from flood related outreach, and may relay information to their clients.
N	Mortgage brokers association	These professionals have direct contact with homebuyers.

O	Speakers of Other Languages	Informational material should be made available in languages other than English.
P	Building contractors and developers	This audience should be kept apprised of floodplain regulations and available county services. They are also in the position to communicate information about building with flood risk in mind to their clients.
Q	Surveyors	Surveyors need to receive updated information about elevation certificates.
R	Architects and/or designers	Professions responsible for design of homes should be aware of flood risks and insurance requirements.
S	County leaders and/or commissioners; Barrier island elected officials	Leaders that can champion the outreach efforts and may have direct input for funding projects.
T	Youth ages K-8	This sector provides educational opportunities about flood risks.

5 MESSAGES AND OUTCOMES

The PPI committee developed key messages and intended outcomes consistent with the CRS topics, as well as additional specific messages tailored to certain audiences. Topics included the six themes that recur throughout the CRS manual: know your flood hazard; insure your property for your flood hazard; protect people from the hazard; protect your property from the hazard; build responsibly; and protect natural floodplain functions. The committee also identified additional topics that are specific to the needs of the communities in this region. These additional topics include hurricane preparedness, flood economics and sea level rise.

Specific objectives were also developed for certain audiences. These objectives were identified as unmet needs by the stakeholders as they relate to their respective professions. The objectives address issues often encountered during their interactions with clients, organizations, consumers and others. Specific objectives included:

- Architects and designers – Educate buyers about designs that will not increase insurance costs.
- County leaders and/or commissioners; Barrier island elected officials – Educate this audience about flood risks and encourage flood insurance; encourage consistent and programmatic approach to educate residents about flood risks.
- Home builders/developers – Think about long-term costs - why build low instead of high?; educate this audience about code requirements (including zoning) vs. FEMA requirements vs. risk; look at rating class options.
- Community Association Institute (West Florida Chapter) – Provide information about flood risk topics and resources available at the county.
- Mortgage brokers association – Provide information about flood risk topics and resources available at the county.
- Chamber of Commerce – Provide information about flood risk topics and resources available at the county.
- Schools – Provide education materials about flood risk.
- Consumers – Educate consumers to ask the right questions of builders. Know that savings may offset extra construction costs. Do not let flood insurance policies lapse. Understand map changes before they happen and save. Risk is not identified on a map. Know the sources of information related to flood risk including existing highwater marks.
- Homebuyers and realtors – Educate buyers and realtors to ask or relay information about flood risk.
- Homeowners associations – Use email lists to relay information about flood risk topics.
- Utility customers – Provide information about flood risk topics and available resources in utility bill inserts. Information should be short and concise.
- Mobile homes and condominium owners associations – Often, these audiences are at increased risk. Email and/or provide informational brochures to educate these audiences about flood risk topics.

Guided by the topics and objectives above, the PPI committee developed the following key messages and outcomes.

TOPIC 1: KNOW YOUR FLOOD HAZARD

In Sarasota County, flooding and other drainage problems can result after several inches of rain in a short period of time or after several days of continued rain. Certain areas within Sarasota County are classified as high flood risk areas. In addition to the flood risk areas identified on the FEMA maps, Sarasota County has also delineated other areas that are at risk for flooding that were identified through their watershed management plans. Residents and property owners need to be aware of the flood risks in their area.

KEY MESSAGES

“Find out what flood risks are in your area.”

OUTCOMES

- Better prepared and informed residents and businesses.
- Informed property owners and buyers.

TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD

Property owners in Sarasota County should take measures to protect their investment, including purchasing flood insurance. For some homeowners, flood insurance may be required if the property is located in a Special Flood Hazard Area (SFHA) and they have a government-backed loan such as a Federal Housing Administration (FHA) or Department of Veterans Affairs (VA) loan. Property owners should also be aware that even though their property may not be in a SFHA, it may still be subject to flooding and that most homeowner’s insurance do not cover flood. Homeowners who have flood insurance often recover quicker from a flooding event than those without flood insurance.

KEY MESSAGES

“Purchase flood insurance for your home or business.” Even if your home is not located in a designated SFHA that may require flood insurance, you may still be at risk for flooding.

“Purchase flood insurance for your rental.” Most renter’s insurance policies do not cover damage caused by floods. Flood insurance is available for your valuables even if you rent.

OUTCOMES

- Increased number of flood insurance policies.
- Faster recovery from flooding event.

TOPIC 3: PROTECT PEOPLE FROM FLOOD HAZARD

Floods can occur quickly and people should be prepared. There are certain steps that people can take before, during and after a storm that will help protect themselves and their family and minimize damage to their properties. Several resources can help them prepare, including preparation guides and automated alert systems.

KEY MESSAGES

“Turn around, don’t drown.” Avoid areas already flooded, especially if the water is flowing fast. Do not attempt to cross flowing streams or flooded roadways.

“Stay connected.” Sign up for the county’s CodeRED notification system, social media and be aware of the local news channel and radio stations for weather-related emergencies.

“Get a plan.” Make a plan for emergencies involving floods, hurricanes and other natural disasters. Plan for evacuation routes, locations for high ground, food, water, shelter and emergency supplies. Be sure to include preparations for pets.

OUTCOMES

- Save lives.

TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD

Approximately 30,000 structures in Sarasota County were built before there were flood regulations or flood maps (prior to December 1971, these structures are called “Pre-FIRM”). If they are in a high-risk flood zone, these structures are the most vulnerable to flood risks. There are certain measures that can be taken when constructing or improving a home to reduce the risk of flood damage. These measures include modifications to the structures themselves as well as other types of activities that do not include the structure, such as keeping drainage ditches clean and inlets clear of debris.

KEY MESSAGES

“Keep debris out of driveway culverts and ditches, and maintain your drainage swales (Only rain down the drain).”

“Elevate your equipment and/or utilities.”

OUTCOMES

- Reduced localized flooding.
- Reduced flood insurance claims.

TOPIC 5: BUILD RESPONSIBLY

Sarasota County enforces specific building regulations in the SFHA to protect people and buildings from flooding while maintaining natural floodplain functions. In addition to these areas, the county also enforces certain regulations in Community Flood Hazard Areas (CFHA) that they have identified through their own watershed management plans and field investigations. Builders should contact Sarasota County to find out what permits are required before starting the project.

KEY MESSAGES

“Get required permits before you start any home repair, improvement or construction.”

“Be aware of substantial improvements rule.”

OUTCOMES

- Increased compliance.

- Reduced flood losses.

TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS

Increased development has led to increased stormwater runoff and resulted in flooding in many areas. However, there are areas that naturally flood and benefit our community. Areas such as wetlands, preserves and other types of floodplains perform many natural functions and provide recreational benefits in the community. Residents and developers should be aware of these benefits and are encouraged to protect these resources and incorporate natural designs.

KEY MESSAGES

“Use Low Impact Development (LID), such as rain barrels, bioretention systems, green roofs, pervious materials, and non-invasive vegetation on your property.”

“Build with conservation in mind; incorporate natural systems into designs.”

OUTCOMES

- Improvement in water quality.
- Improvement in natural storage capacity.

TOPIC 7: HURRICANE PREPAREDNESS

Hurricane season starts in June and runs through November with the worst months being from late August until October. Residents should assess their risks and know their home's vulnerability to storm surge, flooding and wind. People should develop a plan for protecting themselves, their pets and their homes. Residents need to be aware of the evacuation zones and heed evacuation orders.

KEY MESSAGES

“Make a plan.”

OUTCOMES

- More residents evacuating when necessary.
- Minimized loss of life and injury.
- Minimized damage to property and belongings.

TOPIC 8: FLOOD ECONOMICS

Making homes and infrastructure more flood-proof provides positive economic, environmental and social benefits for communities. Residents should be aware of the potential costs related to damage from flood. Communities should build with the future in mind, providing benefits that include minimizing loss of property and infrastructure, enhancing the natural systems and improving public spaces to attract businesses and recreational enthusiasts.

KEY MESSAGES

“Build with the future in mind.” Consider projects that take into account the future flood conditions and enhance the natural systems.

OUTCOMES

- Improvement in building standards.
- Reduced loss of property.
- Reduced number of claims.

TOPIC 9: SEA LEVEL RISE

Being on the coast of the Gulf of Mexico, Sarasota County is very susceptible to the potential impacts of Sea Level Rise (SLR). Not only will projected increases in sea level affect homes and infrastructure along the coast of Sarasota County, but more frequent inland flooding can occur due to high tailwater conditions that can diminish the stormwater system capacity to send runoff to the Gulf.

KEY MESSAGES

“Reduce your exposure to effects of SLR.” Increased exposure to flooding in our low-lying coastal and inland areas may threaten our quality of life.

OUTCOMES

- Increased awareness and planning.
- Reduced impact to life, property, health and safety.
- Reduced impact to economy.

6 PROGRAM FOR PUBLIC INFORMATION (PPI) PROJECTS

The PPI committee evaluated existing outreach projects to determine whether they can be improved as well as identified new projects to increase flood awareness and educate residents about the resources available at the county. The committee reviewed the following projects, and the list will continue to grow with future meetings and stakeholder input.

OUTREACH PROJECTS

Flood flier – The committee continues to evaluate and refine the flood flier that is distributed to the public via print and online.

Property appraiser flood information – Sarasota County GIS staff worked with the property appraiser to develop GIS information that can be queried through the property appraiser website. The flood risk information is part of the parcel data that is available to the public.

Flood information storymap – Sarasota County is currently developing an Esri storymap as a resource for the public to be able to find information relating to flood risks in their area, download elevation certificates, learn about natural floodplain functions and other information that will help them better prepare for flood hazards.

Repetitive loss property / Repetitive loss area letter – Sarasota County sends out letters to repetitive loss properties and other properties located in a repetitive loss area (as determined from analysis of repetitive loss properties) to inform homeowners about flood risks. The letter also informs residents about what they can do to protect themselves and minimize property damage, as well as the resources that are available from the county, state and federal agencies.

Flood Awareness Week – Sarasota County and the PPI committee are coordinating with the Florida Floodplain Managers Association, local municipalities, the Sarasota Bay Estuary Program, and FEMA to formulate consistent messages to educate the public about flood risks and ways to protect themselves and their property. These messages will go out to conference attendees, social media and other media outlets during Flood Awareness Week.

Flood information workshops – Sarasota County conducts regular workshops throughout the county. There is an opportunity for the PPI committee to develop and incorporate more CRS messages. Subjects covered in the workshops include flood risk information and flood insurance.

Hazard disclosure - Real estate agencies are represented on the committee and their disclosure practice and information brochures are reviewed by the PPI committee. The real estate agents will disseminate the messages developed through this committee, including providing a brochure or the flood flier to potential buyers.

Flood protection information – The PPI committee will review the county's website to be sure additional messages (above the six general topics) and flood warning messages are coordinated with other warning messages. This project will also add specific pages regarding flood-related hazards for sea level rise and flood economics. [The PPI committee discussed additional messages, including topics for hurricane preparedness, flood economics, and sea level rise.](#)

Coastal erosion map – Sarasota County developed a coastal erosion map that will be published on their flood map website. The information will be used to disclosed coastal erosion hazards to the public and planning agencies.

Flood protection assistance – The PPI committee will review the county’s property protection advice (PPA), property advice provided after a site visit (PPV) and financial assistance advice (FAA) procedures. The committee will also review ways to publicize the county’s services for PPA, PPV and FAA.

Open space preservation – The PPI committee will review educational materials (brochures, signs, field trips, etc.) in open space areas that also have identified natural floodplain functions.

Drainage system maintenance – The PPI committee will review the messages for regulations prohibiting dumping in streams and ditches currently on the county’s website and flood flier.

Social media – Sarasota County posts on its Facebook, Twitter accounts information about various topics, including flood-related issues. These platforms present a great opportunity to relay information about flood risks and get the messages out. These platforms can be used during regular operations as well as distribute important safety information during a hazard event.

Each of the projects above were developed to deliver messages associated with one or more of the flood topics identified in Section 5 (Messages and Outcomes). Table 6-1 describes the flood topics that are covered by each project.

Table 6-1 Flood topics covered by PPI projects

Project	Know your flood hazard	Insure your property for your flood hazard	Protect people from the flood hazard	Protect your property from flood hazard	Build responsibly	Protect natural floodplain functions	Hurricane preparedness	Flood economics	Sea level rise
Flood flier	✓	✓	✓	✓	✓	✓	✓		
Property appraiser flood information	✓								
Flood information storymap	✓	✓	✓	✓	✓	✓			
Repetitive loss property / repetitive loss area letter	✓	✓	✓	✓	✓	✓			
Coastal erosion map	✓				✓	✓		✓	
Flood Awareness Week	✓	✓	✓	✓	✓	✓	✓	✓	✓
Flood information workshops	✓	✓	✓	✓	✓	✓	✓	✓	✓
Hazard disclosure	✓	✓	✓	✓	✓				
Flood protection information	✓	✓	✓	✓	✓	✓	✓	✓	✓
Flood protection assistance	✓	✓		✓	✓	✓			

Open space preservation						✓			
Drainage system maintenance				✓					
Social media	✓	✓	✓	✓	✓	✓	✓	✓	✓

Specific information about each project, including the audience, specific messages and outcomes, distribution methods, stakeholders, and assigned staff are provided in Appendix A. In addition to the messages and outcomes, the committee also recognized that there needs to be a way to measure the success of these projects and came up with possible indicators for the effectiveness of these messages. These indicators are also included in the project descriptions in Appendix A.

DISTRIBUTION METHODS

Sarasota County uses several methods to publicize the flood information and the services that the county offers. These methods include newspaper advertisements, websites, social media, utility bill inserts, fliers, brochures and presentations to the public. Certain methods are more costly than others, while others may be more effective in publicizing the information. The publicity and distribution methods for each project will depend on the type of project, how much information needs to be included, cost of implementation and target audience. Direct mail that includes too much information can be lost to the audience and ultimately thrown in the trash, especially if that mail is accompanied by other advertisements and clippings often included in the mail these days. This method is also costly.

Today, most people are using the internet get their news. Traditional sources of information like newspapers or magazines have declined in use over the last decade. According to a recent article by Aaron Smith (*Older Adults and Technology Use*, 2014) describing a recent study by the Pew Research Center, even the older population (i.e., seniors) are increasingly turning to the internet for information. Other studies have shown that the internet is more popular than newspapers and radio as a news source, ranking just behind TV. Americans today routinely get their news from multiple sources and a mix of platforms. More than nine in ten American adults (92 percent) get news from multiple platforms on a typical day, with half of those using four to six platforms daily, according to a 2010 article by Kristen Purcell, Lee Rainie, Amy Mitchell, Tom Rosenstiel and Kenneth Olmstead titled *Understanding the Participatory News Consumer*.

Although Sarasota County does use the direct mail method, the preferred method would:

- Minimize the probability of information being discarded.
- Increase the frequency of distribution.
- Minimize cost so that resources can be used to increase frequency of distribution and/or provide for multiple distribution methods instead/

Based on the criteria above and recent trends in technologies, the PPI committee concluded that the most effective way to reach the community is through a combination of communication tools, including:

- Sarasota County flood Information website.
- Sarasota County's social media (Facebook and Twitter).
- Email blasts to neighborhood associations.
- Utility bill inserts.

- Informational kiosks and events throughout the county.
- Direct mail to select target audiences.
- Flood and hurricane information events.
- Newspaper advertising.
- Television crawls.

FLOOD RESPONSE PROJECTS

The Sarasota County Flood Warning and Response Plan (FWRP) establishes a framework through which Sarasota County may prepare for, respond to and recover from saltwater or freshwater flooding conditions. Part of the FWRP's goal is to develop messages and dissemination tools centered on flood warning and response. These were prepared in advance and will not be delivered until a flood is impending or occurs. The PPI committee has reviewed several of the flood response messages as part of developing the flood information storymap outreach project. The committee will continue to review the other flood response messages and dissemination methods to ensure that the messages are concise and delivered in the most effective and efficient manner. Dissemination methods include:

- Media releases.
- Access Sarasota TV crawls.
- Web / social media.
- Contact center.
- Email/Constant Contact.
- Sarasota County website.
- CodeRed.
- Emergency Alert System (EAS).
- Wireless Emergency Alerts (WEA).
- Door hangers.
- FEMA Flood Insurance Claims handbook.
- Build Back Safer and Stronger brochure.
- FEMA After the Flood flier.
- ICC Flood Cleanup brochure.
- Filing Your Flood Insurance Claim flier.

Attachment 2 contains the Flood Warning and Response messages reviewed.

EXAMINATION OF OTHER PUBLIC INFORMATION INITIATIVES

The PPI committee looked at other public information activities in addition to outreach projects, including how best to set up a website on flood protection (CRS activity 350). In addition to the six priority CRS topics, Sarasota County will include information relating to hurricane preparedness, flood economics and Sea Level Rise. The county will also provide links to real-time gage data and post elevation certificates on the website.

The PPI committee also examined the types of technical assistance that are needed throughout the community and the best ways to publicize these flood protection services (CRS activities 320, 350 and 360). As a result, the county's flood protection website will list specific methods that can be used to protect a property or home. In addition, these services and contact information for these services will be listed on the flood fliers, county websites, newspaper advertisements, television crawls and social media. Resources for technical assistance will also be described and listed in letters sent to repetitive loss properties and other properties located in repetitive loss areas.

Projects developed through the PPI committee will ultimately enhance the county's CRS rating. Projects that can be related back to creditable activities in the CRS include:

ACTIVITY 320 – MAP INFORMATION SERVICE

Property appraiser flood information – This project provides valuable FIRM information to the public pertaining to the parcel of interest. This service is made available online and links to the county's web map service which is publicized on a brochure. The brochure will be distributed annually through several media outlets.

Flood information storymap – The Storymap provides FIRM information, access to available elevation certificates, and other hazard information. This will improve the County's ability to query and distribute the information the public. This service will be made available online and will be linked to the County's web map service, which is publicized on a brochure will be distributed annually through several media outlets.

ACTIVITY 340 – HAZARD DISCLOSURE

Hazard disclosure project – Real estate professionals will have access to the County's flood information tools and provide valuable FIRM information to potential buyers. The committee discussed ways to disseminate the flood risks to potential buyers and reviewed several disclosure forms and brochures, which realtors will provide to potential buyers. The committee reviewed a brochure developed and used by other communities that may be used to help develop a similar one for Sarasota County. Outreach can also be performed through realtor organizations for training on what resources are available at the county. Real estate professionals are contacted at least annually and representatives are members of this PPI committee.

ACTIVITY 350 – FLOOD PROTECTION INFORMATION

Flood protection information website – The PPI committee will review the county's website to be sure additional messages (above the six general topics) and flood warning messages are coordinated with other warning messages. The committee decided to add 3 additional topics. These topics included:

- Hurricane preparedness.
- Flood economics.
- Sea level rise.

The committee discussed several messages to convey to the public with regards to the three topics and decided on the appropriate messages as discussed in Section 5. The flood protection website will be publicized via a brochure that will be distributed annually through several media outlets.

Flood information storymap – The storymap enhances the county's existing flood protection information website by providing FIRM information, access to available elevation certificates and other hazard information that is much easier to understand. This service will be made available online and will be linked to the county's web map service which is publicized on a brochure. The brochure will be distributed annually through several media outlets.

ACTIVITY 360 – FLOOD PROTECTION ASSISTANCE

Flood protection assistance – The PPI committee will review the county's property protection advice (PPA), property advice provided after a site visit (PPV), and financial assistance advice (FAA) procedures. The committee will also review ways to publicize the county's services for PPA, PPV and FAA on an annual basis.

Repetitive loss property / repetitive loss area letter – The committee will review the current repetitive loss property/areas letters to identify improvements that can be made to disseminate information about flood protection assistance services that the county offers. The letter is sent out annually to property owners.

ACTIVITY 370 – FLOOD INSURANCE PROMOTION

Flood information storymap – Sarasota County performed a flood insurance coverage assessment to determine the level of coverage and needs. The county promotes flood insurance through its flood workshops. The PPI committee also developed messages to promote flood insurance and these messages were incorporated into the county's flood information storymap.

ACTIVITY 540 – DRAINAGE SYSTEM MAINTENANCE

Drainage system maintenance – The PPI committee will review and suggest improvements to the messages for regulations prohibiting dumping in streams and ditches currently on the county's website and flood flier that is distributed annually to media outlets and at events.

7 IMPLEMENTATION, MONITORING AND EVALUATION

The PPI committee meets quarterly to implement, monitor and evaluate the progress of the projects. The committee evaluates each project's effectiveness and revises the project as necessary to achieve the desired goals. The project sheets (Appendix A) are updated as necessary to reflect changes to the status or implementation of the projects. The PPI committee develops an annual evaluation noting the status of existing projects and/or provide information on new initiatives. The annual evaluation will be incorporated into the PPI report, which will serve as a living document that is updated on an annual basis. Table 7-1 summarizes the status of the PPI projects.

Each year the updated PPI is approved by the committee and submitted to the Sarasota County Commission.

Table 7-1 Status of PPI projects

Project	Status	Last Updated
Flood Flier	Completed; Developed in both English and Spanish.	October 2017
Property appraiser flood information	Completed; Under review for possible revisions to include link to the appropriate sections of the flood protection information website.	January 2018
Flood information storymap	In progress; Site developed in testing environment; Currently being reviewed by the PPI committee.	May 2018
Repetitive loss property / repetitive loss area letter	In progress; Will be reviewed by the PPI committee.	May 2018
Coastal erosion map	Completed the coastal erosion mapping that will be published on the flood map website.	May 2018
Flood Awareness Week	In progress; Coordinating with FFMA and FEMA for consistent messaging.	May 2018
Flood information workshops	Ongoing; PPI committee will review additional information to present at workshops.	May 2018
Hazard disclosure	Ongoing. Reviewing disclosure brochures and other ways to disseminate information to potential buyers.	May 2018
Flood protection information	Complete; Site currently under development by USF.	July 2018
Flood protection assistance	In-progress; Messages and contact information being incorporated into flood	May 2018

Project	Status	Last Updated
	flier, Storymap and flood protection website; PPI committee will review target audience for messaging (i.e., Repetitive loss properties and areas). Committee will review procedures for providing services for property protection and financial assistance advisory.	
Open space preservation	Not started	May 2018
Drainage system maintenance	In progress; Messages incorporated into other project initiatives.	May 2018
Social media	Ongoing; Will review messages for Flood Awareness Week.	May 2018

8 PPI ADOPTION

The Sarasota County PPI was adopted by the Sarasota County Commission on MMMMDD, YYYY.
The PPI committee submits an annual update to the board.

APPENDIX A

PPI projects

Key Sheet - Target Audiences

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

Key Sheet - Messages and Outcomes

Topic		Message		Outcome	
1	Know your flood hazard	A1	Find out your flood risk.	A1	Better prepared and informed residents and businesses.
2	Insure your property for your flood hazard	B1	Purchase flood insurance for your home, business, or rental.	B1	Increased number of flood insurance policies.
3	Protect people from flood hazard	C1	Turn around, don't drown.	C1	Save lives.
		C2	Stay Connected. Subscribe to County services and social media to receive alerts. Stay tuned to local news channels and radio stations.		
4	Protect your property from flood hazard	D1	Keep debris out of driveway culverts and ditches, and maintain your drainage swales (Only Rain Down the Drain).	D1	Reduced localized flooding.
		D2	Elevate your equipment/utilities.	D2	Reduced loss of property and flood insurance claims.
5	Build responsibly	E1	Get required permits before you start any home repair, improvement, or construction.	E1	Increased compliance and reduced flood loss.
		E2	Be aware of substantial improvements rule.		
6	Protect natural floodplain functions	F1	Keep our waters clean.	F1	Improvement in water quality and natural storage capacity.
		F2	Use Low Impact Development (LID), such as rain barrels, bioretention systems, green roofs, pervious materials, and non-invasive vegetation on your property.		
		F3	Build with conservation in mind; incorporate natural systems into designs.		
7	Hurricane preparedness	G1	Know your evacuation zone.	G1	More residents evacuating when necessary.
		G2	Have a plan.	G2	Minimized damage and injury.
		G3	Storm surge can occur without hurricane force winds		
8	Flood economics	H1	Floods can be costly to individuals, families and communities.	H1	Improvement in building standards.
		H2	Build with the future in mind.	H2	Reduced loss of property.
		H3	Insurance rates are not static.	H3	Reduced number of claims.
9	Sea level rise	I1	Plan for SLR.	I1	Increased awareness and planning.
				I2	Reduced impact to life, property, health and safety.
				I3	Reduced impact to economy.

OUTREACH PROJECT - SARASOTA COUNTY FLOOD FLIER ENGLISH

PROJECT DESCRIPTION	The Communications Department developed a flood flier to highlight the CRS topics. The flier was developed with the objective of remaining simple, providing concise messaging and showing available resources and contact information. The flood flier was previously advertised in the phonebook, the Herald Tribune and sent to municipalities within Sarasota County. Topics covered in the flier include flood risk information, building responsibly, flood insurance, flood safety, flood protection, and natural floodplain functions.
WHEN WILL THIS PROJECT BE IMPLEMENTED?	Begin date: October 2017 End date: Ongoing
WHO IS THE TARGET AUDIENCE?	All residents
WHAT CRS TOPICS ARE COVERED?	<input checked="" type="checkbox"/> TOPIC 1: KNOW YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 3: PROTECT PEOPLE FROM THE FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 5: BUILD RESPONSIBLY <input checked="" type="checkbox"/> TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS <input type="checkbox"/> TOPIC 7: HURRICANE PREPAREDNESS <input type="checkbox"/> TOPIC 8: FLOOD ECONOMICS <input type="checkbox"/> TOPIC 9: SEA LEVEL RISE
WHAT ARE THE MESSAGES?	A1, B1, C1, C2, D1, D2, E1, E2, F1, G1, G2
WHAT ARE THE OUTCOMES?	A1, B1, C1, D1, D2, E1, F1, G1, G2
WHO IS RESPONSIBLE FOR THE PROJECT?	Donna Bailey, CFM CRS Specialist Sarasota County Government 1001 Sarasota Center Blvd. Sarasota, FL 34240 941-861-0917 (office); 941-525-8915 (cell) Email: dabailey@scgov.net
HOW WILL THIS PROJECT BE DISTRIBUTED?	<ul style="list-style-type: none"> - Advertise in phonebook, once/year - Publish in Herald Tribune, once/year - Send to municipalities, once/year - Online

ARE THERE RELATED
CRS ACTIVITIES?

320 – This flier helps to publicize the county’s map information service. The committee determined what map information to provide.
360 – The flier publicizes the county’s flood protection services, including providing property protection advice (PPA) and site visits (PPV).
370 – The flier advises people to buy flood insurance.
540 – The flier encourages residents to keep swales and drainage ditches clear of debris to ensure water flow, and publicizes the county’s flood protection website to learn more about maintaining drainage systems.
610 – The flier publicizes the radio stations for emergency content and encourages residents to stay safe. It publicizes and reinforces the "Turn around, don’t drown" campaign.

WHAT
STAKEHOLDERS ARE
INVOLVED?

Lenders, realtors, insurance agents

WHICH
JURISDICTIONS ARE
INVOLVED IN THIS
PROJECT?

- Sarasota County
- City of Sarasota
- Town of Longboat Key
- City of North Port
- City of Venice

WHAT ARE THE
POSSIBLE SUCCESS
INDICATORS?

- Increased web traffic.
- Increased number of FEMA policies.
- Increased subscribers to the county’s alert system and social media.

WHAT IS THE
PROJECT STATUS?

OCTOBER 2017
Flier completed.

Anywhere it Rains it Can Flood

Hurricanes, tropical storms and heavy rainfall can occur any time in Sarasota County, making YOUR property subject to flooding.

1. Find out what your flood hazard is.
View flood maps at www.scgov.net/FloodMaps.

6. Protect natural floodplain functions.
Keep swales and drainage ditches clear of debris to ensure water flow.



Only rain down the drain!

5. Build responsibly.
Find out what permits are required. Be aware of substantial improvement rules.



2. Buy flood insurance.
Contact your agent for rates and coverage options or visit www.floodsmart.gov.



3. Stay safe.
Tune to radio stations 1450 AM or 970 AM for up-to-date flood and emergency information.



Turn around, don't drown.

4. Protect your property from flood hazards.
Raise electrical system components.

Call Sarasota County at 941-861-5000 for a property protection consultation or site visit to evaluate your drainage and retrofitting options. Visit www.scgov.net/FloodProtection.



Be prepared.

- Know your hurricane evacuation zones.
- Inventory and photograph everything in your home or business.
- Make a flood emergency plan.

Everything you need to know is in the Sarasota County Disaster Planning Guide available at www.scgov.net/AllHazards.

OUTREACH PROJECT - SARASOTA COUNTY FLOOD FLIER SPANISH

PROJECT DESCRIPTION	<p>The Communications Department developed a flood flier to highlight the CRS topics. The flier was developed with the objective of remaining simple, providing concise messaging and showing available resources and contact information. The flood flier was previously advertised in the phonebook, the Herald Tribune and sent to municipalities within Sarasota County. Topics covered in the flier include flood risk information, building responsibly, flood insurance, flood safety, flood protection and natural floodplain functions.</p> <p>A large segment of the population speaks Spanish. The flier was translated into Spanish.</p>
WHEN WILL THIS PROJECT BE IMPLEMENTED?	<p>Begin date: October 2017 End date: Ongoing</p>
WHO IS THE TARGET AUDIENCE?	Spanish speaking population
WHAT CRS TOPICS ARE COVERED?	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> TOPIC 1: KNOW YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 3: PROTECT PEOPLE FROM THE FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 5: BUILD RESPONSIBLY <input checked="" type="checkbox"/> TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS <input type="checkbox"/> TOPIC 7: HURRICANE PREPAREDNESS <input type="checkbox"/> TOPIC 8: FLOOD ECONOMICS <input type="checkbox"/> TOPIC 9: SEA LEVEL RISE
WHAT ARE THE MESSAGES?	A1, B1, C1, C2, D1, D2, E1, E2, F1, G1, G2
WHAT ARE THE OUTCOMES?	A1, B1, C1, D1, D2, E1, F1, G1, G2
WHO IS RESPONSIBLE FOR THE PROJECT?	<p>Donna Bailey, CFM CRS Specialist Sarasota County Government 1001 Sarasota Center Blvd. Sarasota, FL 34240 941-861-0917 (office); 941-525-8915 (cell) Email: dabailey@scgov.net</p>
HOW WILL THIS PROJECT BE DISTRIBUTED?	<ul style="list-style-type: none"> - Advertise in phonebook, once/year - Publish in Herald Tribune, once/year - Send to municipalities, once/year

- Online

ARE THERE RELATED CRS ACTIVITIES?	320 – This flier helps to publicize the county’s map information service. The committee determined what map information to provide. 360 – The flier publicizes the county’s flood protection services, including providing property protection advice (PPA) and site visits (PPV). 370 – The flier advises people to buy flood insurance. 540 – Tje flier encourages residents to keep swales and drainage ditches clear of debris to ensure water flow, and publicizes the County’s flood protection website to learn more about maintaining drainage systems. 610 – The flier publicizes the radio stations for emergency content and encourages residents to stay safe. Publicizes and reinforces the "Turn around, don’t drown" campaign.
WHAT STAKEHOLDERS ARE INVOLVED?	Lenders, realtors, insurance agents
WHICH JURISDICTIONS ARE INVOLVED IN THIS PROJECT?	- Sarasota County - City of Sarasota - Town of Longboat Key - City of North Port - City of Venice
WHAT ARE THE POSSIBLE SUCCESS INDICATORS?	- Increased web traffic. - Increased number of FEMA policies. - Increased subscribers to county’s alert system and social media
WHAT IS THE PROJECT STATUS?	OCTOBER 2017 Flier completed.

Dondequiera Que Llueva Puede Inundarse

Los huracanes, tormentas tropicales y fuertes lluvias pueden suceder en cualquier momento en el Condado de Sarasota, SU propiedad está sujeta a inundaciones.

1. Averigüe cuál es el peligro de inundación en su propiedad.
Vea los mapas de inundaciones en www.scgov.net/FloodMaps.

6. Proteja las funciones naturales de las zonas de desagüe.
Mantenga las grietas y las zanjas de drenaje libres de escombros para asegurar el flujo de agua.

¡Solo debe haber lluvia en el desagüe!

5. Construya responsablemente.
Averigüe qué permisos se requieren. Tenga en cuenta las reglas de mejoras sustanciales.

Este preparado.

- Conozca sus zonas de evacuación de huracanes.
- Inventariar y fotografiar todo en su casa o negocio.
- Haga un plan de emergencia contra inundaciones.

Todo lo que necesita saber está en la Guía de Planificación de Desastres del Condado de Sarasota disponible en www.scgov.net/AllHazards.

2. Compre seguro contra inundaciones.
Comuníquese con su agente para obtener tarifas y opciones de cobertura o visite www.floodsmart.gov.

3. Manténgase a salvo.
Sintonice las estaciones de radio 1450 AM o 970 AM para obtener información actualizada sobre las inundaciones y emergencias.

Dese vuelta, no se ahogue.

4. Proteja su propiedad de los peligros de inundación.
Mantenga elevados los componentes del sistema eléctrico.

Llame al Condado de Sarasota al 941-861-5000 para solicitar una consulta y revisar sus opciones en la protección de su propiedad. Visite www.scgov.net/FloodProtection.

OUTREACH PROJECT - SARASOTA COUNTY COASTAL EROSION MAPPING

PROJECT DESCRIPTION	Coastal erosion / mean high water mark mapping application.
WHEN WILL THIS PROJECT BE IMPLEMENTED?	Begin date: 08/2016 End date: April 2018
WHO IS THE TARGET AUDIENCE?	Coastal residential & commercial property owners, buyers, developers
WHAT CRS TOPICS ARE COVERED?	<input checked="" type="checkbox"/> TOPIC 1: KNOW YOUR FLOOD HAZARD <input type="checkbox"/> TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 3: PROTECT PEOPLE FROM THE FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 5: BUILD RESPONSIBLY <input checked="" type="checkbox"/> TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS <input type="checkbox"/> TOPIC 7: HURRICANE PREPAREDNESS <input type="checkbox"/> TOPIC 8: FLOOD ECONOMICS <input type="checkbox"/> TOPIC 9: SEA LEVEL RISE
WHAT ARE THE MESSAGES?	A1; E1; E2; F3; H2
WHAT ARE THE OUTCOMES?	A1; C1; D2; E1; H1; H2; H3; I1; I2; I3
WHO IS RESPONSIBLE FOR THE PROJECT?	Donna Bailey, CFM CRS Specialist Sarasota County Government 1001 Sarasota Center Blvd. Sarasota, FL 34240 941-861-0917 (office); 941-525-8915 (cell) Email: dabailey@scgov.net
HOW WILL THIS PROJECT BE DISTRIBUTED?	Website – GIS maps
ARE THERE RELATED CRS ACTIVITIES?	320 – MI5

WHAT STAKEHOLDERS ARE INVOLVED?	
WHICH JURISDICTIONS ARE INVOLVED IN THIS PROJECT?	<ul style="list-style-type: none"> - Sarasota County - City of Sarasota - Town of Longboat Key - City of Venice
WHAT ARE THE POSSIBLE SUCCESS INDICATORS?	<ul style="list-style-type: none"> - Reduced loss of property. - Reduced number of claims. - Reduced compliance issues.
WHAT IS THE PROJECT STATUS?	<p>2018 Ongoing</p>

OUTREACH PROJECT - SARASOTA COUNTY FLOOD AWARENESS WEEK

PROJECT DESCRIPTION	Sarasota County Flood Awareness Week
WHEN WILL THIS PROJECT BE IMPLEMENTED?	Begin date: April 2018 End date: Annually
WHO IS THE TARGET AUDIENCE?	All residents
WHAT CRS TOPICS ARE COVERED?	<input checked="" type="checkbox"/> TOPIC 1: KNOW YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 3: PROTECT PEOPLE FROM THE FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 5: BUILD RESPONSIBLY <input checked="" type="checkbox"/> TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS <input checked="" type="checkbox"/> TOPIC 7: HURRICANE PREPAREDNESS <input checked="" type="checkbox"/> TOPIC 8: FLOOD ECONOMICS <input checked="" type="checkbox"/> TOPIC 9: SEA LEVEL RISE
WHAT ARE THE MESSAGES?	A1, B1, C1, C2, D1, D2, E1, E2, F1, F2, F3, G1, G2, G3, H1, H2, H3, I1
WHAT ARE THE OUTCOMES?	A1, B1, C1, D1, D2, E1, F1, G1, G2, H1, H2, H3, I1, I2, I3
WHO IS RESPONSIBLE FOR THE PROJECT?	Donna Bailey, CFM CRS Specialist Sarasota County Government 1001 Sarasota Center Blvd. Sarasota, FL 34240 941-861-0917 (office); 941-525-8915 (cell) Email: dabailey@scgov.net
HOW WILL THIS PROJECT BE DISTRIBUTED?	- Through social media online and through local events
ARE THERE RELATED CRS ACTIVITIES?	330 – outreach 540 – Publicity 610 - Publicity

WHAT STAKEHOLDERS ARE INVOLVED?	
WHICH JURISDICTIONS ARE INVOLVED IN THIS PROJECT?	<ul style="list-style-type: none"> - Sarasota County - City of Sarasota - Town of Longboat Key - City of North Port - City of Venice
WHAT ARE THE POSSIBLE SUCCESS INDICATORS?	<ul style="list-style-type: none"> - Increased number of FEMA policies. - Better prepared and informed residents and businesses. - Reduced loss of property. - Reduced number of claims. - Better water quality.
WHAT IS THE PROJECT STATUS?	<p>MAY 2018</p> <p>The project is complete</p>

STATE IN BRIEF

ORLANDO
Man gets life sentence in synthetic opioid death

A Pennsylvania man has been sentenced to life in prison for supplying synthetic opioids to a woman who died in Florida.

Court records show that 43-year-old Jeremy Achey was sentenced Friday in Orlando federal court. He was convicted in January of conspiracy to distribute and distribution of controlled substances.

Authorities say Achey was one of the largest synthetic drug distributors on Alphabay Market, a "Darknet" marketplace for illicit substances. Records show Achey mailed thousands of packages containing synthetic drugs to hundreds of customers throughout the United States.

Prosecutors say Achey sold one gram of Tetrahydrofuran fentanyl, a synthetic analogue of fentanyl, in February 2017 to a 24-year-old Orlando woman, who later died of an overdose.

TAMPA
Student allegedly had gun at school

Authorities say a Florida junior high student has been charged with bringing a handgun to school.

A Hillsborough County Sheriff's Office news release says the 13-year-old boy was arrested Thursday afternoon at Dowdell Middle School in Tampa.

The release says a witness told school staff that the boy had the gun in his backpack and then placed it inside a large tractor tire near the school's bike rack. A school resource officer reported finding a loaded Bersa Thunder .380 semi-auto handgun.

Officials say the boy fled the area before being arrested, but his mother returned him to the school later Thursday.

The mother refused to allow the boy to speak with officials. He was taken to Hillsborough County Juvenile Assignment.

KEY WEST
Guilty plea in theft of an antique gold bar

One of two men accused of stealing a Key West

museum's 17th-century gold bar in 2010 has pleaded guilty.

Appearing Friday at Key West's federal courthouse, Richard Steven Johnson, of Rio Linda, California, pleaded guilty to conspiring to steal an object of cultural heritage and stealing a major artwork.

The 74.85-ounce gold bar valued at \$556,000 was found in 1980 on a 1622 Spanish galleon wreck site off the Florida Keys by late shipwreck

salvor Mel Fisher.

Until the theft, the bar was displayed in an acrylic case at the Mel Fisher Maritime Museum where visitors could touch it. Investigators proved that Johnson broke the case.

Johnson's sentencing date was not set. Alleged co-conspirator Jarred Alexander Goldman, Palm Beach Gardens, Florida, is scheduled for trial next month.

No information is available regarding the bar's status.



This August 2010 photo shows a 17th-century gold bar, valued at \$550,000, at the Mel Fisher Maritime Heritage Museum in Key West. One of two men accused of stealing the gold bar has pleaded guilty.

[ROB O'NEAL / THE KEY WEST CITIZEN VIA AP]

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Flood Awareness Week 2018

Go to scgov.net for more information.

Anywhere it Rains it Can Flood

Hurricanes, tropical storms and heavy rainfall can occur any time in Sarasota County, making YOUR property subject to flooding.

1. Find out what your flood hazard is.
View flood maps at scgov.net/FloodMaps.

2. Buy flood insurance.
Contact your agent for rates and coverage options or visit floodsmart.gov.

3. Stay safe.
Tune to radio stations 1450 AM or 970 AM for up-to-date flood and emergency information.

Turn around, don't drown.

4. Protect your property from flood hazards.
Raise electrical system components.

Call Sarasota County at 941-861-5000 for a property protection consultation or site visit to evaluate your drainage and retrofitting options. Visit scgov.net/FloodProtection.

Sarasota County
scgov.net | 941.861.5000

Be prepared.

- Know your hurricane evacuation zones.
 - Inventory and photograph everything in your home or business.
 - Make a flood emergency plan.
- Everything you need to know is in the Sarasota County Disaster Planning Guide available at scgov.net/AllHazards.



TOWN OF LONGBOAT KEY

2018 FLOOD AND HURRICANE AWARENESS NEWSLETTER

Flood Hazards – How to protect yourself and your property

Flood Hazard Area

Longboat Key residents live within a floodplain. Additionally, all of Longboat Key is designated as a Special Flood Hazard Area since our community is subject to a one percent or greater chance of flooding in any year. Your property may be vulnerable to flooding from heavy storms. Contact the Longboat Key Planning, Zoning & Building Department (941-316-1966) or the Public Works Department (941-316-1988) to find out which flood zone your property is in according to the Federal Emergency Management Agency (FEMA) Flood Insurance Rate Maps (FIRMS).

Flood Warning

Longboat Key, Manatee, and Sarasota

Warnings are issued via television and radio. Tune in to these media for instructions during times of possible severe weather. The Town of Longboat Key CodeRED Emergency Notification System provider delivers automated telephone notifications to registered participants.

Register your information for the CodeRED Emergency Notification System online at www.longboatkey.org (click on Residents, CodeRED). RE-REGISTER to update your settings if you initially registered prior to March 2016.

Hurricane evacuation maps are printed in the Sarasota and Bradenton phone books. Sarasota and Manatee County Hurricane Evacuation Maps are also available at the Police Department at 5460 Gulf of Mexico Drive, Fire Department at 5490 Gulf of Mexico Drive, Town Hall and Building Department at 501 Bay Isles Road, and at the Public Works Department located at 600 General Harris Street.

Flood Safety

Being aware of what steps you can take to minimize your loss prior to a flood is the first step to safety.

- Listen for weather updates and stay informed.
- Keep portable radio, flashlight and fresh batteries on hand.
- Turn off gas and electricity. (Call service provider for assistance.)
- Clear your yard, porch or patio of all loose objects.
- Moor your boat securely.
- Store enough drinking water for 5 days in clean containers.
- Know your evacuation route; know where to go.
- Have a backup plan if the storm track changes.

Caution: Do not drive or walk through a flooded area. Drowning is the number one cause of flood related deaths. Statistically, more people drown in their cars than any place else during flood events. Currents can be deceptive; six inches of moving water can sweep you off your feet. Don't drive around road barriers, the road may be washed out or there may be downed power lines. The number two killer during flood events is electrocution. Electrical current can flow through water. Report downed power lines to FPL (1-800-4-OUTAGE or 1-800-468-8243).

Don't Forget Your Pets!

If you must evacuate do not leave your animals behind. Evacuate them to a pre-arranged safe location if they cannot stay with you during the evacuation period. (Remember, pets are only allowed at pet friendly designated shelters.) If there is a possibility that disaster may strike while you are away from home, there are precautions you can take to increase your pet's chance of survival but they are not a substitute for evacuating with your pets. For more information, contact the Humane Society of the United States, Disaster Services, 2100 L Street NW, Washington DC 20037 (www.hsus.org), 202-452-1100.

Hurricane Evacuation

You may be advised to leave the island between 30 and 72 hours before a hurricane strikes. Because of expected off island heavy rains and gale force wind conditions, evacuation during daylight hours is strongly recommended. Evacuation routes may be flooded 24 hours before a hurricane hits. Although forcible evacuation is legal, Longboat Key Public Safety Departments will not force you to evacuate against your will. Any person who wishes to remain on the Key after evacuation has been ordered will be asked to give the Police Department the name of their next of kin. After Town Staff evacuates the Key and flooding begins, there may be no water and sewer service, nor telephone or electric power service. All buildings, regardless of height, will be subject to severe damage and, quite possibly, total destruction. Persons residing in condominiums above the first floor are advised that they are just as much at risk as are those residing in single family homes. Please note that elevators in multi-floor buildings may not function. By calling one number, 511, motorists everywhere in the State can find out about construction updates, lane closures, traffic incidents, severe weather reports and Amber and Silver Alerts. For more information about this new Statewide service, please visit: <http://www.fl511.com/>.

Property Protection

Moving outdoor furniture and relocating downstairs furniture to upper stories or higher locations may minimize loss. Sandbags can be placed to help slow down flood waters reaching your possessions. Retrofitting is a way to minimize loss prior to floods occurring. This involves building flood walls, elevating structures, etc. The Longboat Key Planning, Zoning & Building Department can assist property owners in retrofitting techniques and in how to select a contractor.

Flood Insurance

Regular homeowner insurance policies do not cover losses due to flooding. The Federal Insurance Administration (FIA) makes flood insurance available to everyone in the Town through private insurance agents. This is because the Town of Longboat Key participates in the National Flood Insurance Program (NFIP) which is administered by the FIA. For most individuals a home and its contents are their greatest investments. More information is available at <http://www.floodsmart.gov/floodsmart/>.

We strongly urge you to buy flood insurance to protect yourself from a devastating loss. Through the efforts of Town staff participating in the Community Rating System (CRS) Programs, citizens are eligible for up to a 25% discount on flood insurance rates. Continued citizen support of these programs and their requirements will help mitigate against future loss as well. Information about Federally backed flood policies is available to everyone in the Town through private insurance agents. Property owners can insure their buildings and contents, and renters can insure their possessions.

Further Information and Flood Zone Determination

As a public service, the Town of Longboat Key will provide you with the following information upon request:

- Where your property on Longboat Key lies within one of the respective Manatee or Sarasota County maps within the Special Flood Hazard Area (SFHA) as shown on the current Flood Insurance Rate Map (FIRM).
- Additional flood insurance risk data for a site, such as the FIRM zone and the base flood elevation requirements, including any additional freeboard requirement above the Base Flood Elevation (BFE) shown on the FIRM.
- We have a handout on the flood insurance purchase requirement that can help people who need a mortgage or loan for a property in the SFHA.
- The Town maintains elevation certificates for new and substantially improved structures in the SFHA.
- The Town updates the Flood Insurance Rate Maps as needed when revisions are made to the maps.
- The Town also has information in addition to the FIRM information, problems not shown on the FIRM, special flood related hazards, historical flood information, and natural floodplain functions.
- To obtain flood zone and flood protection assistance information, please contact the Planning, Zoning & Building Department (941-316-1966) located at 501 Bay Isles Road on Longboat Key from 8:00 am to 5:00 pm, Monday through Friday. There is no charge for this service.

A variety of pamphlets and other information are available, as well as copies of the Flood Insurance Rate Maps. Realtors, Insurance Agents or property owners can also obtain copies of Elevation Certificates on file for Longboat Key properties. When available, Flood Elevation certificates for a particular address are accessible at [www.longboatkey.org/Planning Zoning & Building Department/Elevation Certificates](http://www.longboatkey.org/PlanningZoning&BuildingDepartment/ElevationCertificates). Additionally, the Manatee County Central Library (941-748-5555) and

Sarasota County Selby Public Library (941-861-1100) have reference sections devoted to floodplain management, protection and information.

Disaster Mitigation Efforts

The Town participates with both Sarasota and Manatee County Local Mitigation Strategy (LMS) groups. These groups are designed to insure our municipality is prepared for all types of disasters. The LMS insures the Town is eligible for disaster mitigation funding after a declared event. The LMS also includes the Town's primary Floodplain Management Plan. Both the LMS document and the Annual Report on the Town's Floodplain Management Plan are available at Town Hall for review. Please take an opportunity to visit, and/or call the Public Works Department at (941) 361-6411, ext. 2213 for additional information.

How Can I Help Our Community?

Do your part in helping to preserve the storm drainage systems. Do not throw anything into drainage structures, ditches, swales, or streams. This is a violation of Town Ordinances. Often grass clippings, mulches, branches and debris can accumulate and clog or plug storm water flow through the system and potentially contribute to flooding.

Who Can I Call If I See:

- Illegal dumping? (941) 316-1976 Police Community Services
- Debris or blockages in a drainage system? (941) 316-1988 Public Works
- Construction work without a permit? (941) 316-1966 Planning, Zoning & Building

Home Improvements

Be aware that for any structure in the Town of Longboat Key, local ordinances, as well as Federal and State Laws and Codes, require that:

- Any structure that is damaged to more than 50% of its market value, OR
- Any structure where improvements are planned where the cost of improvements to the structure is more than 50% of its market value, OR
- Any combination of the two above; then, ...

The repair or improvements must be built to meet current floodplain Codes including, in some cases, elevation of the structure to the required flood elevation. These requirements will be explained to you when you apply for building permits. Contact the Planning, Zoning & Building Department (941-316-1966) for more information.

Repetitive Loss Properties

For the purposes of identifying properties facing significant risk of flooding, the NFIP defines a Repetitive Loss Property as "one that has had two or more losses of greater than \$1,000 each within any 10-year period."

Compared to the occurrence of a fire, people in floodplains are 27 times more likely to experience a flood during a 30-year mortgage.

Some repetitive loss buildings have been replaced or properly elevated. Some owners of repetitive loss properties have simply dropped National Flood Insurance coverage for economic or coverage limitation reasons.

If you want more information regarding aspects of owning a repetitive loss property, what measures can be taken to help prevent loss, or retrofitting and mitigation efforts to bring your property into compliance, please contact the Planning, Zoning & Building Department at (941) 316-1966.

Town staff members are available to conduct site visits, when requested, to discuss flooding, drainage problems and retrofitting options. You can also contact Florida Division of Emergency Management (FDEM), or State Floodplain Management Office (floods@em.myflorida.com, 850-413-9960), or the FDEM Website: www.floridadisaster.org.

TOWN OF LONGBOAT KEY 2018 SUMMER EDITION

Public Works Department
600 General Harris Street
Longboat Key, FL 34228
Phone: 941-361-6411, ext. 2213
Email: jlinkogle@longboatkey.org
www.longboatkey.org

TOWN COMMISSION

George Spoll, Mayor
Ed Zunz, Vice Mayor
Randy Clair, District 1
Ken Schneier, District 3
Jack Daly, District 4
Jim Brown, At Large
Irwin Pastor, At Large

Tom Harmer, Town Manager

Register your **CodeRED Emergency Notification information** online at www.longboatkey.org (Click on Residents, CodeRED). Did you register **PRIOR** to March 2016? You should **RE-REGISTER** to opt-in for Severe Weather Warnings. The additional service warns residents by cell phone, text, and/or email when the National Weather Service issues tornado, flooding, or other severe weather warnings.

2018 FLOOD-HURRICANE AND DISASTER AWARENESS SEMINAR

"The Aftermath of "IRMA-Geddon"

The annual disaster preparedness seminar is to be held on Thursday, May 31 from 3:15pm to 6:00pm at the Longboat Key Club Harbourside Ballroom, 3000 Harbourside Drive, Longboat Key. The keynote speaker is Elizabeth Cuevas-Neunder, President of the Puerto Rican Chamber of Commerce of Florida. Invited speakers are Bob Harrigan, ABC7 News Chief Meteorologist, and Sarasota and Manatee County Emergency Managers. RSVP required to the Chamber of Commerce at 383-2466. First 125 pre-registered attendees will receive a giveaway bag with a ticket for a door prize and a virgin Hurricane drink. Light appetizers served, compliments of The Resort at Longboat Key Club. Disaster Preparedness Seminar is sponsored by Aqua Plumbing & Air.

Longboat Key Receives Deeper Discount for Community Rating System

The National Flood Insurance Program's (NFIP) Community Rating System (CRS) is a voluntary incentive program that recognizes and encourages Community Floodplain management activities that exceed the minimum NFIP requirements. For CRS participating communities, flood insurance premium rates are discounted in increments of 5% (i.e., a Class 1 community would receive a 45% premium discount, while a Class 9 community would receive a 5% discount). Longboat Key is now a Class 5 CRS participating community with a **25%** premium discount. Check with your insurance agent at renewal time to insure you are getting the proper discount. CRS Coordinator James Linkogle will be happy to answer any of your questions and is available at (941) 361-6411, ext. 2213.

DATE	POST
4/28/18 Facebook	Did you know that most areas in Sarasota County are potentially prone to some amount of flooding from excessive rainfall or tidal influences? Property owners need to know their flood risk. Go to https://ags2.scgov.net/SarcoFlood/ to find yours.
4/28/18 Twitter	Did you know that most areas in Sarasota County are potentially prone to some amount of flooding from excessive rainfall or tidal influences? Property owners need to know their flood risk. Go to https://ags2.scgov.net/SarcoFlood/ to find yours.
4/29/18 Facebook	Flood insurance is available to everyone regardless if you rent, own or have a business. Flood insurance is not included in your property insurance policy, but flood insurance for full coverage begins at \$450 a year for a \$250,000 structure and \$100,000 contents. Premiums are based on your flood risk. For more information, visit https://www.fema.gov/national-flood-insurance-program .
4/29/18 Twitter	Did you know that flood insurance is available to everyone regardless if you rent, own or have a business? Flood insurance is not included in your property insurance policy. Premiums are based on your flood risk. For more information, visit https://www.fema.gov/national-flood-insurance-program .
4/30/18 Facebook	Stay safe. Intense or excessive rainfall can overtop canals and ditches, flooding streets. Remember to turn around, don't drown, as driving in flooded streets can stall your car and cause wave action to further flood structures along the road. Prepare ahead for bad weather and make a flood emergency plan today. For more information, visit http://www.nws.noaa.gov/os/water/tadd/ .
4/30/18 Twitter	Stay safe. Intense or excessive rainfall can overtop canals and ditches, flooding streets. Remember to turn around, don't drown, as driving in flooded streets can stall your car. Prepare ahead for bad weather and make a flood emergency plan today. For more information, visit http://www.nws.noaa.gov/os/water/tadd/ .
5/1/18 Facebook	Protect your property from flood hazards. Insurance is your first level of protection. Other methods include installing flood vents where appropriate or raising electrical system components. For more

	information on how to protect your property, visit scgov.net/floodprotection or call 941-861-5000.
5/1/18 Twitter	Protect your property from flood hazards. Insurance is your first level of protection. Other methods include installing flood vents where appropriate or raising electrical system components. For more information on how to protect your property, visit scgov.net/floodprotection or call 941-861-5000.
5/2/18 Facebook	Build responsibly. Avoid building in floodplains. Before you build, find out what the regulations are and what permits are required. Be aware of substantial improvement rules, which are there to correct structures built before regulations and flood mapping. These apply when a structure is below a known base flood elevation. For more information, visit scgov.net/floodprotection .
5/2/18 Twitter	Before you build, find out what the regulations are and what permits are required. For more information, visit scgov.net/floodprotection .
5/3/18 Facebook	Protect our natural floodplain functions. Keep swales and drainage ditches clear of debris to ensure water flow. Report the dumping of materials to 941-861-5000. Learn more about natural floodplains at scgov.net/floodprotection .
5/3/18 Twitter	Protect our natural floodplain functions. Keep swales and drainage ditches clear of debris to ensure water flow. Report the dumping of materials to 941-861-5000. Learn more about natural floodplains at scgov.net/floodprotection .
5/4/18 Facebook	Most areas in Sarasota County are prone to some amount of flooding from coastal flooding, including sea level rise. Learn about scientific predictions for rising sea levels in Sarasota County and potential impacts on our coastal community. https://coast.noaa.gov/digitalcoast/tools/slr
5/4/18 Twitter	Most areas in Sarasota County are potentially prone to some amount of flooding from coastal flooding, including sea level rise. Learn about scientific predictions for rising sea levels in Sarasota County and potential impacts on our coastal community. https://coast.noaa.gov/digitalcoast/tools/slr
5/5/18 Facebook	What would it cost if Sarasota County lost its infrastructure or pristine beaches due to flooding? In 2014, the economic value of Sarasota Bay was reported at \$11.8

	<p>billion.</p> <p>But there are ways to help. Mitigation through insurance, retrofitting, relocation or elevating saves a community \$6 for every \$1 spent. For more information about federal grant programs for mitigating your structure, visit fema.gov/grants.</p>
5/5/18 Twitter	<p>What would it cost if Sarasota County lost its infrastructure or beaches due to flooding? In 2014, the economic value of Sarasota Bay was reported at \$11.8 billion.</p> <p>But mitigation can save a community \$6 for every \$1 spent. For more information, visit fema.gov/grants.</p>

OUTREACH PROJECT - SARASOTA COUNTY FLOOD INFORMATION STORYMAP

PROJECT DESCRIPTION	Sarasota County is currently developing an Esri storymap as a resource for the public to be able to find information relating to flood risks in their area, download elevation certificates, learn about natural floodplain functions, and other information that will help them better prepare for flood hazards.
WHEN WILL THIS PROJECT BE IMPLEMENTED?	Begin date: October, 2017 End date: Ongoing
WHO IS THE TARGET AUDIENCE?	All residents
WHAT CRS TOPICS ARE COVERED?	<input checked="" type="checkbox"/> TOPIC 1: KNOW YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 3: PROTECT PEOPLE FROM THE FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 5: BUILD RESPONSIBLY <input checked="" type="checkbox"/> TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS <input type="checkbox"/> TOPIC 7: HURRICANE PREPAREDNESS <input type="checkbox"/> TOPIC 8: FLOOD ECONOMICS <input type="checkbox"/> TOPIC 9: SEA LEVEL RISE
WHAT ARE THE MESSAGES?	A1, B1, C1, C2, D1, D2, E1, E2, F1
WHAT ARE THE OUTCOMES?	A1, B1, C1, D1, D2, E1, F1
WHO IS RESPONSIBLE FOR THE PROJECT?	Donna Bailey, CFM CRS Specialist Sarasota County Government 1001 Sarasota Center Blvd. Sarasota, FL 34240 941-861-0917 (office); 941-525-8915 (cell) Email: dabailey@scgov.net
HOW WILL THIS PROJECT BE DISTRIBUTED?	<ul style="list-style-type: none"> - Social media - Publicized at annual events and workshops - Online

ARE THERE RELATED
CRS ACTIVITIES?

320 – The storymap provides FIRM information, access to available elevation certificates, and other hazard information. This will improve the county’s ability to query and distribute the information the public.

350 – The storymap enhances the county’s existing flood protection information website by providing FIRM information, access to available elevation certificates, and other hazard information that is much easier to understand.

WHAT
STAKEHOLDERS ARE
INVOLVED?

Lenders, realtors, insurance agents

WHICH
JURISDICTIONS ARE
INVOLVED IN THIS
PROJECT?

- Sarasota County

WHAT ARE THE
POSSIBLE SUCCESS
INDICATORS?

- Increased web traffic.
- Increased number of FEMA policies.
- Increased subscribers to County’s alert system and social media.

WHAT IS THE
PROJECT STATUS?

JULY, 2018
Draft storymap completed.

OUTREACH PROJECT - SARASOTA COUNTY FLOOD PROTECTION ASSISTANCE

PROJECT DESCRIPTION	Notify the public that flood protection assistance is available.
WHEN WILL THIS PROJECT BE IMPLEMENTED?	Begin date: January 2016 End date: On going
WHO IS THE TARGET AUDIENCE?	All residents of unincorporated Sarasota County
WHAT CRS TOPICS ARE COVERED?	<input checked="" type="checkbox"/> TOPIC 1: KNOW YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 3: PROTECT PEOPLE FROM THE FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 5: BUILD RESPONSIBLY <input checked="" type="checkbox"/> TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS <input type="checkbox"/> TOPIC 7: HURRICANE PREPAREDNESS <input type="checkbox"/> TOPIC 8: FLOOD ECONOMICS <input type="checkbox"/> TOPIC 9: SEA LEVEL RISE
WHAT ARE THE MESSAGES?	A1, B1, C2, D1, D2, E1, E2, F3, H1, H2, H3
WHAT ARE THE OUTCOMES?	A1, B1, C1, D1, D2, E1, F1, H1, H2, H3
WHO IS RESPONSIBLE FOR THE PROJECT?	Desiree Companion, CFM CRS Coordinator Sarasota County Government 1001 Sarasota Center Blvd. Sarasota, FL 34240 941-861-0802 (office) Email: dcompani@scgov.net
HOW WILL THIS PROJECT BE DISTRIBUTED?	- Online through our website
ARE THERE RELATED CRS ACTIVITIES?	360 – PPA, PPV, FAA

WHAT STAKEHOLDERS ARE INVOLVED?	
WHICH JURISDICTIONS ARE INVOLVED IN THIS PROJECT?	- Sarasota County
WHAT ARE THE POSSIBLE SUCCESS INDICATORS?	<ul style="list-style-type: none"> - Reduced loss of property. - Reduced number of claims. - Protection of natural functioning floodplains.
WHAT IS THE PROJECT STATUS?	<p>MAY 2018</p> <p>The project is complete</p>

OUTREACH PROJECT - SARASOTA COUNTY FLOOD PROTECTION INFORMATION WEBSITE

PROJECT DESCRIPTION	Flood protection information – Sarasota County Water Atlas http://www.sarasota.wateratlas.usf.edu/flood-protection#flood-protection
WHEN WILL THIS PROJECT BE IMPLEMENTED?	Begin date: 2017 End date: ongoing – pages updated as necessary
WHO IS THE TARGET AUDIENCE?	All residents
WHAT CRS TOPICS ARE COVERED?	<input checked="" type="checkbox"/> TOPIC 1: KNOW YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 3: PROTECT PEOPLE FROM THE FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 5: BUILD RESPONSIBLY <input checked="" type="checkbox"/> TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS <input checked="" type="checkbox"/> TOPIC 7: HURRICANE PREPAREDNESS <input checked="" type="checkbox"/> TOPIC 8: FLOOD ECONOMICS <input checked="" type="checkbox"/> TOPIC 9: SEA LEVEL RISE
WHAT ARE THE MESSAGES?	A1, B1, C1, C2, D1, D2, E1, E2, F1, F2, F3, G1, G2, G3, H1, H2, H3, I1
WHAT ARE THE OUTCOMES?	A1, B1, C1, D1, D2, E1, F1, G1, G2, H1, H2, H3, I1, I2, I3
WHO IS RESPONSIBLE FOR THE PROJECT?	Donna Bailey, CFM CRS Specialist Sarasota County Government 1001 Sarasota Center Blvd. Sarasota, FL 34240 941-861-0917 (office); 941-525-8915 (cell) Email: dabailey@scgov.net
HOW WILL THIS PROJECT BE DISTRIBUTED?	- Main webpages for flood protection

ARE THERE RELATED
CRS ACTIVITIES? 330 - Outreach
320 – Map information service
350 – Flood protection information
360 – Publicity
540 – Publicity
610 - Publicity

WHAT
STAKEHOLDERS ARE
INVOLVED?

WHICH
JURISDICTIONS ARE
INVOLVED IN THIS
PROJECT? - Sarasota County

WHAT ARE THE
POSSIBLE SUCCESS
INDICATORS? - Reduced loss of property.
- Reduced number of claims.
- Reduced compliance issues.
- Increased FEMA flood policies.
- Water quality.
- Safer community.

WHAT IS THE
PROJECT STATUS? **2018**
The project is complete

OUTREACH PROJECT - SARASOTA COUNTY FLOOD ZONE WORKSHOPS

PROJECT DESCRIPTION	Public flood zone workshops
WHEN WILL THIS PROJECT BE IMPLEMENTED?	Begin date: 2015 End date: ongoing
WHO IS THE TARGET AUDIENCE?	ALL
WHAT CRS TOPICS ARE COVERED?	<input checked="" type="checkbox"/> TOPIC 1: KNOW YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 3: PROTECT PEOPLE FROM THE FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 5: BUILD RESPONSIBLY <input checked="" type="checkbox"/> TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS <input checked="" type="checkbox"/> TOPIC 7: HURRICANE PREPAREDNESS <input checked="" type="checkbox"/> TOPIC 8: FLOOD ECONOMICS <input checked="" type="checkbox"/> TOPIC 9: SEA LEVEL RISE
WHAT ARE THE MESSAGES?	A1, B1, C1, C2, D1, D2, E1, E2, F1, F2, F3, G1, G2, G3, H1, H2, H3, I1
WHAT ARE THE OUTCOMES?	A1, B1, C1, D1, D2, E1, F1, G1, G2, H1, H2, H3, I1, I2, I3
WHO IS RESPONSIBLE FOR THE PROJECT?	Des Companion CFM CRS Coordinator Sarasota County Government 1001 Sarasota Center Blvd. Sarasota, FL 34240 941-861-0802 (office) Email: dcompani@scgov.net
HOW WILL THIS PROJECT BE DISTRIBUTED?	- Through various libraries, HOAs and interest groups

ARE THERE RELATED CRS ACTIVITIES?	330 - outreach 320 – Map Information Service 350 – Flood Protection Information 360 – Publicity 540 – Publicity 610 - Publicity
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WHAT STAKEHOLDERS ARE INVOLVED?	Lenders, Realtors, Insurance Agents
---------------------------------------	-------------------------------------

WHICH JURISDICTIONS ARE INVOLVED IN THIS PROJECT?	<ul style="list-style-type: none"> - Sarasota County - City of Sarasota - City of North Port
--	---

WHAT ARE THE POSSIBLE SUCCESS INDICATORS?	<ul style="list-style-type: none"> - Reduced loss of property. - Reduced number of claims. - Reduced compliance issues. - Increased FEMA flood policies. - Water quality. - Safer community.
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WHAT IS THE PROJECT STATUS?	2018 Ongoing
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FLOOD ZONE WORKSHOPS

Attention residents, lenders, insurance and real estate agents!

You're invited to attend a flood zone workshop.

You'll learn about your flood risks, zones, maps, regulations, mandatory insurance purchase requirements and why flood zone maps are continuously updated.

All workshops are from 10:15 a.m. to noon. No registration required.



North Port Library

13800 Tamiami Trail, North Port

Tuesday, Jan. 30

Tuesday, Feb. 20

Tuesday, March 20

Tuesday, April 17

Tuesday, Sept. 25



Elsie Quirk Library

100 Dearborn St., Englewood

Wednesday, Jan. 24

Thursday, March 29

Wednesday, Sept. 12

Thursday, Oct. 11

Thursday, Nov. 8



Jacaranda Library

4143 Woodmere Park Blvd., Venice

Tuesday, Jan. 9

Thursday, Feb. 22

Thursday, March 15

Wednesday, Sept. 26

Wednesday, Oct. 17



Fruitville Library

100 Coburn Road, Sarasota

Thursday, Feb. 15

Wednesday, April 4

Tuesday, Oct. 9

Tuesday, Nov. 13



Selby Library

1331 First St., Sarasota

Tuesday, Jan. 23

Tuesday, Feb. 13

Tuesday, May 8

Tuesday, Sept. 18

Gulf Gate Library

7112 Curtiss Ave., Sarasota

Tuesday, March 6

Wednesday, Sept. 19

Tuesday, Oct. 16



Want to schedule a presentation for your organization?

Call the Sarasota County Contact Center at 941-861-5000 and ask for Des Companion.

2018 schedule


Sarasota County
scgov.net | 941.861.5000

OUTREACH PROJECT - SARASOTA COUNTY HAZARD DISCLOSURE

PROJECT DESCRIPTION	Hazard disclosure / Special Flood Hazard Area (SFHA) with a direct link to the flood protection webpages. flood zone locator application: ags3.scgov.net/sarcoflood
WHEN WILL THIS PROJECT BE IMPLEMENTED?	Begin date: 2016 End date: ongoing – maps updated as necessary
WHO IS THE TARGET AUDIENCE?	All residents
WHAT CRS TOPICS ARE COVERED?	<input checked="" type="checkbox"/> TOPIC 1: KNOW YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 3: PROTECT PEOPLE FROM THE FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 5: BUILD RESPONSIBLY <input checked="" type="checkbox"/> TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS <input checked="" type="checkbox"/> TOPIC 7: HURRICANE PREPAREDNESS <input checked="" type="checkbox"/> TOPIC 8: FLOOD ECONOMICS <input checked="" type="checkbox"/> TOPIC 9: SEA LEVEL RISE
WHAT ARE THE MESSAGES?	A1, B1, C1, C2, D1, D2, E1, E2, F1, G1, G2, G3, H1, H2, H3, I1
WHAT ARE THE OUTCOMES?	A1, B1, C1, D2, E1, G1, G2, H1, H2, H3, I1, I2, I3
WHO IS RESPONSIBLE FOR THE PROJECT?	Donna Bailey, CFM CRS Specialist Sarasota County Government 1001 Sarasota Center Blvd. Sarasota, FL 34240 941-861-0917 (office); 941-525-8915 (cell) Email: dabailey@scgov.net
HOW WILL THIS PROJECT BE DISTRIBUTED?	- Part of our flood zone locator application
ARE THERE RELATED CRS ACTIVITIES?	322 - MI5 400 – Flood mapping

WHAT STAKEHOLDERS ARE INVOLVED?	
WHICH JURISDICTIONS ARE INVOLVED IN THIS PROJECT?	<ul style="list-style-type: none"> - Sarasota County - City of Sarasota - Town of Longboat Key - City of North Port - City of Venice
WHAT ARE THE POSSIBLE SUCCESS INDICATORS?	<ul style="list-style-type: none"> - Reduced loss of property. - Reduced number of claims. - Reduced compliance issues. - Increased FEMA flood policies.
WHAT IS THE PROJECT STATUS?	<p>2017</p> <p>The project is complete</p>

OUTREACH PROJECT - SARASOTA COUNTY HAZARD DISCLOSURE

PROJECT DESCRIPTION	Hazard disclosure / Community Flood Hazard Area (CFHA) with a direct link to the Flood protection webpages. flood zone locator application: ags3.scgov.net/sarcoflood
WHEN WILL THIS PROJECT BE IMPLEMENTED?	Begin date: 2016 End date: ongoing – maps updated as necessary
WHO IS THE TARGET AUDIENCE?	All residents
WHAT CRS TOPICS ARE COVERED?	<input checked="" type="checkbox"/> TOPIC 1: KNOW YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 3: PROTECT PEOPLE FROM THE FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 5: BUILD RESPONSIBLY <input checked="" type="checkbox"/> TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS <input checked="" type="checkbox"/> TOPIC 7: HURRICANE PREPAREDNESS <input checked="" type="checkbox"/> TOPIC 8: FLOOD ECONOMICS <input checked="" type="checkbox"/> TOPIC 9: SEA LEVEL RISE
WHAT ARE THE MESSAGES?	A1, B1, C1, C2, D1, D2, E1, E2, F1, G1, G2, G3, H1, H2, H3, I1
WHAT ARE THE OUTCOMES?	A1, B1, C1, D2, E1, G1, G2, H1, H2, H3, I1, I2, I3
WHO IS RESPONSIBLE FOR THE PROJECT?	Donna Bailey, CFM CRS Specialist Sarasota County Government 1001 Sarasota Center Blvd. Sarasota, FL 34240 941-861-0917 (office); 941-525-8915 (cell) Email: dabailey@scgov.net
HOW WILL THIS PROJECT BE DISTRIBUTED?	- Part of our flood zone locator application
ARE THERE RELATED CRS ACTIVITIES?	322 - MI5 400 – Flood mapping

WHAT STAKEHOLDERS ARE INVOLVED?	
WHICH JURISDICTIONS ARE INVOLVED IN THIS PROJECT?	<ul style="list-style-type: none"> - Sarasota County - City of Sarasota
WHAT ARE THE POSSIBLE SUCCESS INDICATORS?	<ul style="list-style-type: none"> - Reduced loss of property. - Reduced number of claims. - Reduced compliance issues. - Increased FEMA flood policies.
WHAT IS THE PROJECT STATUS?	<p>2017 The project is complete</p>

OUTREACH PROJECT - SARASOTA COUNTY PROPERTY APPRAISER FLOOD DISPLAY

PROJECT DESCRIPTION	Flood information displayed on the tax assessor database/property appraiser online records.
WHEN WILL THIS PROJECT BE IMPLEMENTED?	<p>Begin date: September 2017</p> <p>End date: Ongoing / data is updated and uploaded daily</p>
WHO IS THE TARGET AUDIENCE?	All residents and non-residents
WHAT CRS TOPICS ARE COVERED?	<input checked="" type="checkbox"/> TOPIC 1: KNOW YOUR FLOOD HAZARD <input type="checkbox"/> TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD <input type="checkbox"/> TOPIC 3: PROTECT PEOPLE FROM THE FLOOD HAZARD <input type="checkbox"/> TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD <input type="checkbox"/> TOPIC 5: BUILD RESPONSIBLY <input type="checkbox"/> TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS <input type="checkbox"/> TOPIC 7: HURRICANE PREPAREDNESS <input type="checkbox"/> TOPIC 8: FLOOD ECONOMICS <input type="checkbox"/> TOPIC 9: SEA LEVEL RISE
WHAT ARE THE MESSAGES?	A1
WHAT ARE THE OUTCOMES?	A1
WHO IS RESPONSIBLE FOR THE PROJECT?	<p>Donna Bailey, CFM CRS Specialist Sarasota County Government 1001 Sarasota Center Blvd. Sarasota, FL 34240 941-861-0917 (office); 941-525-8915 (cell) Email: dabailey@scgov.net</p>
HOW WILL THIS PROJECT BE DISTRIBUTED?	- Online through the Property Appraiser's website

ARE THERE RELATED
CRS ACTIVITIES?

310 – Elevation certificates are available on the direct link to the flood zone locator program.
320 - Map Information Service.
340 – Hazard disclosure – realtors use this service to advise their clients.
410 – Flood hazard mapping.
440 – This flood display links directly to the county’s map flood zone locator program. The committee determined what map information to display on the property appraiser website.

WHAT STAKEHOLDERS ARE INVOLVED?	Realtors, lenders and insurance agents
WHICH JURISDICTIONS ARE INVOLVED IN THIS PROJECT?	<ul style="list-style-type: none">- Sarasota County- City of Sarasota- Town of Longboat Key- City of Venice- City of North Port
WHAT ARE THE POSSIBLE SUCCESS INDICATORS?	<ul style="list-style-type: none">- Increased web traffic.- Increased number of FEMA policies.
WHAT IS THE PROJECT STATUS?	SEPTEMBER 2017 Project completed.

Projects / Progress

Property Appraiser Flood Information Display

<https://ags3.scgov.net/parcels/>

Property record information last updated on: 11/8/2017

FEMA Flood Zone (Data provided by Sarasota County Government as of 11/6/2017)

FIRM Panel	Floodway	SFHA	Flood Zone **	Community	Base Flood Elevation (ft)	CFHA *
0133F	OUT	IN	VE	125150	14	OUT
0133F	OUT	IN	VE	125150	13	OUT

* If your property is in a SFHA or CFHA, use the [map](#) to determine if the building footprint is within the flood area.

** For more information on flood and flood related issues specific to this property, call (941) 954-4127
For general questions regarding the flood map, call (941) 861-5000.

OUTREACH PROJECT - SARASOTA COUNTY RL NOTIFICATION LETTER

PROJECT DESCRIPTION	Sarasota County repetitive loss area notification letter. City of Sarasota repetitive loss area notification letter.
WHEN WILL THIS PROJECT BE IMPLEMENTED?	Begin date: January 2017 End date: Ongoing / this is an annual letter
WHO IS THE TARGET AUDIENCE?	Property owners in the repetitive loss areas
WHAT CRS TOPICS ARE COVERED?	<input checked="" type="checkbox"/> TOPIC 1: KNOW YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 3: PROTECT PEOPLE FROM THE FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 5: BUILD RESPONSIBLY <input checked="" type="checkbox"/> TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS <input type="checkbox"/> TOPIC 7: HURRICANE PREPAREDNESS <input type="checkbox"/> TOPIC 8: FLOOD ECONOMICS <input type="checkbox"/> TOPIC 9: SEA LEVEL RISE
WHAT ARE THE MESSAGES?	A1, B1, C1, C2, D1, D2, E1, E2, F1, G2, G3
WHAT ARE THE OUTCOMES?	A1, C1, D2, E1, G1, G2, H1, H2, H3, I1
WHO IS RESPONSIBLE FOR THE PROJECT?	<p>Sarasota County Donna Bailey, CFM CRS Specialist Sarasota County Government 1001 Sarasota Center Blvd. Sarasota, FL 34240 941-861-0917 (office); 941-525-8915 (cell) Email: dabailey@scgov.net</p> <p>City of Sarasota Todd Kerkering, CEM, CFM, FPEM Emergency Manager City of Sarasota 2099 Adams Lane Sarasota, FL 34237 (941) 363-5811 Email: Richard.Kerkering@sarasotaFL.gov</p>

HOW WILL THIS
PROJECT BE
DISTRIBUTED?

- Annually through postal mail.

ARE THERE RELATED
CRS ACTIVITIES?

- 330 – Outreach, Topics 1-7
- 540 - Publicity
- 610 - Publicity

WHAT
STAKEHOLDERS ARE
INVOLVED?

WHICH
JURISDICTIONS ARE
INVOLVED IN THIS
PROJECT?

- Sarasota County
- City of Sarasota

WHAT ARE THE
POSSIBLE SUCCESS
INDICATORS?

- Increased number of FEMA policies.
- Decreased permits for flood repair.

WHAT IS THE
PROJECT STATUS?

LETTER IS DUE ANNUALLY.

OUTREACH PROJECT - SARASOTA COUNTY SOCIAL MEDIA OUTREACH

PROJECT DESCRIPTION	Sarasota County maintains Facebook and Twitter pages to inform the public about various topics including flood related issues. These platforms present a great opportunity to relay information about flood risks and get the messages out. These platforms can be used during regular operations as well as distribute important safety information during a hazard event.
WHEN WILL THIS PROJECT BE IMPLEMENTED?	Begin date: 2016 End date: ongoing – Social Media messages are blasted on a schedule through a CRS Communications Plan
WHO IS THE TARGET AUDIENCE?	ALL
WHAT CRS TOPICS ARE COVERED?	<input checked="" type="checkbox"/> TOPIC 1: KNOW YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 3: PROTECT PEOPLE FROM THE FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 5: BUILD RESPONSIBLY <input checked="" type="checkbox"/> TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS <input checked="" type="checkbox"/> TOPIC 7: HURRICANE PREPAREDNESS <input checked="" type="checkbox"/> TOPIC 8: FLOOD ECONOMICS <input checked="" type="checkbox"/> TOPIC 9: SEA LEVEL RISE
WHAT ARE THE MESSAGES?	A1, B1, C1, C2, D1, D2, E1, E2, F1, F2, F3, G1, G2, G3, H1, H2, H3, I1
WHAT ARE THE OUTCOMES?	A1, B1, C1, D1, D2, E1, F1, G1, G2, H1, H2, H3, I1, I2, I3
WHO IS RESPONSIBLE FOR THE PROJECT?	Donna Bailey, CFM CRS Specialist Sarasota County Government 1001 Sarasota Center Blvd. Sarasota, FL 34240 941-861-0917 (office); 941-525-8915 (cell) Email: dabailey@scgov.net
HOW WILL THIS PROJECT BE DISTRIBUTED?	- Social Media / Facebook and Twitter

ARE THERE RELATED
CRS ACTIVITIES?

- 330 – Outreach
- 320 – Map Information Service
- 350 – Flood Protection Information
- 360 – Publicity
- 540 – Publicity
- 610 – Publicity

WHAT
STAKEHOLDERS ARE
INVOLVED?

WHICH
JURISDICTIONS ARE
INVOLVED IN THIS
PROJECT?

- Sarasota County

WHAT ARE THE
POSSIBLE SUCCESS
INDICATORS?

- Reduced loss of property
- Reduced number of claims
- Reduced compliance issues
- Increased FEMA flood policies
- Water quality

WHAT IS THE
PROJECT STATUS?

2018
Ongoing

ATTACHMENT 1

PPI Meeting Minutes



AGENDA

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE KICK-OFF MEETING

May 24, 2017 @ 10:30 a.m. – 12:00 p.m
 Sarasota County Operations Center, BOB, Conference Room 7
 1001 Sarasota Center Blvd., Sarasota, FL 34240
 GoTo Meeting login: <https://global.gotomeeting.com/join/239719189>
 Call in number: (872) 240-3311; Access Code: 239-719-189

INVITEES:

Official Members	Representing
Donna Bailey, dabailey@scgov.net Ed McCrane, emccrane@scgov.net Kirsten Pedersen, kpedersen@scgov.net James Linkogle, jlinkogle@longboatkey.org Todd Kerkering, Richard.Kerkering@sarasotaFL.gov	Public Utilities, Sarasota County Emer. Services, Sarasota County Communications, Sarasota County Public Works, Town of Longboat Key Emergency Services, City of Sarasota
Stakeholder Members	Representing
Katherine Howington, katherine.howington@bankersinsurance.com Sherry Bitner, sherryb@verizon.net Darcy Young, darcy@sarasotabay.org Neil Fleet, nfleet@amiwra.com Don Hermey, dhermey@mote.org Christina Pitchford, christina@yourhometownconsultant.com Pete Travis, pete.travis@torrentcorp.com Jessica Williams, jessica.williams@weareflood.com Sharon Gould, sharon.gould@floridamoves.com Kathy Kelley Ohlrich, kkohlrich@gmail.com Carl Shoffstall, carlS@Floridaplaystructures.com	Bankers Insurance Solutions First Mortgage Sarasota Bay Estuary Program AMI-Bay Isles Mote Marine Your Hometown Torrent Corporation We Are Flood Florida Moves CCNA CCNA
Additional Resource Staff	Representing
Kelly Westover, kwestover@scgov.net Buster Chapin, Gerald.Chapin@sarasotaFL.gov	Sarasota County City of Sarasota
Consultants	Representing
Cece McKiernan, cece@mckiernanconsulting.us Khan Bouphe, kbouphe@jonesedmunds.com	McKiernan Consulting JEA



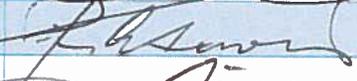
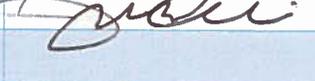
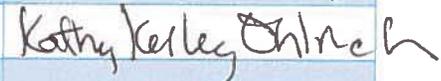
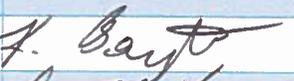
- 10:30 AM – Call meeting to order – Introduction of participants and purpose for PPI
- 11:00 AM – Highlight current outreach efforts
- 11:30 AM – Ongoing outreach efforts not listed (group)
- 11:45 PM – Presentation of suggested targeted outreach projects
- 11:55 PM – Next steps and next meetings – 8/15 & 9/19 (both 10:00 – 11:30)
- 12:00 PM - Adjourn



Sign-In Sheet - 05/24/2017

**SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE
KICK-OFF MEETING**

<u>Attendees</u>	<u>Representing</u>	<u>Email</u>	<u>Signature</u>
Donna Bailey	SC Public Utilities	dabailey@scgov.net	
Ed McCrane	SC Emergency Management	emccrane@scgov.net	
Kirsten Pedersen	SC Communications	kpedersen@scgov.net	
James Linkogle	Town of Longboat Key	jlinkogle@longboatkey.org	
Todd Kerkering	City of Sarasota	Richard.Kerkering@sarasotaFL.gov	
Buster Chapin	City of Sarasota	Gerald.Chapin@sarasotaFL.gov	
Kelly Westover	SC Public Utilities	kwestover@scgov.net	KW
Katherine Howington	Bankers Insurance (Insurance)	katherine.howington@bankersinsurance.com	
Sherry Bitner	Solutions First Mortgage (Lender)	sherryb@verizon.net	
Darcy Young	Sarasota Bay Estuary Program	darcy@sarasotabay.org	
Neil Fleet	AMI-Bay Isles	nfleet@amiwra.com	
Don Hermey	Mote Marine Laboratory & Aquarium	dhermey@mote.org	RM on the phone

Christina Pitchford	Your Hometown (Realtor)	christina@yourhometownconsultant.com	
Pete Travis	Torrent Corporation (Insurance)	pete.travis@torrentcorp.com	
Jessica Williams	We Are Flood (Insurance)	jessica.williams@weareflood.com	
Sharon Gould	Florida Moves (Realtor)	sharon.gould@floridamoves.com	
Kathy Kelly Ohlrich	CCNA	kkohlrich@gmail.com	
Carl Shoffstall	CCNA	carls@Floridaplaystructures.com	
Khan Boupha	Jones Edmunds	kboupha@jonesedmunds.com	
Cece McKiernan	McKiernan Consulting	cece@mckiernanconsulting.us	
Susan Gray	SARASOTA COUNTY		
PHONE: GILLIAN CAIRNEY			

Kelley

PHONE:



NOTES

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE KICK-OFF MEETING

May 24, 2017 @ 10:30 a.m. – 12:00 p.m
 Sarasota County Operations Center, BOB, Conference Room 7
 1001 Sarasota Center Blvd., Sarasota, FL 34240
 GoTo Meeting login: <https://global.gotomeeting.com/join/239719189>
 Call in number: (872) 240-3311; Access Code: 239-719-189

ATTENDEES:

Official Members	Representing
Donna Bailey, dabailey@scgov.net	Public Utilities, Sarasota County
Kirsten Pedersen, kpedersen@scgov.net	Communications, Sarasota County
James Linkogle, jlinkogle@longboatkey.org	Public Works, Town of Longboat Key
Todd Kerkering, Richard.Kerkering@sarasotaFL.gov	Emergency Services, City of Sarasota
Stakeholder Members	Representing
Sherry Bitner, sherryb@verizon.net	Solutions First Mortgage
Darcy Young, darcy@sarasotabay.org	Sarasota Bay Estuary Program
Don Hermey, dhermey@mote.org	Mote Marine
Christina Pitchford, christina@yourhometownconsultant.com	Your Hometown
Pete Travis, pete.travis@torrentcorp.com	Torrent Corporation
Jessica Williams, jessica.williams@weareflood.com	We Are Flood
Kathy Kelley Ohlrich, kkohlrich@gmail.com	CCNA
Gillian Carney, GCarney@Venicegov.com	City of Venice
Additional Resource Staff	Representing
Kelly Westover, kwestover@scgov.net	Sarasota County
Susan Gray, sgray@scgov.net	Sarasota County
Consultants	Representing
Cece McKiernan, cece@mckiernanconsulting.us	McKiernan Consulting
Khan Boupha, kboupha@jonesedmunds.com	Jones Edmunds & Associates

Introductions and Objective

- a) Ongoing efforts to prepare, implement, and monitor a range of flood related public information activities.
- b) Half of committee members have to be shareholders. Current makeup of the committee includes representation by County staff; Real Estate Board; Mortgage Industry; Insurance Industry; Neighborhood Association; and Estuary Program Staff.

Highlight current outreach efforts

- a) Project List included in the Agenda
- b) Communications developed a flood flyer to highlight the CRS topics
 - o This flood flyer should remain simple – the messages should be concise and show available resources and contact information.
 - o The flood flyer was previously advertised in the phone book, the Herald Tribune, and sent to municipalities within Sarasota County.
 - o Kirsten suggested the committee evaluate the flyer.
- c) Donna Bailey mentioned that the County Property Appraiser might be able to add flood information directly on the parcel records online.
- d) Sarasota County currently conducts regular workshops throughout the County. These are general presentations with Q&A. Kelly Westover suggested new locations be identified for next year. In addition, there may be an opportunity for this committee to develop and incorporate more CRS messages.

Ongoing outreach efforts not listed (group)

- b) Realtor materials that address flood information
- c) Real estate disclosure project
- d) Parks flyers to include flood messages
- e) CCNA – there is an annual presentation in early May given by EOC (Ed McCrane)
 - o Email notices were sent out to 43 neighborhood associations

Presentation of suggested targeted outreach projects

- a) ‘On hold’ messaging at the call center that could contain flood information
- b) Have the flood flyer translated into Spanish
- c) Workshops that are directed to specific audiences such as realtors and insurance
- d) Jessica Williams suggested educating realtors about available resources
 - o Association can recommend realtors to attend the flood workshops
 - o Get flyers out to members
- e) Stakeholder members can disseminate messages through their organizations
- f) Coordination of outreach efforts with the Neighborhood Environmental Stewardship Team (NEST)



Next steps and next meetings – 8/15 & 9/19 (both 10:00 – 11:30)

- a) Continue to collect current outreach information
- b) Consider additional outreach and targets
- c) Compile flood response projects
- d) Develop topics/messages & link to measureable outcomes.

Adjourn



AGENDA

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE MEETING

August 15, 2017 @ 10:00 a.m. – 11:30 a.m.

Sarasota County Operations Center, BOB, Conference Room 1

1001 Sarasota Center Blvd., Sarasota, FL 34240

GoTo Meeting login: <https://global.gotomeeting.com/join/504280893>

Call in number: (646) 749-3131; Access Code: 504-280-893

INVITEES:

Official Members	Representing
Donna Bailey, dabailey@scgov.net	Public Utilities, Sarasota County
Ed McCrane, emccrane@scgov.net	Emer. Services, Sarasota County
Pat Haire, phaire@scgov.net	Communications, Sarasota County
James Linkogle, jlinkogle@longboatkey.org	Public Works, Town of Longboat Key
Todd Kerkering, Richard.Kerkering@sarasotaFL.gov	Emergency Services, City of Sarasota
Stakeholder Members	Representing
Katherine Howington, katherine.howington@bankersinsurance.com	Bankers Insurance
Sherry Bitner, sherryb@verizon.net	Solutions First Mortgage
Darcy Young, darcy@sarasotabay.org	Sarasota Bay Estuary Program
Neil Fleet, nfleet@amiwra.com	AMI-Bay Isles
Don Hermey, dhermey@mote.org	Mote Marine
Christina Pitchford, christina@yourhometownconsultant.com	Your Hometown
Pete Travis, pete.travis@torrentcorp.com	Torrent Corporation
Jessica Williams, jessica.williams@weareflood.com	We Are Flood
Sharon Gould, sharon.gould@floridamoves.com	Florida Moves
Kirsten Pedersen, kpedersen01@gmail.com	Sarasota County Citizen Stakeholder
Kathy Kelley Ohlrich, kkohlrich@gmail.com	CCNA
Carl Shoffstall, carlS@Floridaplaystructures.com	CCNA
Additional Resource Staff	Representing
Kelly Westover, kwestover@scgov.net	Sarasota County
Buster Chapin, Gerald.Chapin@sarasotaFL.gov	City of Sarasota
Consultants	Representing
Cece McKiernan, cece@mckiernanconsulting.us	McKiernan Consulting
Khan Boupha, kboupha@jonesedmunds.com	Jones Edmunds

- 10:00 AM – Call meeting to order – Introduction of participants and purpose of meeting
- 10:10 AM – Review PPI checklist
- 10:20 AM – Recap of current outreach efforts and new projects
- 10:40 AM – Development of target audiences
- 11:00 AM – Development of target messages and outcomes
- 11:25 AM – Next steps and next meeting – 9/19 (10:00 – 11:30)
- 11:30 AM - Adjourn



Sign-In Sheet

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE MEETING

August 15, 2017 @ 10:00 p.m. – 11:30 p.m

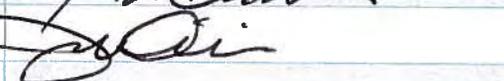
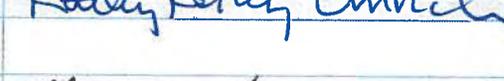
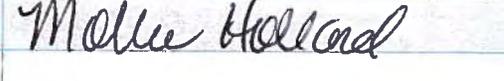
Sarasota County Operations Center, BOB, Conference Room 1

1001 Sarasota Center Blvd., Sarasota, FL 34240

GoTo Meeting login: <https://global.gotomeeting.com/join/504280893>

Call in number: (646) 749-3131; Access Code: 504-280-893

<u>Attendees</u>	<u>Representing</u>	<u>Email</u>	<u>Signature</u>
Donna Bailey	SC Public Utilities	dabailey@scgov.net	
Ed McCrane	SC Emergency Management	emccrane@scgov.net	
Pat Haire	SC Communications	phaire@scgov.net	
James Linkogle	Town of Longboat Key	jlinkogle@longboatkey.org	
Todd Kerkering	City of Sarasota	Richard.Kerkering@sarasotaFL.gov	
Buster Chapin	City of Sarasota	Gerald.Chapin@sarasotaFL.gov	
Kelly Westover	SC Public Utilities	kwestover@scgov.net	
Katherine Howington	Bankers Insurance (Insurance)	katherine.howington@bankersinsurance.com	
Sherry Bitner	Solutions First Mortgage (Lender)	sherryb@verizon.net	
Darcy Young	Sarasota Bay Estuary Program	darcy@sarasotabay.org	

Neil Fleet	AMI-Bay Isles	nfleet@amiwra.com	
Don Hermey	Mote Marine Laboratory & Aquarium	dhermey@mote.org	
Christina Pitchford	Your Hometown (Realtor)	christina@yourhometownconsultant.com	
Pete Travis	Torrent Corporation (Insurance)	pete.travis@torrentcorp.com	
Jessica Williams	We Are Flood (Insurance)	jessica.williams@weareflood.com	
Sharon Gould	Florida Moves (Realtor)	sharon.gould@floridamoves.com	
Khan Boupha	Jones Edmunds	kboupha@jonesedmunds.com	
Cece McKiernan	McKiernan Consulting	cece@mckiernanconsulting.us	
Kirsten Pedersen	Public stakeholder (resident)	kpedersen01@gmail.com	
Kathy Kelley Ohlrich	CCNA	kkohlrich@gmail.com	
Carl Shoffstall	CCNA	carls@floridaplaystructures.com	
Mollie K. Holland	SC Nest	mkholland@scgov.net	

SARASOTA COUNTY FLOODPLAIN MANAGEMENT PROGRAM

MEETING DATE:

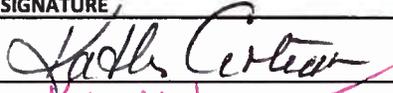
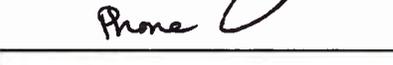
August 15, 2017

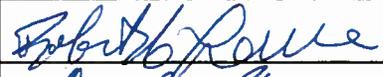
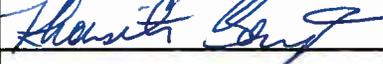
MEETING LOCATION:

Sarasota County Emergency Operation Center

SUBJECT:

Floodplain Management Plan Committee Meeting

NAME	REPRESENTING	EMAIL	SIGNATURE
Kathy Croteau	Sarasota County, Planning and Development Services, Building Dept.	kcroteau@scgov.net	
Kelly Westover	Sarasota County, Public Utilities CRS	kwestover@scgov.net	
Donna Bailey	Sarasota County, Public Utilities CRS	dabailey@scgov.net	
Ed McCrane	Sarasota County, Emergency Services	emccrane@scgov.net	
Allen Parsons	Sarasota County, Planning and Development Services	aparsons@scgov.net	
John King	Rampart Homes, Construction Industry	sales@ramparthomesinc.com	
Elizabeth Wong	City of North Port	ewong@cityofnorthport.com	
Kathleen Weeden	City of Venice	kathleen.weeden@venicegov.com	
Gillian Carney	City of Venice	Gcarney@venicegov.com	
James Linkogle	Town of Long Boat Key	jlinkogle@longboatkey.org	
Buster Chapin	City of Sarasota	gerald.chapin@sarasotagov.com	
Todd Kerkering	City of Sarasota	Richard.Kerkering@sarasotagov.com	
Sal Depaolis	ASCE Chapter President	sdepaolis@wraengineering.com	
Norm Robertson	ASCE Chapter Vice President	Norman.Robertson@atkinsglobal.com	
Kim Clayback	City of Bradenton	Kim.Clayback@cityofbradenton.com	
Dawn Turner	SWFWMD	Dawn.Turner@swfwmd.state.fl.us	

NAME	REPRESENTING	EMAIL	SIGNATURE
Scott Letasi	SWFWMD	scott.letasi@swfwmd.state.fl.us	
Mike Klosterman	Sarasota Memorial Healthcare Facilities	michael-klosterman@smh.com	
Michael Andreas	Security & Emergency Mgmt., Sarasota County Schools	michael.andreas@sarasotacountyschools.net	
Jim Bugyis	Sarasota Memorial Healthcare Facilities	jim-bugyis@smh.com	
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Howard Berna	Sarasota County, Resource Protection	hberna@scgov.net	
Sherry Phillips-Smith	Sarasota County, EIT - GIS	sphillip@scgov.net	
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Jon Robinson	Sarasota County, Parks, Rec and Natural Resources	jmrobins@scgov.net	
Kirsten Pedersen	Sarasota County Citizen Stakeholder	kpetersen@scgov.net	
Susan Gray	Sarasota County, Stormwater Administration Assistant	sgray@scgov.net	
Bob Laura	Sarasota County, Public Utilities Stormwater	rlaura@scgov.net	
Khan Bouphe	Jones Edmunds	kbouphe@jonesedmunds.com	
Arthur "Skip" Preece	Captiva Gardens HOA	skippreece@aol.com	
J.P. Marchand	Resident	jp.marchand@swfwmd.state.fl.us	
Cheryl Swenny	Sarasota County	cswenney@scgov.net	
NEIL FLEET	ADVANCED MANAGEMENT, INC	NFLEET@AMIPRA.COM	



NOTES

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE MEETING

August 15, 2017 @ 10:00 a.m. – 11:30 a.m.

Sarasota County Operations Center, BOB, Conference Room 1

1001 Sarasota Center Blvd., Sarasota, FL 34240

GoTo Meeting login: <https://global.gotomeeting.com/join/504280893>

Call in number: (646) 749-3131; Access Code: 504-280-893

Attendees:

Official Members	Representing	Present
Donna Bailey, dabailey@scgov.net	Public Utilities, Sarasota County	Y
Ed McCrane, emccrane@scgov.net	Emer. Services, Sarasota County	Y
Pat Haire, phaire@scgov.net	Communications, Sarasota County	Y
James Linkogle, jlinkogle@longboatkey.org	Public Works, Town of Longboat Key	Y
Todd Kerkering, Richard.Kerkering@sarasotaFL.gov	Emergency Services, City of Sarasota	Y
Stakeholder Members	Representing	
Katherine Howington, katherine.howington@bankersinsurance.com	Bankers Insurance	Y
Sherry Bitner, sherryb@verizon.net	Solutions First Mortgage	Y
Darcy Young, darcy@sarasotabay.org	Sarasota Bay Estuary Program	Y
Neil Fleet, nfleet@amiwra.com	AMI-Bay Isles	Y
Don Hermey, dhermey@mote.org	Mote Marine	N
Christina Pitchford, christina@yourhometownconsultant.com	Your Hometown	Y
Pete Travis, pete.travis@torrentcorp.com	Torrent Corporation	Y
Jessica Williams, jessica.williams@weareflood.com	We Are Flood	Y



Sharon Gould, sharon.gould@floridamoves.com	Florida Moves	N
Kirsten Pedersen, kpedersen01@gmail.com	Sarasota County Citizen Stakeholder	Y
Kathy Kelley Ohlrich, kkohlrich@gmail.com	CCNA	Y
Carl Shoffstall, carlS@Floridaplaystructures.com	CCNA	N
Additional Resource Staff	Representing	
Kelly Westover, kwestover@scgov.net	Sarasota County	Y
Susan Gray, sgray@scgov.net	Stormwater Administration Assistant	Y
Buster Chapin, Gerald.Chapin@sarasotaFL.gov	City of Sarasota	N
Consultants	Representing	
Cece McKiernan, cece@mckiernanconsulting.us	McKiernan Consulting	Y
Khan Bouphe, kbouphe@jonesedmunds.com	Jones Edmunds	Y

- 10:00 AM – Call meeting to order – Introduction of participants and purpose of meeting
- 10:10 AM – Review PPI checklist
- 10:20 AM – Recap of current outreach efforts and new projects
- 10:40 AM – Development of target audiences
- 11:00 AM – Development of target messages and outcomes
- 11:25 AM – Next steps and next meeting – 9/19 (10:00 – 11:30)
- 11:30 AM – Adjourn

Introductions were made by members in person and on the phone. The purpose of the meeting was explained by Cece McKiernan and Khan Bouphe through a presentation that covered the bulleted points. The end of the presentation included an exercise where all members worked together to come up with audiences and messages for the 6 main topics. Highlights of the discussions included:

- Floodsmart is down. Existing flyers may have to be revised in the future. For now, the link will redirect to FEMA’s version of the website.

- James L. asked whether individual phone numbers should be listed under each topic on the flyer. Donna indicated that the process goes through a clearinghouse. There is one phone number to call, and inquirers will be directed to the appropriate department.
- Kirsten suggested a program that PGT had implemented for intellectual leaders – the sharing of information between companies and with the general public.
- Christina suggested a program the real estate sector used for outreach called “RASM on the road”. Christina also brought real estate disclosure forms realtors can use for disclosure that will give the PPI program stakeholder credit.
- Ed McCrane let us know there is a conference room at the EOC available for training sessions that seats from 300 – 400 people.
- Sherry Bitner (on phone) suggested something as simple as adding a link to flood insurance in your signature line can provide outreach.

During the exercise, the group identified target audiences. In addition to the general residents identified for at-risk areas, each of the stakeholders also identified specific audiences to which they had direct contact and can provide valuable assistance for reaching those audiences. These target audiences and the respective messages included:

The possible audiences & messages included:

AUDIENCES	MESSAGES
Architects and/or Designers	How to educate buyers on designs that will not increase insurance costs
County leaders and/or Commissioners; Barrier Island Elected Officials	Educate about flood risks and encourage flood insurance; Encourage consistent and programmatic approach to educate residents about flood risks
Home Builders/Developers	Why build low instead of high?; Educated audience about Code Requirements (including zoning) vs FEMA requirements vs risk; Rating Class options;
Community Association Institute (SWFL Chapter)	Outreach for flood risk topics and available resources at the county
Mortgage Brokers Association	Outreach for flood risk topics and available resources at the

	county
Chamber of Commerce	Outreach for flood risk topics and available resources at the county
Schools	Education materials about flood risk
Mortgage Broker Associations	Des gives workshops through this sector to educate about flood risk and the County's resources
Consumers	<p>Educate consumers to ask the right questions of builders. Know that savings may offset extra construction costs.</p> <p>Don't let your policy lapse.</p> <p>Understand map changes before they happen and save \$\$.</p> <p>Risk is not ID'ed on a map.</p> <p>Sources of information for highwater marks.</p>
Home Buyers / Realtors	Educate buyers / realtors to ask or relay information about flood risk.
Home Owners Associations	Email lists can be used to relay information about flood risk topics
Utility Customers	Provide information about flood risk topics and available resources in utility bill inserts.
Mobile homes and condo owner's associations	Email/informational brochures to educate about flood risk topics

The group also discussed some projects that are in progress as well as new project ideas. These projects included:

- Map changes workshops (completed)
 - Next time, may consider having an insurance professional at the map outreach meetings to provide changes in rate information.
- Flood flyer (completed)

- Property Appraiser Records (in-progress)
 - Flood information will be displayed on the property records
 - Information developed by the County's GIS department
 - Disclaimer will be added as the information is for the parcel and not necessarily for a particular structure.
- County flood risk website
 - Add subject "Don't let flood insurance coverage lapse"
 - Group should provide other ideas to include on the County's site
- Flood Map website
 - Develop a story map to not only display the flood information, but convey what it means
 - Keep web map simple for general public
 - Map services can be a tool for realtors
 - Training/presentations for realtors by realtors



AGENDA

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE MEETING

November 28, 2017 @ 10:00 a.m. – 11:30 a.m.

Sarasota County Operations Center, BOB, Conference Room 1

1001 Sarasota Center Blvd., Sarasota, FL 34240

GoTo Meeting login: <https://global.gotomeeting.com/join/637580949>

Call in number: (872) 240-3212; Access Code: 637-580-949

INVITEES:

Official Members	Representing
Donna Bailey, dabailey@scgov.net	Public Utilities, Sarasota County
Ed McCrane, emccrane@scgov.net	Emer. Services, Sarasota County
Pat Haire, phaire@scgov.net	Communications, Sarasota County
James Linkogle, jlinkogle@longboatkey.org	Public Works, Town of Longboat Key
Todd Kerkering, Richard.Kerkering@sarasotaFL.gov	Emergency Services, City of Sarasota
Stakeholder Members	Representing
Katherine Howington, katherine.howington@bankersinsurance.com	Bankers Insurance
Sherry Bitner, sherryb@verizon.net	Solutions First Mortgage
Darcy Young, darcy@sarasotabay.org	Sarasota Bay Estuary Program
Neil Fleet, nfleet@amiwra.com	AMI-Bay Isles
Don Hermey, dhermey@mote.org	Mote Marine
Christina Pitchford, christina@yourhometownconsultant.com	Your Hometown
Pete Travis, pete.travis@torrentcorp.com	Torrent Corporation
Jessica Williams, jessica.williams@weareflood.com	We Are Flood
Sharon Gould, sharon.gould@floridamoves.com	Florida Moves
Kirsten Pedersen, kpedersen01@gmail.com	Sarasota County Citizen Stakeholder
Kathy Kelley Ohlrich, kkohlrich@gmail.com	CCNA
Carl Shoffstall, carlS@Floridaplaystructures.com	CCNA
Additional Resource Staff	Representing
Kelly Westover, kwestover@scgov.net	Sarasota County
Buster Chapin, Gerald.Chapin@sarasotaFL.gov	City of Sarasota
Consultants	Representing
Cece McKiernan, cece@mckiernanconsulting.us	McKiernan Consulting
Khan Bouphe, kbouphe@jonesedmunds.com	Jones Edmunds



- 10:00 AM – Call meeting to order – Introduction of participants and purpose of meeting
- 10:10 AM – Review PPI checklist
- 10:20 AM – Summarize Messages and Target Audiences
- 11:00 AM – PPI Projects
- 11:25 AM – Next steps and next meeting
- 11:30 AM – Adjourn



Sign-In Sheet

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE MEETING

November 28, 2017 10:00 a.m. – 11:30 a.m.

Sarasota County Operations Center, BOB, Conference Room 1

1001 Sarasota Center Blvd., Sarasota, FL 34240

GoTo Meeting login: <https://global.gotomeeting.com/join/637580949>

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<u>Attendees</u>	<u>Representing</u>	<u>Email</u>	<u>Signature</u>
Donna Bailey	SC Public Utilities	dabailey@scgov.net	<i>Donna Bailey</i>
Ed McCrane	SC Emergency Management	emccrane@scgov.net	<i>Ed McCrane</i>
Pat Haire	SC Communications	phaire@scgov.net	<i>Pat Haire</i>
James Linkogle	Town of Longboat Key	jlinkogle@longboatkey.org	
Todd Kerkering	City of Sarasota	Richard.Kerkering@sarasotaFL.gov	<i>on the phone</i>
Buster Chapin	City of Sarasota	Gerald.Chapin@sarasotaFL.gov	
Kelly Westover	SC Public Utilities	kwestover@scgov.net	
Katherine Howington	Bankers Insurance (Insurance)	katherine.howington@bankersinsurance.com	
Sherry Bitner	Solutions First Mortgage (Lender) <i>RE FINANCIAL SVCS. INC.</i>	sherryb@verizon.net	<i>Sherry Bitner</i>
Darcy Young	Sarasota Bay Estuary Program	darcy@sarasotabay.org	

Neil Fleet	AMI-Bay Isles	nfleet@amiwra.com	
Don Hermey	Mote Marine Laboratory & Aquarium	dhermey@mote.org	
Christina Pitchford	Your Hometown (Realtor)	christina@yourhometownconsultant.com	
Pete Travis	Torrent Corporation (Insurance)	pete.travis@torrentcorp.com	
Jessica Williams	We Are Flood (Insurance)	jessica.williams@weareflood.com	<i>Jessica Williams</i>
Sharon Gould	Florida Moves (Realtor)	sharon.gould@floridamoves.com	
Khan Boupah	Jones Edmunds	kboupah@jonesedmunds.com	<i>K. Boupah</i>
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Kirsten Pedersen	Public stakeholder (resident)	kpedersen01@gmail.com	
Kathy Kelley Ohlrich	CCNA	kkohlrich@gmail.com	
Carl Shoffstall	CCNA	carls@floridaplaystructures.com	
<i>Claire Aronson</i>	<i>SC Communications</i>	<i>caronson@sc.gov.net</i>	<i>Claire Aronson</i>



NOTES

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE MEETING

November 28, 2017 @ 10:00 a.m. – 11:30 a.m.

Sarasota County Operations Center, BOB, Conference Room 1

1001 Sarasota Center Blvd., Sarasota, FL 34240

GoTo Meeting login: <https://global.gotomeeting.com/join/637580949>

Call in number: (872) 240-3212; Access Code: 637-580-949

ATTENDEES:

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Ed McCrane, emccrane@scgov.net	Emer. Services, Sarasota County
Pat Haire, phaire@scgov.net	Communications, Sarasota County
James Linkogle, jlinkogle@longboatkey.org	Public Works, Town of Longboat Key
Todd Kerkering, Richard.Kerkering@sarasotaFL.gov	Emergency Services, City of Sarasota
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Sherry Bitner, sherryb@verizon.net	Solutions First Mortgage
Neil Fleet, nfleet@amiwra.com	AMI-Bay Isles
Jessica Williams, jessica.williams@weareflood.com	We Are Flood
Additional Resource Staff	Representing
Claire Aronson, caronson@scgov.net	Communications, Sarasota County
Bob Laura, rlaura@scgov.net	Watershed Engineering
Consultants	Representing
Cece McKiernan, cece@mckiernanconsulting.us	McKiernan Consulting
Khan Bouphe, kbouphe@jonesedmunds.com	Jones Edmunds

1. 10:00 AM – Call meeting to order – Introduction of participants and purpose of meeting

Cece called the meeting to order.

There was a brief introduction of participants both in person and on the telephone. Cece then discussed the purpose of the meeting.

2. 10:10 AM – Review PPI checklist

A quick review of the PPI checklist including where we are now and what steps are left.

3. 10:20 AM – Summarize Messages and Target Audiences

We discussed how we can track messaging to be sure the messages are effective. Website counter, post-storm count of permits vs violations? James also discussed the need to track substantial improvements. What about the building department? Plan reviewers? Todd recommended looking at the percentage of code violations to the number of permits if that information is readily available in the permit system.

4. 11:00 AM – PPI Projects

- a) Sherry suggested links in the language of the website.*
- b) Sherry did notice the new flood information on the property appraiser page and thought that it was a great addition. Future revisions may include a link to the web story map when it is completed to provide more information.*
- c) James suggested method of providing information by prompting the audience with specific questions and linking to the “answers” to appropriate information.*
- d) We discussed the Flood Awareness Week and how we might coordinate with FFMA, FDEM, insurance agents and realtors.*
- e) Khan talked about the story-map. He reviewed a brief survey he created and implemented at his office to illustrate the lack of knowledge about flood related information the general public has.*
- f) Pat suggested creating a survey that will evaluate the answers (for example, if a person did not know the correct zone or does not know what Pre- and Post-FIRM mean, provide a link showing the user what they didn’t know). She also suggested a contact person shown at the end so if a user had questions, they can speak with someone. Khan will work on something that can be incorporated into the story-map.*
- g) Jessica inquired whether such a survey can be made available to her and folks in her industry. The information may prove valuable in terms of prompting and educating the realtor industry.*
- h) Ed McCrane talked about the County considering changing the language of evacuation zones to evacuation levels in an attempt to separate the confusion between evacuation zones and flood zones.*

- i) *Khan discussed the project brainstorming: committee members were encouraged to ask themselves these questions as we develop projects. Projects may not be implemented immediately, but it will be good to have a list of projects/ideas to pull from.*

5. 11:25 AM – Next steps and next meeting

Khan will send a template of the story-map next week for distribution to the committee members for comments along with the notes from today's meeting and a copy of the power-point presentation. We will look for a time in January for the next meeting and will let the committee members know. We are aiming to take this PPI plan to the Board for adoption in early Spring 2018.

6. 11:30 AM – Adjourn



AGENDA

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE MEETING

February 13, 2018 @ 10:00 a.m. – 11:30 a.m.

Sarasota County Operations Center, BOB, Conference Room 1

1001 Sarasota Center Blvd., Sarasota, FL 34240

GoTo Meeting login: <https://global.gotomeeting.com/join/954821653>

Call in number: (646) 749-3122; Access Code: 954-821-653

INVITEES:

Official Members	Representing
Donna Bailey, dabailey@scgov.net	Public Utilities, Sarasota County
Ed McCrane, emccrane@scgov.net	Emer. Services, Sarasota County
Pat Haire, phaire@scgov.net	Communications, Sarasota County
James Linkogle, jlinkogle@longboatkey.org	Public Works, Town of Longboat Key
Todd Kerkering, Richard.Kerkering@sarasotaFL.gov	Emergency Services, City of Sarasota
Stakeholder Members	Representing
Katherine Howington, katherine.howington@bankersinsurance.com	Bankers Insurance
Sherry Bitner, sherryb@verizon.net	Solutions First Mortgage
Darcy Young, darcy@sarasotabay.org	Sarasota Bay Estuary Program
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Christina Pitchford, christina@yourhometownconsultant.com	Your Hometown
Pete Travis, pete.travis@torrentcorp.com	Torrent Corporation
Jessica Williams, jessica.williams@weareflood.com	We Are Flood
Sharon Gould, sharon.gould@floridamoves.com	Florida Moves
Kirsten Pedersen, kpedersen01@gmail.com	Sarasota County Citizen Stakeholder
Kathy Kelley Ohlrich, kkohlrich@gmail.com	CCNA
Carl Shoffstall, carlS@Floridaplaystructures.com	CCNA
Additional Resource Staff	Representing
Kelly Westover, kwestover@scgov.net	Sarasota County
Claire Aronson, caronson@scgov.net	Communications, Sarasota County
Buster Chapin, Gerald.Chapin@sarasotaFL.gov	City of Sarasota
Consultants	Representing
Cece McKiernan, cece@mckiernanconsulting.us	McKiernan Consulting
Khan Boupaha, kboupaha@jonesedmunds.com	Jones Edmunds



- 10:00 AM – Call meeting to order – introduction of participants and purpose of meeting
- 10:10 AM – Review PPI checklist
- 10:20 AM – PPI projects list
 - Review Storymap
 - Flood Awareness Week messages
- 11:20 AM – Additional project ideas
- 11:25 AM – Next steps and next meeting
- 11:30 AM – Adjourn



Sign-In Sheet

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE MEETING

February 13, 2018 @ 10:00 a.m. – 11:30 a.m.

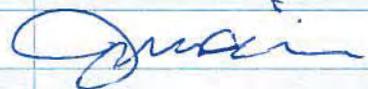
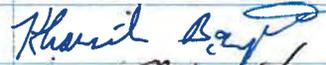
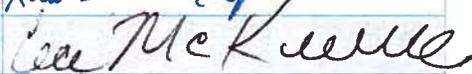
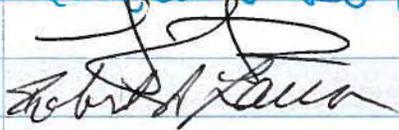
Sarasota County Operations Center, BOB, Conference Room 1

1001 Sarasota Center Blvd., Sarasota, FL 34240

GoTo Meeting login: <https://global.gotomeeting.com/join/954821653>

Call in number: (646) 749-3122; Access Code: 954-821-653

<u>Attendees</u>	<u>Representing</u>	<u>Email</u>	<u>Signature</u>
Donna Bailey	SC Public Utilities	dabailey@scgov.net	
Ed McCrane	SC Emergency Management	emccrane@scgov.net	
Pat Haire	SC Communications	phaire@scgov.net	
James Linkogle	Town of Longboat Key	jlinkogle@longboatkey.org	
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Don Hermey	Mote Marine Laboratory & Aquarium	dhermey@mote.org	
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Pete Travis	Torrent Corporation (Insurance)	pete.travis@torrentcorp.com	
Jessica Williams	We Are Flood (Insurance)	jessica.williams@weareflood.com	
Sharon Gould	Florida Moves (Realtor)	sharon.gould@floridamoves.com	
Khan Boupha	Jones Edmunds	kboupha@jonesedmunds.com	
Cece McKiernan	McKiernan Consulting	cece@mckiernanconsulting.us	
Kirsten Pedersen	Public stakeholder (resident)	kpedersen01@gmail.com	
Kathy Kelley Ohlrich	CCNA	kkohlrich@gmail.com	
Carl Shoffstall	CCNA	carls@Floridaplaystructures.com	
Claire Aronson	SC Communications	caronson@scgov.net	
JAMES PODLUCKY	EMERGENCY MGMT	jpodlucky@scgov.NET	
Robert Laura			



NOTES

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE MEETING

February 13, 2018 @ 10:00 a.m. – 11:30 a.m.

Sarasota County Operations Center, BOB, Conference Room 1

1001 Sarasota Center Blvd., Sarasota, FL 34240

GoTo Meeting login: <https://global.gotomeeting.com/join/954821653>

Call in number: (646) 749-3122; Access Code: 954-821-653

ATTENDEES:

Official Members	Representing
Donna Bailey, dabailey@scgov.net	Public Utilities, Sarasota County
James Linkogle, jlinkogle@longboatkey.org	Public Works, Town of Longboat Key
Todd Kerkering, Richard.Kerkering@sarasotaFL.gov	Emergency Services, City of Sarasota
Stakeholder Members	Representing
Darcy Young, darcy@sarasotabay.org	Sarasota Bay Estuary Program
Don Hermey, dhermey@mote.org	Mote Marine
Christina Pitchford, christina@yourhometownconsultant.com	Your Hometown
Jessica Williams, jessica.williams@weareflood.com	We Are Flood
Additional Resource Staff	Representing
James Podlucky, jpodlucky@scgov.net	Emer. Services, Sarasota County
Claire Aronson, caronson@scgov.net	Communications, Sarasota County
Consultants	Representing
Cece McKiernan, cece@mckiernanconsulting.us	McKiernan Consulting
Khan Bouphe, kbouphe@jonesedmunds.com	Jones Edmunds

- 10:00 AM – Call meeting to order – introduction of participants and purpose of meeting
Cece called the meeting to order. Introductions were made and the purpose of the meeting outlined.
- 10:10 AM – Review PPI checklist
Cece began with a presentation that reviewed the PPI Checklist for the committee members.

- 10:20 AM – PPI projects list
 - Review Storymap

Khan gave a brief overview of the storymap. Comments by members were as follows:

 - James suggested making it a county-wide tool so all users (municipalities, realtors, insurance agents, etc.) can use it for outreach.
 - Christina asked about elevation certificates. Where are they all housed. We discussed the legal requirements of surveyors to upload these to the state. At this time, they are not available from the state as they have additional QC to perform. She suggested as a representative of the Florida Realtors Association, they may be able to contact the state.
 - James also suggested it would be nice to have the elevation certificates from other municipalities shown. We will have to look into whether or not that would be feasible.
 - Khan used the NWI data for the mapping of the natural floodplains. We will also look into what the most current data is for our natural floodplains. Perhaps reach out to GIS?
 - Christina suggested changing the title on the “Build Responsibly” page to better reach our audience. It was agreed to consider other names such as “minimize your risk”, “build more resilience”, “build sustainably”, etc..

Todd suggested adding permit information in this section as well.

Christina mentioned the greenest house in the country is located in Siesta Key and was built by Josh Wynn. It might be a good idea to showcase this home. Jessica Williams has a host of photos she can share with us.
 - Todd suggested connecting to the FEMA website links for floodproofing in the “Protect your home or business” section. He will send the links to Khan to add to the storymap.
 - James suggested adding content that flood insurance is available to everyone and Todd reminded us it includes renters. This information does follow further down but we should add it at this place as well.
 - Todd suggested a resources page with all of the contact information for each municipality. I will send all of the CRS contacts to Khan. Cece asked if we could also include stakeholder contact information on the resources page. Donna asked about having the stakeholders disseminate information and how that can

give us additional CRS points. Jessica will look into whether or not they could keep a log on calls they disseminate information on that would be available to the county for auditing purposes.

- Don Hermev suggested having analytics on the pdfs so we could track how many times they've been downloaded.
- Cece suggested as a last suggestion that a link to the elevation certificates be available on the front page so when people return, they don't have to scroll through to that section.
- Review Flood Protection Awareness Week messaging
 - We reviewed the messaging for FPAW and no additional comments were added. Darcy Young sent comments earlier that were already incorporated into the messaging that was reviewed. We discussed the proclamation and the Town of Longboat Key and the City of Sarasota would like to join us in our proclamation. I will reach out to the cities of Venice and North Port to see if they would also like to join us.
- 11:20 AM – Additional project ideas
 - We reviewed the projects and no additional project ideas were mentioned. We will continue to review the projects on the list and when we can implement them.
- 11:25 AM – Next steps and next meeting
 - We will send a doodle poll out in a couple of weeks to schedule the next meeting. Khan will finish the draft PPI document and we will send it out for comments by the members before the next meeting.
- 11:30 AM – Adjourn

DRAFT

ATTACHMENT 2

Flood warning and response messages

SARASOTA COUNTY COMMUNICATIONS DEPARTMENT

Flood warning and response messages and media release templates

1 FLOOD WARNING AND RESPONSE OUTREACH MESSAGES

The following messages were designed to help the public prepare for a flooding event, and provide safety measures during and after an event.

1.1 BEFORE AN IMPENDING FLOODING EVENT

- The following message is transmitted at the request of Sarasota County Emergency Management. Dangerous flooding conditions are expected in the area of [neighborhood or municipality] near the [water body]. Water is expected to rise _(height)___feet per _(hour)_. Water levels could reach _____Feet. Residents in and near this area are ordered to begin evacuating outside of the flood area at _(Dat/Time)___due to the threat of rising water and flooding conditions. A shelter has been opened at the [facility]. While using roadways, travelers are advised to use caution and should not attempt to drive through moving water or water of undetermined depth. Stay tuned to local media for emergency updates and additional information.
- The following message is transmitted at the request of Sarasota County Emergency Management. Flash flooding conditions are possible in the [street or neighborhood] area. Residents in this area should take immediate action to move to higher ground, avoid travel, remain indoors, and move to a safe area within that location. Flooding conditions may include rapidly rising and moving water, dangerous debris, and unsafe travel conditions. If travel is unavoidable, drivers should not attempt to drive through moving water or water of undetermined depth. Stay tuned to local media for emergency updates and additional information.
- Determine whether you are in a possible evacuation zone. If so, prepare a disaster kit and plan for moving immediately if an evacuation is ordered.
- If you plan to stay in your home, have your disaster kit ready. Ensure a food and water supply for several days. Stay off roads in heavy weather leading up to the storm. If you must venture outside, watch for downed power lines and flying debris.
- Do not use candles for lighting, as they pose a fire hazard.
- Do not use charcoal for indoor cooking.
- Remember... "only rain down the drain" – help prevent flooding from clogged storm drains and waterways. Keep debris and trash out of the streets, streams and ditches.

1.2 DURING A FLOODING EVENT

- At this time, a mandatory evacuation order is in place for all residents living in a mobile home.
- A voluntary evacuation is urged for all residents living in a low-lying area or on barrier islands.
- These evacuations may be upgraded Monday depending on storm conditions. Shelters will open after 5 p.m. Monday. Stay tuned to local media for the latest storm advisories. Currently, Sarasota County Schools will be open Wednesday, June 3, along with all county and municipal services.
- Do not drive into flooded areas. Six inches of water will reach the bottom of most passenger cars and may cause loss of control and possible stalling. One foot of water will float many vehicles.
- Do not walk through moving water. Six inches of moving water can make you fall. If you have to walk in water, walk where the water is not moving. Use a stick to check the firmness of the ground in front of you.
- If you must prepare to evacuate, secure your home. If you have time, bring in outdoor furniture. Move essential items to an upper floor.

- Turn off utilities at the main switches or gas valves if instructed to do so. Disconnect electrical appliances. Do not touch electrical equipment if you are wet or standing in water.
- If you've come in contact with floodwaters, wash your hands with soap and disinfected water.
- Be aware that flash flooding can occur. If there is any possibility of a flash flood, move immediately to higher ground. Do not wait for instructions to move.
- Be aware of streams, drainage channels, canyons and other areas known to flood suddenly. Flash floods can occur in these areas with or without typical warnings such as rain clouds or heavy rain.

1.3 AFTER A FLOODING EVENT

- Residual flooding to roads and neighborhoods have now subsided and you may return to your home. If your home has flooded, turn off the electrical main power if it can be done from a dry location before you enter. Never turn power on or off while standing in water. Don't turn the power back on until electrical systems are inspected by a qualified electrician.
- Residual flooding to roads and neighborhoods have now subsided and you may return to your home. If your house has been closed up for several days, enter briefly to open doors and windows and then wait outside for at least 30 minutes to allow the house to air out.
- It is important to begin the flood insurance claims process as soon as possible. The sooner your claim is filed, the sooner you will receive your check to begin rebuilding.
- Call your insurance agent or insurance company. Make sure you have the name of your insurance company, your policy number, your contact information, and the date of loss.
- Make a list of damaged or lost items and include their age and value when possible. Also note model and serial numbers for major appliances. If available, have receipts for damaged or destroyed items to share with the adjuster.
- It is important to be aware of a number of health and safety risks in a post-flood environment so you can take the necessary precautions to protect yourself and your family. Visit www.Sarasotacounty.org/flooding/safety.htm for some safety tips.
- Listen for news reports to learn whether the community's water supply is safe to drink. Remember to carry bottled drinking water to flooded areas.
- Discard any fresh or packaged food products that may have come in contact with floodwater.
- Protect yourself during clean-up by wearing protective clothing such as boots, gloves, and masks. Clean and disinfect everything that was in contact with floodwater.
- It is important to ventilate your home. Open all doors and windows to allow air to circulate and dry out your home. Dehumidify as soon as possible after a flood.
- Service damaged septic tanks, cesspools, pit, and leaching systems as soon as possible. Damaged sewage systems are serious health hazards.
- After a flood, mold growth can cause additional damage to your home. Active mold growth is slimy or fuzzy and is usually green, black, orange, or purple. Inactive mold is dry and powdery and may be white. Mold spores spread easily; they are carried by air currents, pets, and people.

Expenses related to water, moisture, mildew, or mold damage to the structure may be covered under your flood insurance policy for that structure.

To prevent mold, wash surface areas in the house, including the walls, staircases, and items that came in contact with floodwater. Disinfect and wipe surfaces dry with paper towels to minimize bacterial contamination.

Throw away any items that do not dry completely because they can harbor germs and produce mold, which can irritate allergies as well as lead to respiratory damage or other illnesses.

Keep the humidity and temperature as low as possible.

Isolate any moldy objects. Seal moldy trash in plastic bags and remove them immediately. Objects you can save should be dried or frozen as soon as possible. Freezing inactivates mold.

- If wild animals take refuge in your home, do not approach them. Wild animals such as snakes, opossums, and raccoons often seek refuge from floodwaters on upper levels of homes and have been known to remain after the water recedes. Call your local animal control office or wildlife resource office to handle the situation.
- Stay away from downed power lines, and report them to the power company.
- Return home only when authorities indicate it is safe.
- Stay out of any building that is surrounded by floodwaters.
- Use extreme caution when entering buildings; there may be hidden damage, particularly in foundations.
- Avoid floodwaters; water might be contaminated by oil, gasoline, or raw sewage. Water also might be electrically charged from underground or downed power lines.
- Avoid moving water and do not attempt to drive through standing water, even if it seems shallow.
- Check for structural damage before re-entering your home. Contact the appropriate professionals immediately if you suspect damage to water, gas, electric, and sewer lines.
- Throw away food that has come in contact with floodwaters. Boil water until authorities declare the water supply safe to drink.
- If the walls are damaged, take photographs of the baseboard. Then remove the baseboard. Knock small holes at floor level in the drywall, between the wall studs. This will permit moisture trapped behind the drywall to seep out and start drying.
- For flood insurance and flood risk information, visit [FloodSmart.gov/after](https://www.floodsmart.gov/after). To learn more about obtaining a flood insurance policy, call your insurance agent or call 1- 800 - 427-2419 to find an agent near you.

2 FLOOD WARNING AND RESPONSE MEDIA TEMPLATES

XXXXXX DATE XXXX

STORM NAME: County issues storm preparation instructions

SARASOTA COUNTY - In preparation of possible landfall by **STORM**, Sarasota County recommends residents take the following steps now in advance of the storm.

Determine whether you are in a possible evacuation zone. If so, prepare a disaster kit and plan for moving immediately if an evacuation is ordered.

If you plan to stay in your home, have your disaster kit ready. Ensure a food and water supply for several days. Stay off roads in heavy weather leading up to the storm. If you must venture outside, watch for downed power lines and flying debris.

Do not use candles for lighting, as they pose a fire hazard.

Do not use charcoal for indoor cooking.

Do not use generators indoors without adequate ventilations.

Secure lawn and garden tools and furniture and any other loose items around the home.

For further storm precautions, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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MEDIA RELEASE
FOR IMMEDIATE RELEASE

XXXXXX DATE XXXX

STORM NAME upgraded to CATEGORY

SARASOTA COUNTY - **STORM NAME** has been upgraded to **CATEGORY** and is slated to hit **WHERE** around **TIME/DATE**. A **CATEGORY** hurricane criteria means winds of **WHAT** mph. **STORM'S** winds are expected to be around **WHAT** mph with a storm surge of **HOW MANY** feet in **WHAT BODY OF WATER**.

Gov. Rick Scott has requested a presidential emergency declaration. On **DATE**, Gov. Scott declared a state of emergency for Florida.

Residents are strongly advised to stay off the roads, especially **WHERE**, unless evacuating immediately to a shelter.

XXX shelters are still open in Sarasota County:

LIST HERE

For more information on storm shelter locations, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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XXXXXX DATE XXXX

STORM NAME: Evacuation areas remain closed

SARASOTA COUNTY - Areas evacuated due to **STORM NAME** remain closed while emergency service responders assess damage.

During this period, no one is being allowed into any mandatory evacuation area. The top priorities for law enforcement at this time are to open critical roads in order to transport critically ill and injured people, to ensure that law enforcement is maintained at an effective level, and to accommodate mutual aid responders traveling to Sarasota County to lend emergency assistance.

Emergency service will not be able to respond to 911 calls until winds drop below 45 mph. That suspension of response applies to all emergency services.

Assessment teams are currently conducting damage assessment and analyzing safety conditions. They will then develop plans to safely return people to their homes and businesses and open government offices.

When the evacuation order is lifted, residents will be allowed back into areas, based on those damage assessments. Assessments are expected to be complete by **TIME/DATE**. Until that time, residents are urged to remain off roads and be alert for downed power lines.

Watch for information updates on Sarasota County's website, www.scgov.net, and Access Sarasota (Channel 19 on Comcast and 32 on Verizon) and local television news reports.

Residents also can listen to local radio updates on:

- 102.5 FM WHTP
- 107.3 FM, WXGL
- 101.5 FM, WPOI
- 94.9 FM, WWRM
- 97.1 FM, WSUN
- 105.5 FM, WDUV

For more information on storm shelter locations, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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MEDIA RELEASE
FOR IMMEDIATE RELEASE

XXXXXX DATE XXXX

STORM NAME: County announces bridge closings

SARASOTA COUNTY - In anticipation of possible landfall by **STORM**, Sarasota County will close the following bridges at **TIME/DATE**:

LIST BRIDGES AND LOCATIONS HERE.

Emergency services will not respond to 911 calls after winds reach 45 mph, or until winds drop below 45 mph. That suspension of response applies to all emergency services.

For more information, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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MEDIA RELEASE
FOR IMMEDIATE RELEASE

XXXXX DATE XXXX

STORM NAME: Power outage at lift station NAME OR NUMBER

SARASOTA COUNTY - Due to interruption of electrical service at the **NAME OF** lift station, Sarasota County is asking residents in the **WHAT area/subdivision** to limit the amount of waste that is flushed into the sanitary system.

Residents can do this by limited baths, showers and toilet flushing until power is restored to the lift station.

Power is expected to be restored by WHEN.
Power MAY NOT be restored until WHEN.

For more information, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net

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XXXXXX DATE XXXX

STORM NAME: Precautionary boil water advisories issued

SARASOTA COUNTY - Due to the interruption of water service caused by **STORM**, Sarasota County has issued a precautionary boil water alert for **GEOGRAPHIC AREA**.

While the advisory is in effect, the county advises affected customers to boil all tap water intended for drinking, preparation of food, washing of food utensils, making ice, brushing teeth or for first aid, making sure the water is brought to a rolling boil for one minute. Boiling the tap water disinfects it, destroying any harmful microorganisms. Bottled water can be used as an alternative to boiling the tap water.

Over the next few days, the county will collect a series of samples in the affected area and analyze them to ensure the drinking water wasn't contaminated by potentially harmful bacteria during the service interruption. Customers will be notified when the boil water advisory has been cancelled.

For more information, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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XXXXXX DATE XXXX

STORM NAME: Precautionary boil water advisories lifted

SARASOTA COUNTY - Sarasota County has lifted a precautionary boil water advisory for those impacted by service interruption from **STORM NAME**, effective **TIME/DATE**. Bacteriological testing shows water is safe to drink.

County staff will be using an automated phone system today to notify residents within the affected area that the advisory has been lifted.

For additional information, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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XXXXX DATE XXXX

STORM WATCH/WARNING lifted for Sarasota County

SARASOTA COUNTY - The National Weather Service announced at TIME/DATE that STORM WATCH/WARNING for Sarasota County had been lifted. STORM made landfall in the WHAT AREA at TIME/DATE and continues to move WHERE.

Information about the storm here

For information about storm preparation, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net/allhazards.

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XXXXX DATE XXXX

National Weather Service issues **STORM WATCH/WARNING** for Sarasota County

SARASOTA COUNTY - The National Weather Service has issued at DATE/TIME a **WATCH/WARNING** for Sarasota County.

DETAILS ON THE STORM HERE.

For information about storm preparation, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net/allhazards.

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XXXXXX DATE XXXX

National Weather Service issues **STORM WATCH/WARNING** for Sarasota County

SARASOTA COUNTY - The National Weather Service has issued at DATE/TIME a WATCH/WARNING for Sarasota County.

DETAILS ON THE STORM HERE.

For information about storm preparation, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net/allhazards.

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XXXXX DATE XXXX

Emergency Management continues to monitor **STORM NAME**

SARASOTA COUNTY - Sarasota County Emergency Management continues to monitor **STORM** as it approaches **WHERE**. The storm is expected to make landfall **WHEN**.

A tropical storm **WATCH/WARNING** is in effect for Sarasota County. This means county residents should expect to see rain and thunderstorms throughout the **DAY/NIGHT** on **WHEN** with a **WHAT PERCENT** chance of rain and wind gusts ranging from **WHAT-WHAT** mph.

At this time, Sarasota County schools remain open. No other closures have been announced at this time.

Motorists should take precaution on the roads during the heavy weather and secure personal property or signage around their homes and businesses.

Sarasota County Emergency Management is participating in conference calls with the State Emergency Operations Center and the National Hurricane Center.

Residents and visitors can monitor local media for storm updates or visit www.scgov.net/allhazards for more information.

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XXXXXX DATE XXXX

County issues storm instructions for utilities customers

SARASOTA COUNTY - In the wake of possible impacts from **STORM**, Sarasota County has issued the following instructions for county Public Utilities customers.

BEFORE THE STORM

Household water use: Plan to store enough water to drink and to clean with if service is interrupted. The general recommendation is one gallon of clean water per person per day.

Mobile home water heaters: Turn off electrical power to the water heater to ensure that if there is a loss of water pressure, the heating element in the water heater will not burn out. Because mobile home water heaters are side-fed, water can drain out of the heater, exposing the elements to air. If power is still connected when the elements become exposed, they can overheat and burn out. Residents returning to mobile homes should make sure that there is adequate water pressure in both hot and cold before turning on power to the water heater. Pressure is adequate when there is a steady, uninterrupted stream of water coming from the faucets.

AFTER A STORM

People who live on barrier islands: Wait until the county issues an "all clear" announcement that it is safe to enter the islands before returning. That announcement signals that local conditions are safe and utilities have been tested and are usable.

Water pressure: During a storm, Sarasota County Public Utilities decreases drinking water pressure so that, in the event of a line break, the utilities system does not lose its entire stored water supply. Lower pressure results in a much lower volume of lost water. Normal water pressure is maintained at a minimum of 20 psi. If pressure drops below that level during a line break, Sarasota County and the Health Department will issue a boil water advisory. People should boil water until notified otherwise.

Drinking water wells: People who get their drinking water from underground wells should be aware of their wells' locations and watch for signs of flooding around the wells. If the well floods, it may pump floodwater into the home instead of well water. Flooded wells also present the danger of electrical shock. Flooded wells should be tested by the health department after flooding subsides to ensure the well water is safe to drink.

Wastewater: Residents who notice a red light or hear an alarm buzzer at one of the county's lift stations should call the Sarasota County Public Utilities emergency number at 941-861-0573. Do not attempt to reset the buzzer or alarm. Also call to report sewer line breaks or spills.

For more information regarding drinking water and wastewater, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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XXXXX DATE XXXX

County issues storm instructions for utilities customers

SARASOTA COUNTY - In the aftermath of **STORM**, Sarasota County has issued the following instructions for county Public Utilities customers.

People who live on barrier islands: Wait until the county issues an "all clear" announcement that it is safe to enter the islands before returning. That announcement signals that local conditions are safe and utilities have been tested and are usable.

Water pressure: During a storm, Sarasota County Public Utilities decreases drinking water pressure so that, in the event of a line break, the utilities system does not lose its entire stored water supply. Lower pressure results in a much lower volume of lost water. Normal water pressure is maintained at a minimum of 20 psi. If pressure drops below that level during a line break, Sarasota County and the Florida Department of Health will issue a boil water advisory. People should boil water until notified otherwise.

Drinking water wells: People who get their drinking water from underground wells should be aware of their wells' locations and watch for signs of flooding around the wells. If the well floods, it may pump floodwater into the home instead of well water. Flooded wells also present the danger of electrical shock. Flooded wells should be tested by the health department after flooding subsides to ensure the well water is safe to drink.

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STAY CONNECTED

XXXXX DATE XXXX

STORM: Instructions for handling sewage backflow in homes

SARASOTA COUNTY - Heavy rains from **STORM** have caused some sewage backflow in area homes. The following measures should be taken to ensure proper clean-up:

- Walls, hard-surfaced floors and many other household surfaces must be cleaned with soap and water and disinfected with a solution of one cup of bleach to five gallons of water
- Thoroughly disinfect surfaces that come in contact with food and children's play areas
- Wash all linens and clothing in hot water or dry-clean
- Items that cannot be washed or dry-cleaned, such as mattresses and upholstered furniture, must be air dried in the sun and sprayed thoroughly with a disinfectant
- Steam-clean all carpeting
- Fiberboard, fibrous insulation and disposable filters that have contacted floodwater or sewage should be replaced in your heating and air conditioning system.

Wear rubber boots and waterproof gloves during cleanup. Use caution when mixing household cleaners and disinfectants, since combining certain types of products can produce toxic fumes and result in injury or death.

In general, materials that cannot be thoroughly cleaned and dried within 24-48 hours should be discarded, regardless of their sentimental value.

For further information, call the Sarasota County Contact Center at 941-861-5000 or the Florida Department of Health in Sarasota County at 941-861-2900 or visit www.Floridadisaster.org.

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XXXXXX DATE XXXX

County issues safety tips for home repair in hurricane-damaged areas

SARASOTA COUNTY - The danger of a storm does not end when it passes. As local residents affected by **STORM** return to their homes and begin repairs, the Department of Health suggests taking the following safety precautions to prevent personal injury:

- If possible, work in pairs or groups.
- Take short breaks and work during the cooler hours of the day.
- Wear goggles, heavy gloves and steel-toed boots.
- Immediately clean all open wounds and cuts with soap and clean water. Cuts beyond minor scratches may require medical attention.
- Never assume that water-damaged structures are safe; leave immediately if shifting or unusual noises occur.
- Avoid lifting more than 50 pounds of debris or building materials. Two or more people should move bulky objects.
- Avoid heat stroke and heat exhaustion by wearing light-colored, loose-fitting clothing and drinking a glass of fluid every 15 to 20 minutes.
- Only experienced individuals should use chain saws and specialized equipment. When using chain saws or other heavy equipment, wear earplugs.
- To prevent electrocution in wet areas, turn power off at the main breaker.
- Never handle a downed power line.
- Never bring gasoline- or diesel-powered pumps, generators or pressure washers indoors as they release carbon monoxide - a deadly, colorless, odorless gas.
- Set priorities for clean-up tasks and pace the work over several days or weeks.
- Avoid exhaustion by taking frequent rest breaks and resuming a normal sleep schedule as soon as possible.
- Take advantage of disaster relief programs and services in your community.

For more information, visit the Department of Health website at www.doh.state.fl.us.

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STORM: County issues post-storm instructions

SARASOTA COUNTY - Sarasota County is issuing the following information related to frequently-asked questions in the aftermath of **STORM**:

Electricity

- Call Florida Power & Light at 800-468-8243 to report power outages
- Stay away from downed wires; they may be energized
- Use caution with generators; do not connect generators to the main switch gear. Connect appliances directly to the generator. Contact a local electrician for direction/connection. Generators can cause a backfeed on FPL wires, causing a hazard
- Contact a local electrician for repair of your customer-owned equipment (meter connection/meter can/wire from the meter connection to meter can and into your house.)
- Crews are trimming trees away from power lines as needed to restore electrical power Sarasota County residents are requested to bundle yard debris according to normal procedure and place it curbside

Food

- People who have lost electricity should throw out all refrigerated or frozen items if the food is no longer cool to the touch. Frozen food that has been defrosted should not be refrozen.

Private wells

- Private wells should not be considered safe if the top of the well was under water; free well water testing is available by the Sarasota County Public Health Department. Water should be considered unsafe if there is a definite change in the odor, color, taste or other physical characteristic of the water.
- Do not use bathtubs or sinks for storage of drinking water, as this may pose a health threat due to back flow contamination.
- Treat any water from flooded private wells used for drinking and cooking until notified otherwise. Residents without electricity may treat water by mixing a 1/4-teaspoon of household bleach per one gallon of water or two drops per quart of water. Shake the mixture and allow it to stand for 30 minutes to let the chlorine work. Do not use any bleach products with added perfume or scents.
- Well water testing can be arranged by calling the Florida Department of Health in Sarasota County at 941-861-2900 beginning **DATE/TIME**

Garbage collection

- Sarasota County garbage collection will occur **WHEN** for those whose pickup was missed **WHEN** and those whose regular collection day is **WHEN**. This is only for Waste Management customers in the unincorporated area of Sarasota County. It does not include yard waste or debris.

Yard debris

- **WHAT???**

Schools

- All Sarasota County schools will be open **DATE**

Transportation

- Sarasota County Area Transit (SCAT) has resumed normal services. All buses are handicap accessible.

Animals

- All found animals in Sarasota County should be taken to Sarasota County Animal Services, 8451 Bee Ridge Road, Sarasota

For more information, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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XXXXXX DATE XXXX

STORM: Shelter locations announced

SARASOTA COUNTY - Due to possible landfall of **STORM NAME**, the Sarasota County Emergency Operations Center was activated to Level 1 at **TIME/DATE**. An evacuation of people with special needs began at **TIME** and is expected to take at least **HOW MANY** hours. Storm shelters will open at **TIME/DATE**.

The following shelters have been opened:

- Ashton Elementary, 5110 Ashton Road, Sarasota
- Bishop Nevins Academy, 4380 Fruitville Road, Sarasota
- Booker Middle School, 2250 Myrtle St., Sarasota
- Brentwood Elementary, 2500 Vinson Ave., Sarasota
- Brookside Middle School, 3636 S. Shade Ave., Sarasota **(Accepts pets)**
- Garden Elementary School, 700 Center Road, Sarasota
- Glenallen Elementary School, 7050 Glenallen Blvd., Sarasota
- Gulf Gate Elementary School, 6500 S. Lockwood Ridge Road, Sarasota
- Heron Creek Middle School, 6501 W. Price Blvd., Sarasota **(Accepts pets)**
- Lakeview Elementary School, 7299 Proctor Road, Sarasota
- North Port High School, 6400 W. Price Blvd., North Port **(Accepts pets)**
- Phillippi Shores Elementary, 4747 S. Tamiami Trail, Sarasota
- Pine View School, 501 Old Venice Road, Sarasota **(Accepts pets)**
- Sarasota High School, 1000 S. School Ave., Sarasota
- Sarasota Middle School, 4826 Ashton Road, Sarasota
- Southside Elementary, 1901 Webber St., Sarasota
- Taylor Ranch Elementary School, 2500 Taylor ranch Road, Sarasota
- Toledo Blade Elementary, 1201 Geranium Ave., North Port
- Tuttle Elementary School, 2863 Eighth St., Sarasota
- Venice Community Center, 326 Nokomis Ave. S., Venice
- Woodland Middle School, 2700 Panacea Blvd., Sarasota

Evacuees should be prepared to be away from home at least two nights, **DAY AND DAY**. To shelter your pet, you must provide proof of updated license and vaccinations, and contain your pet in an appropriate pet carrier. If you are unable to comply with these requirements, then you must make other arrangements to shelter your pet. Pet shelters are limited to dogs and cats only

For directions to shelter locations, contact the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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XXXXXX DATE XXXX

STORM NAME: Evacuation lifted

SARASOTA COUNTY - After completing damage and power surveys in the aftermath of **STORM**, Sarasota County has lifted the mandatory evacuation for barrier islands, mobile homes, mainland water and other low-lying areas, effective **TIME/DATE**.

Evacuating residents may be required to show personal identification, such as a driver's license or pay stub, as proof of address or employment to be readmitted.

For more information, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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MEDIA RELEASE FOR IMMEDIATE RELEASE

XXXXX DATE XXXX

STORM: mandatory evacuations announced

SARASOTA COUNTY - Sarasota County has issued a declaration of emergency and called for mandatory evacuation for mobile homes, barrier islands and low-lying areas, as of **TIME/DATE**. The following areas are affected: **LIST AREAS HERE**.

Residents in those areas should complete mandatory evacuation by midnight tonight. Residents will not be allowed back in those areas after that time. The Venice Avenue Bridge will remain open to vehicular traffic **DAY**.

Evacuating residents should take personal identification, such as a driver's license or pay stub, as law enforcement officials may require proof of address or employment to be readmitted when the evacuation is lifted.

The following shelters will be open as of **TIME/DATE: (LIST HERE)**

Evacuees should be prepared to be away from home at least two nights, **DAY AND DAY**. Emergency services will be discontinued as of **TIME/DATE**. Emergency services will respond to life-and-death situations until sustained winds reach 45 mph. Gusts at that point could be 80 mph.

When emergency evacuation of barrier islands is completed, Sarasota County Utilities will reduce water pressure to those systems on Casey Key and Siesta Key. Enough positive pressure will be maintained in the system so that water and sewer lines do not become contaminated. When the evacuation order is lifted, pressure will be returned to normal levels.

The Emergency Operations Center was activated to Level 1 at **TIME/DATE**. An evacuation of people with special needs began at **TIME** and is expected to take at least 12 hours.

For information on shelter locations, contact the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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MEDIA RELEASE
FOR IMMEDIATE RELEASE

XXXXXX DATE XXXX

STORM: Sarasota County Commission declares state of emergency

SARASOTA COUNTY - Sarasota County commissioners today declared a state of emergency for Sarasota County to authorize expenditure of public funds and authorize applications for state and federal financial assistance in response to **STORM**. Meanwhile, the National Weather Service has issued a hurricane watch for an area along the western coast of Florida that includes Sarasota County.

At this time, a mandatory evacuation order is in place for all residents living in a mobile home. A voluntary evacuation is urged for all residents living in a low-lying area or on barrier islands. These evacuations may be upgraded **DAY** depending on storm conditions. Shelters will open after **TIME DAY**. Stay tuned to local media for the latest storm advisories.

Currently, Sarasota County Schools will be open **DAY**, along with all county and municipal offices. Continue to monitor local media and NOAA weather radio throughout today and tonight for the latest information.

For information about storm preparation, contact the Sarasota County Contact Center at 941-861-5000, or visit www.scgov.net/allhazards.

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XXXXXX DATE XXXX

Emergency Management urges caution on beaches with approach of STORM

SARASOTA COUNTY - Sarasota County Emergency Management continues to monitor **STORM** as it approaches **WHERE**. Emergency officials advise beach goers to take precautions for hazardous weather. Rip currents, heavy surf and lightning strikes are all potential hazards situations that intensify during severe weather situations.

Rip currents are the leading surf hazard and the No. 1 concern for beach lifeguards. About 80 percent of all beach rescues are related to rip currents. They result in more than 100 drownings every year in the United States.

(IF APPLICABLE)

A tropical storm **WATCH/WARNING** remains in effect for Sarasota County. This means Sarasota County residents should expect to see rain and thunderstorms throughout the **DAY/NIGHT** on **WHEN** with a **WHAT PERCENT** chance of rain and wind gusts ranging from **WHAT-WHAT** mph.

At this time, Sarasota County schools remain open. No other closures have been announced at this time.

Motorists should take precaution on the roads during the heavy weather and secure personal property or signage around their homes and businesses.

Sarasota County Emergency Management is participating in conference calls with the State Emergency Operations Center and the National Hurricane Center.

Residents and visitors can monitor local media for storm updates or visit www.scgov.net/allhazards.

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XXXXX DATE XXXX

STORM: County urges residents injured in storm cleanup to seek tetanus shots

SARASOTA COUNTY - Residents who sustain injuries during cleanup efforts from **STORM** may need tetanus vaccinations. Individuals who have not had a cut or wound do not require tetanus vaccination regardless of their exposure to flood waters. Residents who sustain lacerations and/or puncture wounds and have not had a tetanus vaccination within the past 10 years require a tetanus booster.

If a person has an especially serious wound, then it is advised that he/she receive a tetanus booster within five years of last vaccination. If you sustain a wound or deep cut that concerns you, seek medical attention. Medical attention is required to determine if a tetanus booster is needed.

Proper wound care is essential for all cuts and lacerations regardless of exposure to flood waters.

Tetanus, commonly called lockjaw, is a bacterial disease that affects the nervous system. It is contracted through a cut or wound that becomes contaminated with tetanus bacteria. The bacteria can get in through even a tiny pinprick or scratch, but deep puncture wounds or cuts like those made by nails, knives or barbed-wire, for example are especially susceptible to infection with tetanus. Tetanus bacteria are present worldwide and are commonly found in soil, dust and manure. Infection with tetanus causes severe muscle spasms, leading to "locking" of the jaw so the patient cannot open his/her mouth or swallow, and may even lead to death by suffocation.

Tetanus is not transmitted from person to person. Common first signs of tetanus are a headache and muscular stiffness in the jaw (lockjaw) followed by stiffness of the neck, difficulty in swallowing, rigidity of abdominal muscles, spasms, sweating and fever. Symptoms usually begin eight days after the infection, but may range in onset from three days to three weeks.

For more information on tetanus, contact the Florida Department of Health in Sarasota County at 941-861-2900.

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XXXXX DATE XXXX

STORM: Know the signs of heat exhaustion during storm cleanup

SARASOTA COUNTY - As Sarasota County begins recovering from **STORM**, residents should be aware of the warning signs of heat exhaustion.

Heat exhaustion is a milder form of heat-related illness that can develop after several days of exposure to high temperatures and inadequate or unbalanced replacement of fluids. Those most prone to heat exhaustion are the elderly, people with high blood pressure and people working or exercising in a hot environment. Know the warning signs:

- Heavy sweating
- Paleness
- Muscle cramps
- Tiredness
- Weakness
- Dizziness
- Headache
- Nausea or vomiting
- Fainting

The skin may be cool and moist. The victim's pulse rate will be fast and weak and breathing will be fast and shallow. If heat exhaustion is untreated, it may progress to heat stroke. Seek medical attention immediately if symptoms are severe or if the victim has heart problems or high blood pressure.

Otherwise, help the victim to cool off and seek medical attention if symptoms worsen or last longer than one hour. Cooling measures that may be effective include the following:

- Cool, nonalcoholic beverages, as directed by your physician
- Rest
- Cool shower, bath or sponge bath
- An air-conditioned environment
- Lightweight clothing

For more information on storm recovery, contact the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net/allhazards.

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XXXXXX DATE XXXX

STORM: County warns residents of carbon monoxide dangers

SARASOTA COUNTY - As residents begin preparing for / cleaning up from **STORM**, they are reminded to avoid carbon monoxide (CO) exposure by taking precautions with gas-powered appliances and charcoal or gas grills.

Carbon monoxide is an invisible, odorless, tasteless gas, and is highly poisonous. Depending on the level of exposure, CO may cause fatigue, weakness, chest pains for those with heart disease, shortness of breath upon exertion, nausea, vomiting, headaches, confusion, lack of coordination, impaired vision, loss of consciousness, and in severe cases, death.

Residents should take the following precautions to help prevent carbon monoxide poisoning:

- Do not burn charcoal or gas grills inside a house, garage, vehicle, tent or fireplace.
- Do not use gas-powered generators or pressure washers indoors or in the garage.
- If you suspect you are experiencing any symptoms of CO poisoning, open doors and windows, turn off gas appliances and go outside. In cases of severe CO poisoning, call 911.

For more information, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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Residents urged to take precautions against mosquito outbreak

SARASOTA COUNTY - As standing water from the heavy rainfall caused by STORM NAME increases the mosquito population, residents are urged to protect themselves against mosquito bites that may spread disease.

Until the water subsides, residents should avoid being outdoors at dusk and dawn, when mosquitoes commonly feed, wear long-sleeved clothing and pants when working outdoors, use mosquito repellents and eliminate standing water around the home, where mosquitoes lay their eggs.

Below are more tips to eliminate of potential breeding sites.

- Clean out eaves, troughs and gutters.
- Remove old tires or drill holes in those used in playgrounds to drain.
- Turn over or remove empty plastic pots.
- Pick up all beverage containers and cups.
- Check tarps on boats or other equipment that may collect water.
- Pump out bilges on boats.
- Replace water in birdbaths and pet or other animal feeding dishes at least once a week.
- Change water in plant trays, including hanging plants, at least once a week.
- Remove vegetation or obstructions in drainage ditches that prevent the flow of water.

For more information, call the Sarasota County Contact Center at 941-861-5000 and ask for Mosquito Management or visit www.scgov.net.

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XXXXX DATE XXXX

(Storm name): school and county closings announced

SARASOTA COUNTY - Due to STORM NAME, Sarasota County officials have declared that all county schools and government offices will be closed DAY.

There will be no trash pickup on DAY. Residents are advised not to put trash, yard waste or recyclables at the curb.

The utilities customer service office will close at TIME/DATE to perform system backups. In the event of an emergency, call 941-861-6790 for further information.

There will be no Sarasota County Area Transit (SCAT) service on DAY. A decision about DAY service will be made on DAY.

The Sarasota County Health Department will be closed DAY. For urgent health issues, call 911. For other health issues, call Sarasota County Emergency Information at 941-861-4636.

A mandatory evacuation for mobile homes, barrier islands and low-lying areas went into effect at TIME/DATE. Residents in those areas should complete mandatory evacuation by TIME. Residents will not be allowed back in those areas after that time. The Venice Avenue Bridge will remain open to vehicular traffic DATE.

The Emergency Operations Center was activated to Level 1 at TIME/DATE. An evacuation of people with special needs began at TIME and is expected to take at least 12 hours.

For more information, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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STORM: Local radio stations carry storm updates

SARASOTA COUNTY - The following local radio stations are carrying storm updates:

- 930 AM, WLSS Talk
- 1220 AM, WIBQ Talk
- 970 AM, WFLA Talk
- 94.9, FM Magic
- 97.1 FM, 97X
- 101.5 FM
- 102.5 FM
- 105.5 FM
- 107.3 FM
- 97.5 FM
- 98.3 FM
- 1230 AM, WONN
- 1430 AM, WLKF
- 1450 AM, WSRQ Talk
- 1320 AM, WENG Talk

For more information, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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XXXXX DATE XXXX

STORM NAME: Update on electrical outages

SARASOTA COUNTY - Local residents remain without power after **STORM** moved through the area **WHEN**. As of **TIME.DAY**, **HOW MANY** customers remain without power, down from **HOW MANY** customers at the beginning of the storm.

Florida Power & Light is making progress in restoring service throughout its territory, but as crews rebuild those hardest hit areas in **WHERE**, the progress will be slower. The hardest hit areas in **WHERE** have incurred so much damage that FPL must rebuild the system. FPL expects to provide estimated restoration times for all remaining areas **WHEN**.

For more information, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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Appendix E

PPI, Schedule and Outreach Templates

Program for Public Information

Plan Development:

The CRS Committee met 7 times in August and September, 2014, to develop the Program for Public Information Plan in conjunction with the Floodplain Management Plan. Steps taking during the development process are outlined in the meeting agendas, minutes and resolution adopting the CRS Committee in Appendix B. During the development process, review comments were received from Janice Mitchell, Insurance Program Specialist, FEMA Region IV, and through the Community Rating System review process. Based on comments received then and since, this plan has been updated to include additional documentation and clarification of the processes followed in completing the Floodplain Management Plan. In addition, the Program for Public Information and Coverage Improvement Plan were incorporated into the Floodplain Management Plan for clarity and more efficient monitoring of program goals and accomplishments.

Effective August 27, 2019, the City Council is scheduled to adopt a Resolution that joins the City of Venice to the multijurisdictional Program for Public Information. The multijurisdictional group will meet in addition to the City's CRS committee and will include city staff and members of the public (insurance agents, realtors, lenders, developers, etc.). The multijurisdictional PPI group is led by Sarasota County and has members representing the City of Venice, the City of North Port, the City of Sarasota and the Town of Longboat Key. By completing the outreach included in the City's PPI program and participating in the Multijurisdictional PPI Committee, it will increase our ability to get the message out more effectively, consistently and to a larger audience. The plan can be found as an annex to the Sarasota County Multijurisdictional LMS.

Plan Goals

The goal of the Floodplain Management Plan is to raise awareness in the community about local hazards, flood insurance, mitigation, and other flood related issues. In addition to addressing floodplain management issues, the Floodplain Management Plan incorporates the multijurisdictional Program for Public Information and Flood Insurance Coverage Improvement Plan into one document to provide a coordinated effort. The intent of the program is to provide effective messages and complete projects that assist the public in protecting themselves from the hazards of floods through increased education, flood insurance protection, and mitigation of potential flood risk. With guidance of the Community Ratings System Coordinator's Manual, 6 priority and 4 additional messages with local relevance have been identified to be delivered. The topics and desired outcomes are shown in Tables 4 and 5, below:

Table 4: Desired Outcomes

Goal	Outcome
1	Increased awareness about local flood hazards, especially as it pertains to the individual and their property.
2	Increased number of flood insurance policies throughout the City, in both the SFHA and Non-SFHA
3	Increased awareness about flood related hazards, resulting in reduction of flood related injuries.
4	Reduction in flood insurance claims and Substantial Improvement/Substantial Damage permit requests.

Goal	Outcome
5	Increased understanding of local laws and ordinances governing construction, leading to a reduction in Code Enforcement citations
6	Increased understanding of floodplain functions, and of local stormwater regulations, resulting in fewer Code Enforcement citations.
7	Increased awareness of the need for hurricane preparation, resulting in better prepared citizenry during an evacuation, and expedited insurance claims in the case of a flood event.
8	Increased awareness of flood safety resulting in better prepared citizenry during an evacuation, and reduction of flood related injuries.

Table 5: City PPI Plan Goals

Msg#	Topic		Message	Desired Goal
1	Know Your Hazard	a	Check to see if you live in the SFHA	1
1	Know Your Hazard	b	Flood Zone Assistance available at City	1
1	Know Your Hazard	c	Difference between riverine and surge flooding	1
1	Know Your Hazard	d	Localized flooding information	1
1	Know Your Hazard	e	Insure your property for your flood hazard	1
2	Buy Flood Insurance	a	Homeowners insurance does not protect against flood damage	2
2	Buy Flood Insurance	b	CRS discounts available	2
2	Buy Flood Insurance	c	30 day waiting period	2
3	Protect People from the Hazard	a	Do not walk through flowing flood-water	3
3	Protect People from the Hazard	b	Do not drive through flooded areas	3
3	Protect People from the Hazard	c	Stay away from power lines and electrical wires	3
3	Protect People from the Hazard	d	Have electricity turned off if property has been flooded	3

Msg#	Topic		Message	Desired Goal
3	Protect People from the Hazard	e	Watch your step – look out for animals and harmful insects in flood waters.	3
3	Protect People from the Hazard	f	Be alert for gas leaks	3
3	Protect People from the Hazard	g	Do not enter a building that has been flooded,	3
4	Protect Property from the Hazard	a	Keep driveway culverts clean and free of obstructions	4
4	Protect Property from the Hazard	b	Report ditch blockages to City Public Works Dept.	4
4	Protect Property from the Hazard	c	Retrofit your property: Re-grade or elevate structure	4
4	Protect Property from the Hazard	d	Elevate air handlers, electrical boxes and water heaters	4
4	Protect Property from the Hazard	e	Make sure your downspouts are clear and directed away from the house	4
4	Protect Property from the Hazard	f	Mitigation grants are available (FAA)	4
4	Protect Property from the Hazard	f	Property Protection Advice is available (PPA, PPV)	4
5	Build Responsibly	a	Check with Building Dept. before initiating construction or altering grades, to see if permit is needed	5
5	Build Responsibly	b	Report un-permitted construction	5
6	Protect Natural Floodplain Functions	a	Keep drainage area free of debris	6

Msg#	Topic		Message	Desired Goal
6	Protect Natural Floodplain Functions	b	Do not dump or throw anything into ditches, inlets or streams	6
6	Protect Natural Floodplain Functions	c	Limit use of fertilizers	6
7	Hurricane Preparedness	a	Know your evacuation level	7
7	Hurricane Preparedness	b	Inventory and photograph your home and contents, and store with insurance and important documents in a safe place	7
7	Hurricane Preparedness	c	Create a safety plan, with a checklist of steps to take before, during and after a hazard	7
7	Hurricane Preparedness	d	Attend the annual City sponsored Hurricane Preparation seminar in May	7
8	General preparedness	a	Register for CodeRED® early warning notification system	7
8	General preparedness	b	Tune into local TV and radio channels for flood notifications, or purchase a weather alert radio	7
9	Elevated and Flood-vented Properties	a	Keep flood vents open and unobstructed	4
9	Elevated and Flood-vented Properties	b	Non conversion statement for areas below the required minimum finished floor	4

Msg#	Topic		Message	Desired Goal
10	Flood Education	a	Teach children about flood safety and your safety plan	8

It is important for these messages to be tailored to meet the local conditions and the appropriate target audience. Public outreach information must be reviewed and evaluated to verify that it is effectively reaching the targeted audience and provides clear messages which are more likely to change behavior. Understanding these important priority and additional messages is critical to improving the accuracy of the perceptions of the risks as they relate to flooding and other hazards. Through accurate education, residents have an opportunity to make informed decisions and effective measure to protect life and property. This plan will seek to build on those messages and add additional, locally pertinent ones as necessary. For example, during the 2016 map updates additional outreach was released. Likewise, the new map updates taking place now also will have multiple means of communicating the change in risk. The city will utilize paper and digital media as well as public meetings, to reach the largest audience.

Target audiences were identified through discussion in the committee meetings by determining which areas would most benefit from different messages. Repetitive loss areas were identified as a high priority due to the close proximity of the Gulf of Mexico and the potential impacts of storm surge. During evaluation, groups that had interaction with property owners such as insurance agents, homeowner association and realtors were identified for targeted outreach because they had a larger opportunity to interact with the public, and it was important that they provide accurate and well informed information. Messages will be tailored to each group and are summarized in table 6 below. See Appendix E for the PPI Outreach Project worksheet.

During the CRS Committee meetings 2016-2017, it was determined that messages regarding Property Protection Advice (PPA and PPV) and Financial Assistance Advice (FAA) and should be clarified in the City's twice annual Utility Mailer to all residents (OP#7). These discussions continued in 2018 and 2019 with significant updates to types of outreach to make them more clear, inviting and concise.

Outreach Activities

The CRS Committee combines the staff expertise from the city building code, floodplain management, planning & zoning and public information with input from the insurance, real estate, construction, business and financial lending fields. Input from the general public was also included and opportunities to attend the meetings were published. The CRS Committee Meetings are continued on a quarterly basis at the City level. In addition, city staff is now attending the Sarasota County Floodplain Management and Multijurisdictional PPI Committee meetings as well.

By Resolution, the City Council is scheduled to adopt the Multijurisdictional PPI to improve outreach activities by reaching not only local city residents but have a more consistent message county-wide. Two of our existing members from the CRS committee and city staff will continue to meet four times a year with the Multijurisdictional PPI Committee which is led by Sarasota County includes members from the City of North Port, City of Sarasota, and Town of Longboat Key.

In addition to the Multijurisdictional PPI committee outreach, the local City Public outreach efforts will continue and include:

PPI Outreach Efforts

1. Quarterly meetings of the CRS Committee will be conducted, tentatively scheduled for November, February, May and August, to review the effectiveness of the current public outreach and coverage improvement efforts and recommend improvements or additions to the program. The CRS Committee will also conduct an annual evaluation/update of the existing plans with a formal update of the plans completed every 5 years. Documentation of the CRS Committee activities are included in Appendix B.
2. A pamphlet called "Understanding Stormwater and the Environment" which encourages residents to limit fertilizer use, water lawns on appropriate days, and be aware of illicit discharges into the stormwater system to protect natural function. The city published this in concert with a requirement of the National Pollution Discharge Elimination System (NPDES) permit program. This publication is available at the city Engineering Department and is distributed with the utility bills to all residents once a year.
3. The city periodically recruits volunteers to label inlets to reduce dumping into the waterways to protect natural function through education.
4. The city's E-newsletter contains an article once a year that informs residents of the importance of the stormwater system and how they can do their part to maintain it to reduce flooding due to blocked inlets or drainage canals/swales and protect natural function.
5. Twice a year, a flyer is mailed with utility bills to educate residents on flooding, the federal flood insurance program, and flood safety. A copy of the Flood Protection Information provided to all residents is included in the last section below
6. A "Know your flood risk before you buy" flyer is provided in digital format to the Venice Area Board of Realtors (VABR) for distribution to their members, mailed yearly to local realtors and copies are hand carried to VABR for distribution to their membership. This brochure is for the realtors to hand out to their clients to promote flood insurance purchase and due diligence as it relates to flooding for building purchasers.
7. A targeted public information flyer is also provided annually to property owners within the repetitive loss areas as illustrated in Figure 2. Repetitive loss areas were identified as a target audience to attempt to reduce impacts due to flooding for the residents and NFIP program. Message includes importance of obtaining flood insurance, protecting your property from flooding and mitigation grant opportunities. A copy of the letter to repetitive loss area residents is included below.
8. Targeted outreach is provided periodically to homeowners' associations and other groups such as the Venice Area Board of Realtors or insurance agents. Homeowners' associations were chosen as a target area due to the opportunity to provide public outreach to communities through their homeowners' association. Information provided to the homeowners' association is then distributed to its members. The Venice Area Board of Realtors was chosen as an effective outreach to the real estate agents to improve knowledge about the importance of flood insurance and due diligence evaluation of potential flood risks to buyers and seller of properties. The insurance agents were chosen to improve knowledge regarding the importance of flood insurance and improve understanding of flood risks. Copies of letters sent to the Homeowners Association, Insurance Agents and Realtors are included below.

9. News releases are submitted by email to the Public Information Officer for distribution to the news media, social media, Venice City E-News and posting on the city website once the most appropriate method of distribution is determined.
10. Our social media messages have been updated to be more engaging to viewers they are attached at the end of this document.
11. The city website is updated as needed with the assistance of the Building and Information Technology Departments. The website includes links to relevant publications, other governmental emergency agencies and information to assist the public with flood related issues. The website links are tested monthly and updated as needed.
12. A list of Elevation Certificates (EC's) is available electronically on the city website. This list is updated on a monthly basis, although certificates are posted upon submittal of the finished construction certificate, and are listed by street address. Historical files were also reviewed and all available pre- and post-FIRM elevation certificates in the Building Department records were uploaded to the website. New Elevation Certificates are also being attached, electronically, to building permits to provide more effective evaluation of substantial improvement requests.
13. A free hurricane seminar is conducted each May by the City of Venice. The hurricane seminar covers flood prevention, protection and insurance through a presentation by the City Engineer, a Certified Floodplain Manager. It is advertised through press releases, area stakeholders, Venice City E-News and the city website.
14. The Venice City E-News is e-mailed to residents and posted on the city website. It includes a hurricane edition that explains the evacuation process, preventive measures, flood safety, flood insurance, emergency numbers and a list of supplies that should be stocked in an emergency event. This same information is included on the city web site.
15. Once a year the following FEMA publication F-696(312) is mailed to area realtors to hand out to their clients.
16. Once a year the following FEMA publication F-217 is mailed to area insurance agents to hand out to their clients.
17. The following FEMA publications are available for distribution to all residents at the Venice library (main branch), the Engineering department, and City Hall Lobby.

Publication #	Name
F-025 (3/11)	How the NFIP Works
F-061	Your Homeowners Insurance Does Not Cover Floods
F-084 (3/11)	Answers to Questions About the NFIP
F-217 (Rev 11/12)	The Benefits of Flood Insurance Versus Disaster Assistance
F-301	Top Ten Facts for Consumers
F-671 (10-12)	Know Your Risk
F-687	Flood Insurance Claims Handbook
F-696 (3/12)	Help Protect Your Customer's New Home
F-697 (8/13)	Protect Your New Home

17. The following Spanish literature FEMA publications are available for distribution to all customers at the Latino Grocery Store at Bird Bay Plaza:

Publication #	Name (Spanish Version)
L-186S	Nada podría arruinar el disfrute de su hogar ¿Si...?
F-684S	Preparación y seguridad en inundaciones
F-061S	Su Seguro de Vivienda de Residencia no Cubre Inundaciones
F-437S	Póliza de Riesgos Preferente
F-617S	Conozca su Riesgo
F-683S	Por qué usted necesita seguro de inundación
F-679S	Resumen de Cobertura

18. Periodic notices regarding the availability of FEMA publications are emailed to area Insurance Agents and Realtors.
19. FEMA Flood Insurance Rate Maps (FIRM) are available in the Engineering Department and at the Main branch of the Venice library. The flood zone boundaries can enable property owners, residents, developers, and insurance agents to determine what flood zone a specific property is located in. They can view these maps in person, or call and ask staff for information. Trained CFMs provide individual flood zone determinations and assist the public with determining the FIRM and the regulatory floodplains.
20. An interactive model showing the riverine model results and the related updated regulatory flood zones are available on the South West Florida Water Management District (SWFWMD) website. A link to this is on the City website by searching flood or on the Engineering Department website.
21. Special efforts are made to reach the non-English speaking outlets.
22. Additional outreach provided by Venice Area Board of Realtors (e-mailing out reminders regarding disclosure requirements and insurance information, Publix Supermarket (emergency preparation guide published), Florida Power & Light (web storm and flood information for homeowners and business), hurricane guides provided by local television and newspaper, Florida SERT, Floodsmart and Sarasota County Emergency Management which provide numerous outreach materials. Links to these excellent information sources are provided on the city's website and available printed copies of the materials are made available at City Hall and in the Engineering Department. Several of the publications are also available in the Venice Public Library.

Recommended Improvements

The following Public Information Activities are currently underway or to be implemented based on the CRS Committee recommendations:

Public Outreach activities:

1. Continue with the current public outreach activities as summarized in the 330 Outreach Project (OP) Worksheet included as Appendix E.
2. Coordinate with surveyors and insurance agents to provide Elevations Certificates to the city for recording and posting on the city website.
3. Determining whether it would be appropriate to approach realtors and lenders requesting that EC's be recorded with deeds.
4. Do more outreach to the HOA's through their professional organizations and affiliations.
5. Evaluate and discuss the possibility of HOA's becoming CERT trained.

- a. Contact HOAs to see if they are interested in becoming CERT trained by annual letter to HOAs.
6. Evaluate and discuss the possibility of stakeholders becoming StormReady supporters
7. Coordinating with local media and professional organization to provide press releases or columns for their newsletters for specific stories and events
8. Researching having a counter on the flood section of the website to determine usage.
9. Doing more public events:
 - i. Seek sponsors and geographically diverse venues throughout the city for maximum coverage.
10. Create the following maps, for both information and public outreach purposes, showing:
 - i. Repetitive loss areas (Privacy Act protected – internal use only). – to assist in identifying target areas for outreach.
 - ii. Map highlighting properties coming into the floodplain when the new FEMA maps are released for outreach purposes Properties coming into the floodplain.
 - iii. An overview of areas within the floodplain with uninsured properties.
11. Determine better, more locally pertinent messages to raise the community awareness of flood hazards, insurance and mitigation.
12. Encourage increased flood insurance coverage as outlined in the Coverage Improvement Plan adopted by City Council and updated annually.
13. Provide outreach to reach the hearing/sigh impaired; non-English speaking and residents that are not in touch with traditional communication outlets such as computer based outreach.
14. Publicize the annual test of CodeRed© test. Prior to test, issue press release and publish on city website alerting residents to sign up prior to test. Provide telephone registration to reach residents without computer based access.

The above activities will be monitored by the CRS Committee and performed primarily by the Engineering department, in conjunction with whichever City department, outside organization and/or community stakeholder(s) that best fit the project. Funding for all city complete projects will be from the Engineering/Stormwater budget. All projects will be performed, evaluated, and revised annually. The multi-jurisdictional PPI will also be updated annually. See the outreach materials heading for all planned projects, along with the department responsible for implementing the project, the messages to be relayed and the desired outcome, based on the goals of the Public Information Program.

Evaluation Methods:

The multijurisdictional PPI committee will meet on a quarterly basis to discuss progress towards the goals of the Public Information Plan and Flood Response Plan. The CRS Committee will also be updated on the plan as well. The PPI committee will complete an annual update of the plans based on those evaluations including the following:

1. Committee will conduct an annual review of the outreach methods, evaluate the effectiveness of the material and number of residents reached. This will be accomplished by reviewing the documents, mailing lists and any public feedback received by individual members or at the public meetings.
2. Committee will review the outreach messages to see if any improvements are required to increase clarity of the message.

3. Committee will discuss additional or improved outreach messages that should be considered based on feedback received by the committee members from the public and their personal review of the documents.
4. Committee review of the outreach documents to determine if any should be discontinued and replaced with a more effective method.
5. Target public outreach will be evaluated to discuss any proposed improvements to the documents.
6. Committee will evaluate the Target Area Map and target group list to determine if additional areas should be added or revised.
7. Committee will discuss opportunities to improve the performance of the outreach based on committee members and the public input.
8. Was there a flood event this past year? Was the public effectively informed on how to protect themselves before, during and after a flood? Committee will evaluate if there have been any new flood events through-out the year that require specific outreach.

Outreach Materials

PPI Outreach Project Worksheet																					
Outreach Projects	Target Group #	Points per Topic	Topics Covered											Times per Year	Score	By	Goals - To Raise Awareness about				
			1	2	3	4	5	6	7	8	9	10	1				2	3	4		
			Know Your Hazard	Buy Flood Insurance	Protect People from the Hazard	Protect Property from the Hazard	Build Responsibly	Protect Natural Floodplain Functions	Hurricane Preparedness	General Preparedness	Elevated and Flood-Vented Properties	Flood Education	Local Hazards				Flood Insurance	Mitigation	Other (Specified)		
OP#1	FEMA Brochures in the Engineering Office	1		X											12		Eng. Dept		X		
OP#2	FEMA Brochures in City Hall Lobby	1		X											12		Eng. Dept		X		
OP#3	FEMA Brochures in the Venice Library	1		X											12		Eng. Dept		X		
OP#4	City Website	1	X	X	X	X		X	X	X	X	X	X	12		IT Dept.	X	X	X		
OP#5	FEMA F-683 (Why you need flood Insurance - Bldg. Dept.)	1		X										12		Eng. Dept		X			
OP#6	FEMA brochures to Latino Supermarket	6	1	X				X						12		Eng. Dept		X			
OP#7	Flood Protection Information Flyer in Utility Bill (All Residents)	1	X	X	X	X		X	X	X	X	X	X	2		Eng. Dept	X	X	X		
OP#8	FEMA F-696 to Venice Board of Realtors	3	1	X										1		Eng. Dept		X			
OP#9	Citywide Hurricane Seminar	1	X	X	X	X		X	X	X	X	X	X	1		Eng. Dept	X	X	X		
OP#10	HOA Mailing	2	1	X	X	X	X	X	X	X	X	X	X	1		Eng. Dept	X	X	X		
OP#11	Insurance Mailing + F-683	4	1	X										1		Eng. Dept		X			
OP#12	Realtor Mailing & "Flood Hazard: Check before you buy" flyer	3	1	X	X	X	X	X	X	X	X	X	X	1		Eng. Dept	X	X	X		
OP#13	Sarasota County Disaster Planning Guide	1	1	X	X	X	X	X	X	X	X	X	X	1		Sarasota County	X	X			
OP#14	Repetitive Loss Mailing (Targeted)	1	1	X	X	X	X	X	X	X	X	X	X	1		Eng. Dept	X	X	X		
OP#15	Insurance Mailing + FEMA 217	4	1	X	X	X	X	X	X	X	X	X	X	1		Eng. Dept	X	X	X		
OP#16	Flood Presentation to Venice Board of Realtors	3	1	X	X	X	X	X	X	X	X	X	X	1		Eng. Dept	X	X	X		
OP#17	Flooding Questionnaire (All Residents)	1	1	X										1		Eng. Dept	X	X			
OP#18	Publix Brochure: Preparing for a hurricane	1	1	X		X					X	X		1		Publix					Preparedness
OP#19	City of Venice Hurricane Guide	1	1	X	X									1		COV PIO	X	X			
OP#20	Email to Venice Board of Realtors re FEMA brochures	3	1	X										1		Eng. Dept		X			
OP#21	Forwarded FEMA training email to Insurance Agents	4	1	X										2		Eng. Dept		X			
OP#22	Tampa Bay Hurricane Guide	1	1	X	X	X	X	X	X	X	X	X	X	1		Tampa Bay Times	X	X			
OP#23	Publicity email: Code RED test (DATE)	1	1	X		X								1		COV PIO	X				Warning
OP#24	Library flyer: FIRMS and CodeRED (& DATE CodeRED test)	1	1	X		X								1		Eng. Dept	X	X			Warning
OP#25	Sarasota County PPI activities 2016-2017	1	1	X	X	X	X	X	X	X	X	X	X			Eng. Dept		X			
OP#26	Florida Division of Emergency Management (FDEM): Severe Weather Awareness Guide - printed and taken to Library, Chamber of Commerce and City Hall lobby	1	1	X	X	X					X	X		1		FDEM	X	X	X		
OP#27	FPL - Preparing for a Storm	1	1	X		X	X	X			X	X		1		FPL	X	X			Preparedness
OP#28	SERT - Quick Guide to Floodplain Management in Florida. (In reference section of library)	1	1	X	X		X	X	X					1		SERT / FDEM	X	X	X		
OP#29	LOWES Hurricane Guide	1	1	X							X	X		1		Lowes	X	X			
OP#30	City of Venice NPDES flyer in Utility Bills: Understanding Stormwater and the Environment	1	1	X				X	X				X	1		Eng. Dept	X				
OP#31	Home Depot Hurricane Guide	1	1	X	X									1		Home Depot	X	X	X		Preparedness
OP#32	City brochure: About the Mandatory Purchase of Flood Insurance	1	1	X	X	X	X				X	X		1		Eng. Dept	X	X	X		
OP#33	Repairing Your Flooded Home, Red Cross booklet. Available in DPW and Engineering Dept (Per OP#16)	1	1	X	X	X	X	X	X	X	X	X	X	1		Red Cross	X	X	X		Preparedness
OP#34	Annual Presentation to Realtors on 50% rule, by Bldg. Official	3	1	X	X	X	X	X	X	X	X	X	X	1		Bldg. Dept	X	X	X		Preparedness
OP#35	Joint LMS Presentations 2016-2017	1	1	X	X	X	X	X	X	X	X	X	X			SRQ EOM	x	x	x		
OP#36	Monthly Social Media Message	1	1	X	X	X	X	X	X	X	X	X	X	1		COV PIO		X			
OP#37	Condo Owners Mailing (Targeted)	6	1	X	X	X	X	X	X	X	X	X	X	1		Eng. Dept	X	X	X		
OP#38	Flood Response Plan Messages	1	1	X	X	X	X	X	X	X	X	X	X	1		Eng. Dept	X	X	X		

Item	Project	May	Done	June	Done	July	Done	Aug	Done
1	FEMA brochures in the Engineering office	Check		Check		Check		Check	
2	FEMA brochures in City Hall Lobby	Check		Check		Check		Check	
3	FEMA brochures in the Venice library	Check		Check		Check		Check	
4	City website (check links & update with news)	Check		Check		Check		Check	
5	FEMA F-683 (why you need flood insurance) in building Dept.	Check		Check		Check		Check	
6	FEMA brochures to Latin supermarket	Check		Check		Check		Check	
7	Flood protection information flyer mailed in Utility Bill (Mailed in May and Aug)	Flyers mailed		Get Mailing count from Southwest Direct		Email flyers to SouthWest Direct (the printing & mailing vendor)		Flyers mailed	
8	FEMA F-696 to Venice Board of Realtors (Deliver with OP16)					Take brochures			
9	Citywide Hurricane Seminar	4th and 5th							
10	HOA Targeted mailing								
11	Insurance mailing + F683								
12	Realtor mailing + Hazard insert								
13*	Sarasota County Disaster Planning Guide	Check		Check		Check		Check	
14	Repetitive loss mailing	Send to Printer		Mail					
15	Insurance mailing + FEMA 217								
16	Flood presentation to Venice Board of Realtors					16th		Schedule for next year	
17	Flooding questionnaire	On City website, Taken to HOA presentations, flyer in City Hall, Flyer in library.		On City website, Taken to HOA presentations, flyer in City Hall, Flyer in library.		On City website, Taken to HOA presentations, flyer in City Hall, Flyer in library.		On City website, Taken to HOA presentations, flyer in City Hall, Flyer in library.	
18*	Publix brochure (preparing for a hurricane)	Check		Check		Check		Check	
19*	City of Venice Hurricane Guide	Check		Check		Check		Check	
20	Email to Venice Area Board of Realtors re FEMA Brochures								

Item	Project	May	Done	June	Done	July	Done	Aug	Done
21*	Forwarded FEMA web training emails to Insurance Agents	Forward		Forward		Forward		Forward	
22	Tamp Bay Hurricane Guide	Check		Check		Check		Check	
23	Publicity email & annual CodeRED test	Test - May 5th		Get numbers					
24	Library flyer (FIRMS and CodeRED)								
25	Sarasota County PPI Activities								
26*	Florida Division of Emergency management: Severe weather Awareness Guide. Printed and taken to library, Chamber of Commerce and City Hall lobby.	Check		Check		Check		Check	
27	FPL - Preparing for a storm	Check		Check		Check		Check	
28*	CERT - Quick guide to floodplain Management in Florida (in reference section of library)	Check		Check		Check		Check	
29	LOWES Hurricane Guide	Check		Check		Check		Check	
30	City of Venice NPDES flyer in Utility bills - Understanding stormwater and the Environment. (Mailed in Oct)							Update brochure	
31*	City brochure - About the Mandatory purchase of Flood Insurance. Make available in the lobby and mail with flood zone determinations.	Check		Check		Check		Check	
32	Home Depot - Hurricane Guide	Check		Check		Check		Check	
33	Red Cross - Repairing your flooded home. Available in DPW and Engineering	Check		Check		Check		Check	
34	Annual presentation on 50-50 rule, by Building Dept.								
35	Joint LMS Presentations								
36	Monthly Social Media messages (Sent by PIO)	do		do		do		do	
37	Condo Owners Targeted Mailing								
38	Flood Response Messages (As needed) (FRP#6)								
NPDES	Produce & publish articles for City newsletter	Monthly graphic from flyer series							
NPDES	Advertise efforts for stormwater inlet marking program							Send info to PIO	

Item	ProjectMay		Done	June	Done	July	Done	Aug	Done
NPDES	Stormwater inlet marking program			Evaluate & Order materials		Schedule a date & Coordinate with volunteers.			
NPDES	Resident survey- City Newsletter								
NPDES	Resident survey-City Website								
NPDES	Resident survey- flyers in City Hall								
NPDES	There is No Poop Fairy - Flyers and signs								

Flood Insurance

Homeowners Insurance **does not cover damage from floods**; Buy flood insurance to protect your home.

If your house is flooded, and you don't have flood insurance, damage below the waterline will not be covered.

Flood Insurance will cover all surface floods even if the president does not declare a disaster.

The City of Venice has **earned a discount** on flood insurance via the CRS program. Because our community is rated as a 6, our residents enjoy a **20% discount in high risk areas**

Those in moderate or low risk are eligible for a preferred risk rate

Contents insurance is available for renters and condo owners

There is a **30 day waiting period** so don't wait call you insurance agent or visit www.floodsmart.gov today!



Are you and your family protected?

Substantial Improvement/ Substantial Damage

Also known as the 50% rule!

If your home is damaged by any means (including fire, hurricane, flood, etc.)



50% or greater than the value of the home (not including the land value) Your house will need to conform to the same flood protection measures as a new home.

The same rule applies if you are remodeling the house and the cost equals or exceeds 50% of market value.

This may require elevation or flood vents. **Check with the Building Division** when remodeling or repairing your home

Kathleen Weeden

City Engineer

(941) 882-7409

Alex Boudreau

Assistant City Engineer

(941) 882-7410

Visit www.venicegov.com for more information



Flood Protection Information for City of Venice Residents from Mayor John Holic

April 2019

If you or someone else are in life threatening danger **call 911**



Types of Alerts

Watch- keep a TV/weather alert radio nearby for alerts and be prepared for a flood

Warning- Take Shelter!
Flooding is happening!



Use Code Red to stay up to date on all hazards. To sign up visit <https://public.coderedweb.com/CNE/en-US/5E3BAFCA9779>

Preparing for the storm

- Create an emergency plan and practice it with every family member
- Know your evacuation level, route and shelters
- Attend the Hurricane Expo in April
- Keep driveway culverts free of obstruction, if clogged, it may cause localized flooding
- Keep downspouts clear and directed away from your home
- Mitigation grants are available for repetitive loss properties visit www.floridadisaster.org
- Get expert advice schedule an appointment with our staff today!



Know your Risk

Venice has 2 main sources of flooding: heavy rains and storm surge

Areas along Hatchett Creek, Curry Creek, Deertown Gully, Flamingo Ditch, E Venice Ave and coastal areas may flood streets and yards with little warning.

High risk areas have a 1:4 chance of flooding during the life of a 30-year mortgage; moderate and low risk areas have a 1:5 chance. There is always a risk!

Find out your flood risk by contacting city hall or on our website. Maps are available at the library. Elevation Certificates can be found at City Hall or online

Flood Safety

- Turn around, Don't Drown! 6in of water can knock over a person, 2ft can move most vehicles
- Watch out for animals and insects
- Don't use open flame until the area is properly ventilated, check for leaks
- Don't enter a flooded building until it is cleared by an inspector
- Avoid downed powerlines and don't use appliances that have been flooded
- Have your electricity turned off if you have been flooded visit FPL.com



Build Responsibly

Elevating your home and utilities greatly decreases your risk of flood damage

- Keep flood vents open and unobstructed to prevent structural damage
- A non-conversion agreement is required for areas below the required minimum finished floor elevation

Check with the Building Division for a permit before starting construction or altering grades. Report unpermitted construction activities

Building Division (941)-486-2448

Protect Natural Floodplains

Open spaces protect against flooding by allowing a place for stormwater to collect and go into the ground. Enjoy our parks!

Pick up your dog's poop for cleaner waters

Limit the use of fertilizers and pesticides they can pollute our waters. Dispose of them and other hazardous materials at the Sarasota County Chemical Collection Center 250 S Jackson Rd, Wed-Sat 8am-4pm

Keep our inlets ditches and streams clean. If you see someone dumping hazardous materials or a broken silt fence call **Public Works** (941) 486-2422



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The same rule applies if you are remodeling the house and the cost equals or exceeds ~~50%~~ 50% of market value.

This may require elevation or flood vents. **Check with the Building Division** when remodeling or repairing your home

See your Evacuation Level here

<https://ags3.scgov.net/knowyourlevel/>

Kathleen Weeden

City Engineer

(941) 882-7409

Kathryn Harring

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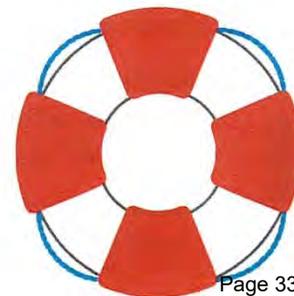
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for Home Owners
Associations (HOAs)
From Mayor John Holic

April 2019

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Elevation Certificates can be found online or at City Hall.



Preparing for the storm

- Create an emergency plan and practice it with every family member
- Know your evacuation level, route and shelters
- Attend the Hurricane Expo April 26th/27th at the Community Center
- Keep driveway culverts free of obstruction, if clogged, it may cause localized flooding
- Keep downspouts clear and directed away from your home
- Mitigation grants are available for repetitive loss properties visit www.floridadisaster.org
- Get expert advice to reduce your flood risk schedule an appointment with our staff today!



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- Turn around, Don't Drown! 6in of water can knock over a person, 2ft can move most vehicles
- Watch out for animals and insects
- Don't use open flame until the area is properly ventilated, check for leaks
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- Avoid downed powerlines and don't use appliances that have been flooded
- Have your electricity turned off if you have been flooded visit FPL.com



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Building Division (941)-486-2448

Protect Natural Floodplains



Open spaces protect against flooding by allowing a place for stormwater to collect and go into the ground. Enjoy our parks!

Pick up your dog's poop for cleaner waters

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Keep our inlets ditches and streams clean to prevent flooding. If you see someone dumping hazardous materials or a broken silt fence call **Public Works (941) 486-2422**

Flood Insurance

Homeowners Insurance **does not cover damage from floods**; Buy flood insurance to protect your home.

If your house is flooded, and you don't have flood insurance, damage below the waterline will not be covered.

Flood Insurance will cover all surface floods even if the president does not declare a disaster.

The City of Venice has **earned a discount** on flood insurance via the CRS program. Because our community is rated as a 6, our residents enjoy a **20% discount in high risk areas**

Those in moderate or low risk are eligible for a preferred risk rate

Contents insurance is available for renters and condo owners

There is a **30-day waiting period** so don't wait call your insurance agent or visit www.floodsmart.gov today!



Substantial Improvement/ Substantial Damage

If your home is damaged by any means (including fire, hurricane, flood, etc.) **50% or greater** than the value of the home (not including the land value) Your house will need to conform to the same flood protection measures as a new home.

The same rule applies if you are remodeling the house and the cost equals or exceeds 50% of market value.

This may require elevation or flood vents. **Check with the Building Division** when remodeling or repairing your home

If you suspect you have a potential flooding problem, contact us to schedule an appointment and discuss your concerns. A representative can visit your property and we can offer recommendations to reduce your flood risk.

We do not offer detailed engineering advice. A detailed review by an independent professional may be necessary.

See your Evacuation Level here

<https://ags3.scgov.net/knowyourlevel/>

Kathleen Weeden

City Engineer

(941) 882-7409

Kathryn Harring

Stormwater Engineering Research Analyst

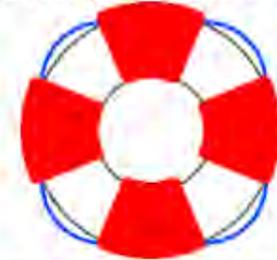
(941) 882-7412



Flood Protection Information for Repetitive Loss Areas From Mayor John Holic May 2019

If you or someone else are in life threatening danger **call 911**

Repetitive Loss Property: is an area which has two, or more claims of more than \$1000.00 have been paid by the National Flood Insurance Program (NFIP) within any 10-year period since 1978.



Visit www.venice.gov for more information

Types of Alerts

Watch- keep a TV/weather alert radio nearby for alerts and be prepared for a flood

Warning- Take Shelter!
Flooding is happening!



Use Code Red to stay up to date on all hazards. To sign up visit

<https://public.coderedweb.com/CNE/en-US/5E3BAFCA9779>

Know your Risk

Venice has 2 main sources of floods: heavy rains and storm surge

Areas along Hatchett Creek, Curry Creek, Deertown Gully, Flamingo Ditch, E Venice Ave and coastal areas may flood streets and yards with little warning.

High risk areas have a 1:4 chance of flooding during the life of a 30-year mortgage; moderate and low risk areas have a 1:5 chance. There is always a risk!

Find out your flood risk! Maps are available at the library, online or by contacting City Hall.

Elevation Certificates can be found online or at City Hall.



Preparing for the storm

- Create an emergency plan and practice it with every family member
- Know your evacuation level, route and shelters
- Attend the Hurricane Expo April 26th/27th at the Community Center
- Keep driveway culverts free of obstruction, if clogged, it may cause localized flooding
- Keep downspouts clear and directed away from your home
- Mitigation grants are available for repetitive loss properties visit www.floridadisaster.org
- Get expert advice to reduce your flood risk schedule an appointment with our staff today!



Flood Safety

- Turn around, Don't Drown! 6in of water can knock over a person, 2ft can move most vehicles
- Watch out for animals and insects
- Don't use open flame until the area is properly ventilated, check for leaks
- Don't enter a flooded building until it is cleared by an inspector
- Avoid downed powerlines and don't use appliances that have been flooded
- Have your electricity turned off if you have been flooded visit FPL.com



Build Responsibly

Elevating your home and utilities greatly decreases your risk of flood damage



- Keep flood vents open and unobstructed to prevent structural damage
- A non-conversion agreement is required for areas below the required minimum finished floor elevation

Check with the Building Division for a permit before starting construction or altering grades. Report unpermitted construction activities

[Building Division \(941\)-486-2448](tel:941-486-2448)

Protect Natural Floodplains

Open spaces protect against flooding by allowing a place for stormwater to collect and go into the ground. Enjoy our parks!

Pick up your dog's poop for cleaner waters

Limit the use of fertilizers and pesticides they can pollute our waters. Dispose of them and other hazardous materials at the Sarasota County Chemical Collection Center 250 S Jackson Rd, Wed-Sat 8am-4pm

Keep our inlets ditches and streams clean to prevent flooding. If you see someone dumping hazardous materials or a broken silt fence call [Public Works \(941\) 486-2422](tel:941-486-2422)

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There is a **30-day waiting period** so don't wait call your insurance agent or visit www.floodsmart.gov today!



Substantial Improvement/ Substantial Damage

Also known as the 50% rule!

If your home is damaged by any means (including fire, hurricane, flood, etc.)



50% or greater than the value of the home (not including the land value) Your house will need to conform to the same flood protection measures as a new home.

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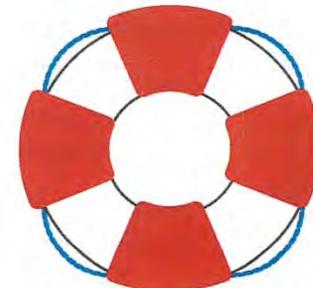
Visit www.venicegov.com for more information



Flood Protection Information
for Condo Residents
From Mayor John Holic

May 2019

If you or someone else are in life threatening danger **call 911**



Types of Alerts

Watch- keep a TV/weather alert radio nearby for alerts and be prepared for a flood

Warning- Take Shelter!
Flooding is happening!



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Building Division (941)-486-2448

Protect Natural Floodplains

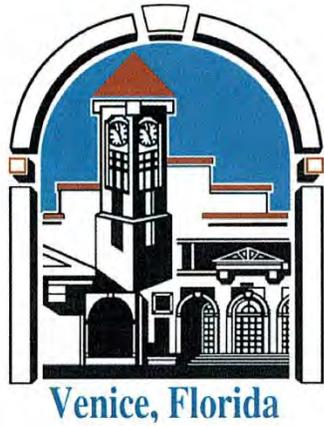
Open spaces protect against flooding by allowing a place for stormwater to collect and go into the ground. Enjoy our parks!

Pick up your dog's poop for cleaner waters

Limit the use of fertilizers and pesticides they can pollute our waters. Dispose of them and other hazardous materials at the Sarasota County Chemical Collection Center 250 S Jackson Rd, Wed-Sat 8am-4pm

Keep our inlets ditches and streams clean to prevent flooding. If you see someone dumping hazardous materials or a broken silt fence call Public Works (941) 486-2622





CITY OF VENICE

401 W. Venice Avenue, Venice, FL 34285

www.venicegov.com

(941) 486-2626 Fax (941) 480-3031

Date

Dear Local Insurance Agent:

Thank you for agreeing to advise your clients that purchasing flood insurance is a good idea. I am enclosing flood insurance brochure FEMA F-638, for you to distribute to your clients. If you would like additional copies please contact me at (941) 486-2626 ext. 25001 or kweeden@venicegov.com.

Together we can work to inform the public of the importance of flood dangers, protection and insurance.

Sincerely,

Kathleen J. Weeden, PE, CFM, LEED®AP
City Engineer



CITY OF VENICE

401 W. Venice Avenue, Venice, FL 34285

www.venicegov.com

(941) 486-2626 Fax (941) 480-3031

Date

Dear Local Insurance Agent:

I am enclosing a copy of FEMA F-217, *The Benefits of Flood Insurance Versus Disaster Assistance*, to help you discuss flood insurance needs with your clients. If you would like additional copies to keep in your office, please contact me at (941) 486-2626 ext. 25001 or kweeden@venicegov.com.

Thank you for agreeing to help residents remain aware of their flood hazard by utilizing the Mapping Information Service provided by the City to the community. The Building Department is able to give information on flood zones, Base Flood Elevation (BFE), the extent of past flooding on a given property, and whether flood insurance is mandatory for a given property. The Building Department staff can visit your client's property to discuss flood protection alternatives, and copies of FEMA Elevation Certificates are available from the Engineering Department. Both the Building Department and Engineering Department are located in City Hall, 401 W. Venice Avenue, Venice, FL 34285 and can be reached by telephone at: (941) 486-2626.

Residents considering building, making an addition to their property or installing other flood protection measures should contact the Building Department to determine whether a building permit is required. Properties can be protected from hazards by ensuring that construction debris is kept out of streams, ditches and storm drains. The library also maintains reference materials pertaining to other flood protection techniques which may help minimize damage to their property. Basement flooding may be minimized by checking that all downspouts are directed away from the house.

All residents should be aware that dumping in storm drains is a violation of City Code, Section 74-266. Dumping is harmful to our floodplains which are an extremely valuable, renewable resource, important to the economic welfare,

enjoyment, and physical well-being of all of our residents; floodplains provide natural flood storage and erosion control, and water quality maintenance as well as providing habitat and critical sources of energy for plants and animals.

As part of being informed about flood hazards, residents should also familiarize themselves with evacuation routes. These can be found in the Sarasota County annual Disaster Planning Guide, available in the library and at various other locations around the City, also on the Sarasota County website, at <http://sarasotagov.org/NDS/FloodMap.cfm>.

In order to receive flood and other emergency notifications, residents should sign up for codeRED alerts on the city website at <http://venicegov.com/>.

Prior to hurricane season, homeowners should talk about the dangers of flooding with all of the occupants of the home, including minors, and develop a disaster response plan. They may find the tools on the Red Cross website, at www.redcross.org, useful for this.

As a precaution, home owners should inventory and photograph the contents of their home, and put important papers and insurance policies in a safe place. This will help them with their insurance claims in the event that their home is flooded.

Together we can work to inform the public of the importance of flood dangers, protection and insurance.

Sincerely,

Kathleen J. Weeden, PE, CFM, LEED®AP
City Engineer



Flooding Questionnaire

The City of Venice Engineering Department is dedicated to providing our residents information about their flood hazards and their abilities to reduce their risk. Please fill out our Flood Questionnaire. It is a great way for us to see how we can serve you better.

1. What is your flood zone?

- VE
- AE
- X shaded
- X unshaded
- I don't know, do you know where to find it?

2. Do you have flood insurance?

- Yes, Contents Coverage
- Yes, Building Coverage
- Yes, Building and Contents Coverage
- No, I do not have flood insurance

3. If there was a flood tomorrow would you feel prepared to handle it?

- Yes, I know what to do
- No, I don't know what to do
- I have a plan but I would not feel prepared

4. How would you prepare for a flood event?

5. Have you visited our offices in City Hall, our website or the Venice library lately for information about flood risk, flood safety, flood insurance or the community rating system (CRS)?

- Yes
- No

6. What would you like to learn more about relating to flood risk, flood safety, flood insurance or the community rating system (CRS)?

- Flood Risk
- Flood Safety
- Flood Insurance
- Community Rating System (CRS)
- Other (please specify)

7. What neighborhood or street do you live in/on?

8. Do you have flooding issues in your neighborhood?

- Yes
- No

If Yes (please specify)

9. Do you have any flooding issues on your property?

- Yes
- No

If Yes (please specify)

10. Do you have any suggestions you believe would help mitigate the flood issues?

- Yes
- No

If Yes (please specify)

11. Thank you for participating in our flooding questionnaire! If you have any questions, please contact Kathryn Harring at (941) 882-7412 or kharring@venicegov.com. For more information check out www.venicegov.com

Final Question. Do you have any additional comments or concerns relating to floodplain management?



CITY OF VENICE

401 W. Venice Avenue, Venice, FL 34285

www.venicegov.com

(941) 486-2626 Fax (941) 480-3031

Date

Dear Local Real Estate Agent:

I am enclosing a copy of the City's flood hazard brochure, to help inform your clients of local flood hazards. If you would like additional copies to keep in your office, please contact Gillian Carney at (941) 882-7412 or GCarney@venicegov.com.

Thank you for agreeing to help residents remain aware of their flood hazard by utilizing the Mapping Information Service provided to the community by the City's Engineering and Building departments.

The Building Department is able to give information on flood zones, Base Flood Elevation (BFE), the extent of past flooding on a given property, and whether flood insurance is mandatory for a given property. The Building Department staff can also schedule a visit to your client's property to discuss flood protection alternatives.

FEMA Elevation certificates for many properties within the City of Venice can be found on the City's website at **XXXXX**. Copies of FEMA Elevation Certificates are also available from the Engineering Department.

Both the Building Department and the Engineering Department are located in City Hall, 401 W. Venice Avenue, Venice, FL 34285 and can be reached by telephone at: (941) 486-2626.

Residents considering building, making an addition to their property, or installing other flood protection measures should contact the Building Department to determine whether a building permit is required. Properties can be protected from hazards by ensuring that construction debris is kept out of streams, ditches and storm drains. The library also

maintains reference materials pertaining to other flood protection techniques which may help minimize damage to their property. Basement flooding may can be minimized by checking that all downspouts are directed away from the house.

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In order to receive flood and other emergency notifications, residents should sign up for codeRED® alerts on the city website at <http://venicegov.com/>.

Prior to hurricane season, homeowners should talk about the dangers of flooding with all of the occupants of the home, including minors, and develop a disaster response plan. They may find the tools on the Red Cross website, at www.redcross.org, useful for this. They are also invited to attend the annual Citywide Hurricane Seminar held at City Hall each April.

As a precaution, home owners should inventory and photograph the contents of their home, and put important papers and insurance policies in a safe place. This will help them with their insurance claims in the event that their home is flooded.

Together we can work to inform the public of the importance of flood dangers, protection and insurance.

Sincerely,

Kathleen J. Weeden, PE, CFM, LEED®AP
City Engineer

Everyone is in a Flood Zone

Everyone in Florida is in a Flood Zone, different properties may have a different level of risk. Flood Zones are determined by FEMA Flood Insurance Rate Maps (FIRMs). These maps set the minimum building requirements and insurance rates. Flood Zones are divided into 3 risk zones.

High Risk (Special Flood Hazard Area) *

Zones: V (V,VE)
A (A, AE, AH, AO)

Moderate to Low Risk**

Zones: X (shaded, unshaded)

*If building is in an SFHA, flood insurance is mandatory with a federally backed mortgage

**Moderate to Low risk zones account for over 25% of Nation Flood Insurance Program Claims.

To view your Flood Zone visit:
<https://msc.fema.gov/portal/home>
Or call 941-882-7412

Evacuation Levels

Determine when you should evacuate based on ground elevation and vulnerability to flooding. Always follow evacuation orders



Evacuation maps have 4 levels A, B, C, D

To view your evacuation level visit:
<https://ags3.scgov.net/knowyourlevel/>

Homeowners Insurance Does NOT Cover Flooding

To learn how to protect your new home visit www.venicegov.com/government/engineering/flood-protection/flood-insurance

Also speak to your insurance agent so you are covered for a rainy day



Address or Parcel ID: _____
Date: _____

This property is in a Special Flood Hazard Area (SFHA) which is a high-risk area. Flood insurance is required for structures in the SFHA on this property if they have a mortgage from a federally regulated or insured lender

_____ or _____

This property is in a moderate or low risk area. Flood insurance is recommended, and you may be eligible for a highly discounted rate.

_____ Also may apply _____

This property is in evacuation level ____.

This form is for informational purposes only. It does not imply that the referenced property will or will not be free from flooding or damage and does not create liability on the part of the realtor, the City of Venice or any officer or employee thereof.

Know Your Flood Risk Before You Buy



Flood Fun Facts

- Flooding happens everywhere not just the high-risk area
- Six (6) inches of moving water can knock over an adult, two (2) feet can carry away a truck.
- Water can also destroy a building
- One inch of water can cost \$27,000 or more!
- Flood water is not clean. It may have mud, chemicals, road oil, bacteria, viruses and other health hazards.
- If you are in the Special Flood Hazard Area (SFHA) there is a **25% chance** of flooding during a 30-year mortgage.
- If you are **outside of the SFHA** there is a **20% chance** of flooding during a 30-year mortgage. You are also eligible for a highly discounted insurance rate called the Preferred Risk Policy



Be Prepared!

Sign up for Code Red today to get emergency calls and texts. For more information visit <https://www.venicegov.com/government/fire/weather-and-disaster-information/code-red>

You can also visit the City's website to learn how to prepare for a flood and an emergency supplies list.

Flood Insurance

Talk to your insurance agent today to figure out the best coverage for you.

Condos and apartments may only cover the common areas. Protect your space with contents coverage.

Rates: The National Flood Insurance Program (NFIP) rates do not change company to company. Your rate is calculated based on your risk factors like: your flood zone, your lowest floor elevation, date and construction type of the building

An Elevation Certificate may be available for your property visit the city website to check or call 941-882-7412

Flood Insurance has a 30-day waiting period for coverage to take effect. **Don't Wait** get yours before a hurricane comes.

Building Smart

The City of Venice regulates development in the SFHA to reduce damage from future floods.

There are many things you can do to lower your risk

- Elevate your new home or existing one and all of your equipment like water heaters, A/C units and pool equipment above the base flood. Make sure you get your permits from the Building Division first!
- Plan for proper drainage and design a rain garden
- Install flood vents in areas below the base flood elevation
- For more information contact the Building Division or Engineering Dept.

Buying a fixer upper?

Be aware of substantial improvement rules:

Remodeling projects that cost more than or equal to 50% of the value of the original structure will be required to elevate to one foot above the base flood.

If your house has been substantially damaged by flood, fire or other causes (50% or more than original value) it must also be elevated to one foot above the base flood.



Watch VS **Warning**



Hazards are possible.
 Stay on alert with TV or radio.
 Get ready to move to safety with your emergency kit!

Hazards are imminent!
 Seek shelter now!

Building Responsibly can minimize your flood risk



- Check if a permit is required before construction or altering grades
- Report un-permitted construction
- For more information about City Permits visit Venicegov.com



Protect your gold and build responsibly.

Reduce your cost to rebuild, before the storm hits.

Even I don't just rely on luck!




- Check if a permit is required before construction or altering grades
- Report un-permitted construction
- For more information about City Permits visit Venicegov.com

How do you receive flood warnings?

CodeRED



A

B

C

Answer: D. All of the Above

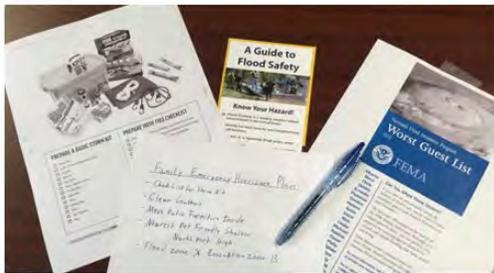
Sign up for the Venice's Code RED Today
and keep a weather alert radio in your
emergency kit

To sign up Visit venicegov.com



Hurricane Season is Starting!

Do you have a Plan?



Create safety and evacuation plans

Teach kids about flood safety

Find out more at www.ready.gov/make-a-plan

My hooman didn't want to evacuate when
Local officials told us to... Now we are here



Know your evacuation level, have a plan and
listen to local officials... don't end up like me

Fast Facts For Flood Insurance

30 Days

The length of the waiting policy before your policy takes effect.



Flooding caused by natural hazards are not typically covered by homeowner's insurance



Contents Coverage is available for Renters and Condo Owners



For More Information about Flood Insurance Visit www.floodsmart.gov

How much do you know about Flood Safety?



- Turn off electricity if you've been flooded
- Stay away from power lines and electric wires



- Don't drown Turn Around
- Watch out for animals, insects and other hazards



- Do not enter a flooded building until it has been cleared
- Watch out for gas leaks



Do you know your Flood Zone?
Don't be the turkey!



Call the Engineering Department at
(941) 882-7412
or look it up at www.venicegov.com



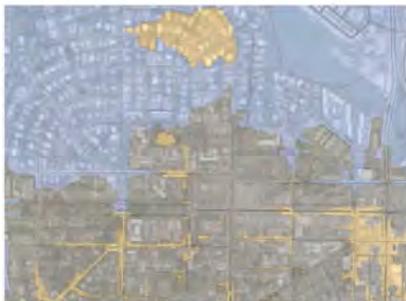
Do you know your Flood Zone?
Don't be scared!



Call the Engineering Department at
(941) 882-7412
or look it up at www.venicegov.com



Do you know your Flood Zone?



To determine your flood hazard and insurance requirements
call the Engineering Department at (941) 882-7412
or Visit www.venicegov.com

Are you and your family ready ?



THE 2018 HURRICANE EXPO
HOSTED BY THE **Condolier Sun** AND **Venice, FL**

- ❖ Know your Level: Find your Evacuation Zone by visiting Sarasota county's website
- ❖ Inventory and photograph your home and contents
- ❖ Create an emergency plan for your family and your pets
- ❖ For more Information visit Venicegov.com and ready.gov/hurricanes

Venice, FL
City on the Gulf

Love your home? Protect it from Flooding!



- ✓ Clean your downspouts and direct them away from your house
- ✓ Keep driveway culverts clean and free of obstructions
- ✓ Retrofit your property
- ✓ Get a permit from the Building Department to elevate air handlers, electrical boxes and water heaters
- ✓ Seek expert advice on flooding or mitigation from the City's Engineering Department at 941-882-7412
- ✓ For more mitigation ideas check out FEMA's publication P-805

How do I mitigate my flood risk?

- ✓ Clean your downspouts and direct them away from your house
- ✓ Keep driveway culverts clean and free of obstructions
- ✓ Retrofit your property
- ✓ Get a permit from the Building Department to elevate air handlers, electrical boxes and water heaters
- ✓ Seek expert advice on flooding or mitigation from the City's Engineering Department at 941-882-7412
- ✓ For more mitigation ideas check out FEMA's publication P-805



Protecting Natural Resources Reduces Flood Risks

- Floodplains benefit the natural water flow and provide flood protection
- Dumping is a violation of City code Section 74-266
- Keep drainage areas free of debris



How Do I Protect my Property from a Flood?



Elevation



Flood Vents

- ❖ Keep flood vents open and unobstructed so water can flow through
- ❖ For information on how to reduce flood risk to buildings that can't be elevated read FEMA's P-1037
- ❖ The Building Department will determine if a non-conversion agreement is required to be completed and kept with the property deed

You don't have to be in the high risk area to experience a flood!



Flooding can happen anywhere!

Flood Insurance can help protect you.

Visit floodsmart.gov for more information

You don't have to be in the high risk area to experience a flood!



Flooding can happen anywhere!
Flood Insurance can help protect you.

06/25/2012

Visit floodsmart.gov for more information

Appendix F

Flood Response Plan

Flood Response Preparations Plan

Plan Development:

As a part of the Community's Emergency Management System, the City works in conjunction with Sarasota County Emergency Management to coordinate our flood threat recognition system, storm surge map and our Comprehensive Emergency Management Plan (CEMP). The CEMP describes the methods and warning devices use to disseminate emergency warnings to the community, the flood response actions to be undertaken at different flood levels, and other information necessary to designated agencies and organizations in order to perform their assigned responsibilities.

During the CRS Committee meetings 2016-2017, it was determined that a Flood Response Preparations Plan (FRP) should be incorporated into the FMP, in accordance with CRS elements 330 (Flood Response Preparations) and 610 (Flood Warning and Response).

Plan Goals

The goal of the Flood Response Plan is to prepare key messages to be disseminated before, during, and after a flood, to determine how and when it is best to disseminate those messages and, ultimately, to help keep our residents safe when a flood event occurs.

The five key messages are:

1. The risk is real
2. Be prepared before a flood
3. Have an emergency plan
4. Be prepared during a flood
5. What to do after a flood.

Sarasota County Emergency Management participates in providing information to the citizens of Sarasota County in ongoing public outreach activities. This includes the use of newspaper advertisements, public services announcements, radio spots, flyers, fairs and conferences. Presentations are made at both public and private meetings to inform attendees of mitigation activities available. The county also actively supports public education regarding building policies in flood prone areas.

The City has many outreach projects concerning the threat of flooding – but the City's primary outreach project on flood preparation is the annual hurricane seminar which gives residents information on flood and hurricane warning and safety precautions. In addition to outreach, the County holds an annual Countywide hurricane drill, in which the City is an active participant. After the exercise, a Lessons-learned Report is submitted by each of the municipalities.

The FRP will include messages to be distributed prior to an expected flood event, during a flood event, and after a flood event. The messages will be prepared well in advance and reviewed and updated each year. The messages will be prepared in conjunction with the Topics and Messages in the PPI, as well as any in the City's Comprehensive Emergency Management Plan. The primary methods of distribution will initially be via the City's website and social media sites – with those messages easily shared by stakeholders, and additional methods being determined as the plan progresses.

The materials include templates and masters of handouts, mailers and press releases covering key messages that need to be disseminated before, during and after a flood, as well as written procedures explaining how the messages are to be copied and disseminated.

The FRP projects and procedures for dissemination will be reviewed, prepared, and updated by April 30th each year - prior to the City’s annual Hurricane seminar each May. In addition, the materials may be included for review as part of the annual County wide hurricane eCity of Venice Flood Response Projects

Schedule and Outreach

In addition to the following, the City also shares flood response messages from Sarasota County Emergency, Management.

Table 1: When to Disseminate FRP Projects

FRP Project #	Project	Before a Flood event	During a Flood event	After a Flood event
1	Citywide Hurricane Seminar	X		
2	A Guide to Flood Safety (created by the State of Florida)	X	X	
3	What to do after a disaster in City Hall, Engineering Dept. and Library			X
4	City Website	X	X	X
5	Forwarded Sarasota County Social Media Messages about flood threats and levels (Twitter, FB)	X	X	X
6	Response Plan Message Templates	X	X	X

Table 2: Messages (FRP#8)

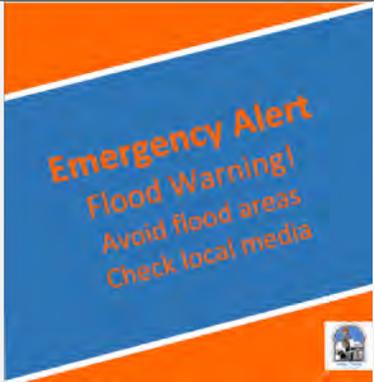
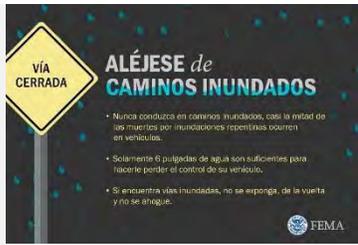
Timing	Message #	Message	Graphics	Delivered via
Before	1	A Flood watch remains in effect until tonight because of	1, 1a, 2, 2a, 4, 4a, 5, 6, 6a, 8, 8a	News Media, Social Media
Before	2	Attention Boaters: Please make sure your vessels are secured to boat lifts/docks. Remember to turn off power to lift, and make sure no power lines are in the water.		News Media, Social Media
Before	3	Make an emergency plan for your business	3	Social Media
Before	4	Make an emergency plan for your family	7, 9, 10	Social Media
During	5	The following roads in the city are seeing street flooding. The City of Venice requests that you avoid the following areas if possible:	2, 2a, 4, 4a, 6, 6a, 11, 12	News Media, Social Media
During	6	Sarasota County Parks & Recreation has closed Venice Myakka River Park, 7501 Laurel Rd. E., due to river flooding. The Myakka has risen to		News Media, Social Media

Timing	Message #	Message	Graphics	Delivered via
		the point that walkways are under water and there is no safe access to the floating dock. Staff locked the gate this morning and posted a sign to help visitors understand why the park has been closed.		
During	7	Do not walk or drive through flooded streets; You don't know what dangers are lurking in the water, and it only takes 6 inches of water to cause problems for some vehicles. Remember to "Turn Around, Don't Drown."	2, 2a, 4, 4a, 6, 6a, 11, 12	News Media, Social Media
During	8	The parking lot north of the Venice Fishing Pier is seeing severe flooding, please avoid the area.	1,1a	News Media, Social Media
During	9	The South Jetty walkway is: <ul style="list-style-type: none"> • Open but is being closely monitored. • Closed until further notice 	1, 1a	News Media, Social Media
During	10	Conserve water! The City of Venice Utilities Dept. requests that all residents within the City limit conserve their use of water, and reduce the amount of toilet flushes as possible during, this rain event. Our crews are working diligently to ensure continued service to our residents.		Code RED, Social Media
During	11	Conserve water! The City's sewer system is being affected by large volumes of water entering the system via multiple sources. To help reduce the burden on the city's facilities, please minimize toilet flushing, doing laundry, and other activities that contribute to the sewer system flows.		Code RED, Social Media
During	12	The City of Venice advises that sand, bags and shovels are available at the following locations for those needing to fill sandbags to protect their property:		Code RED, Social Media
After	13	The flood event is over and it's safe to return home, but check for the following...	14, 14a, 15, 15a, 13	News Media, Social Media

Procedure

- Media Outlets (emailed to by City of Venice PIO)
 - Herald Tribune
 - Venice Gondolier
- Social Media Outlets (Posted to by City of Venice PIO)
 - [Facebook account](https://www.facebook.com/CityofVeniceFlorida/) - <https://www.facebook.com/CityofVeniceFlorida/>
 - [Twitter account](https://twitter.com/cityofvenicefl?lang=en) - <https://twitter.com/cityofvenicefl?lang=en>
- Code RED[®]
 - Messages posted to Code RED[®] system by IT department and the PIO
- [Source](https://www.fema.gov/media-library/multimedia/collections/488): <https://www.fema.gov/media-library/multimedia/collections/488>

Table 4: Graphics to be used

Header	Picture and number below	Picture and number below	Picture and number below
Before Flood Graphic			
#	1	2	2a (Spanish)
Before Flood Graphic			
#	3	4	4a (Spanish)
Before Flood Graphic			
#	5	6	6a (Spanish)
Before Flood Graphic			
#	7	8	8a (Spanish)

Header Picture and number below

Picture and number below

Picture and number below

Before
Flood
Graphic



9

10

1a

During
Flood
Graphic



No image

11

12

No number

After
Flood
Graphic

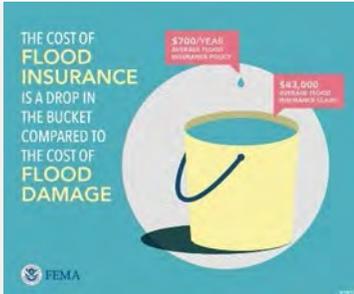


13

14

14a (Spanish)

After
Flood
Graphic



No image

15

15a (Spanish)

No number

New Outreach Materials

The City has also created a few new graphics that are released before and after a flood. They are pictured below.

Before





How do you receive flood warnings?

CodeRED

A  B  C

Answer: D. All of the Above

**Sign up for the Venice's Code RED Today
and keep a weather alert radio in your
emergency kit**

To sign up Visit venicegov.com 

Before and After

How much do you know about Flood Safety?



- Turn off electricity if you've been flooded
- Stay away from power lines and electric wires



- Don't drown Turn Around
- Watch out for animals, insects and other hazards



- Do not enter a flooded building until it has been cleared
- Watch out for gas leaks



The City also recently created a brochure titled "What to do after a disaster" It is attached below.

Disaster Assistance

There are many funding opportunities for mitigation, repairs and housing assistance. Below is a list of disaster assistance programs and the organization that runs it

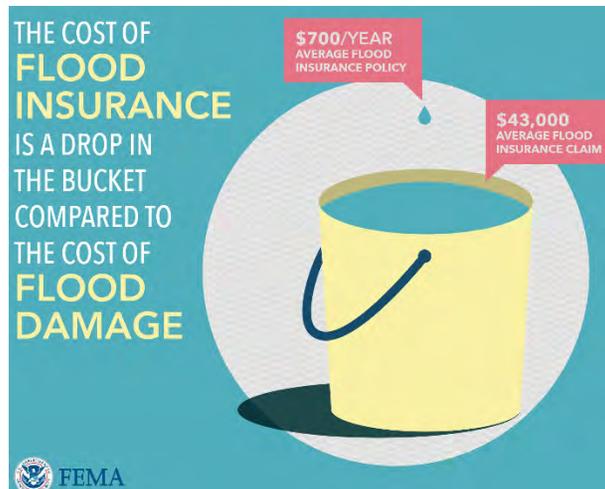


1. Individual and household program (FEMA)
2. Transitioning Shelter Assistance (FEMA)
3. Home and Personal Property Loan (SBA)
4. FHA 203 K Loan (HUD)
5. FHA 203 H Loan (HUD)
6. Title 1 Property Improvement Loan for Manufactured Homes (HUD)
7. Title 1 Home and Property Improvement Loan (HUD)
8. FL Small Business Emergency Bridge Loan Program (State)
9. Community Development Block Grants (Disaster Recovery/ HUD)
10. HOME Investment Partnerships Program (Federal Block Grant/ HUD)
11. State Housing Initiatives Partnership (SHIP/ FL Housing)

The best way to protect yourself financially from flooding is having a flood insurance policy. Flood Insurance will pay even if there is no Presidential emergency declaration; required for most forms of disaster assistance.

What else can I do after a disaster?

- ✓ Take photos of all building damage & damaged contents
- ✓ You must contact your insurance agent and submit a "Proof of Loss" within 60 days of a flood.
- ✓ Seek Emergency Assistance; register at Disaster Recovery Centers or online at www.DisasterAssistance.gov
- ✓ Apply for permits before rebuilding! Provide documentation of damage and cost estimates for repairs these should be prepared by a licensed FL contractor
- ✓ Determine if your property qualifies as a Substantial Damage or Improvement



Substantial Damage (SD)

Substantial Damage: Damage that occurs to a structure, regardless of cause, where the cost to repair equals or exceeds 50% of the market value of the structure prior to damage.

If a building is substantially damaged and it is below the base flood elevation it will need to be brought up to current flood code.

After a Disaster How is SD Determined?

Before you begin repairing your damaged home check what permits may be required

Local officials will conduct a structure condition survey of the affected areas to ID obviously unsafe structures and will use color-coded placards to determine safety of structure

SD is determined using FEMA's Substantial Damage Estimator to determine the cost of repairing the home to its pre-damaged condition. To learn more visit

<https://www.fema.gov/media-library/assets/documents/169099>



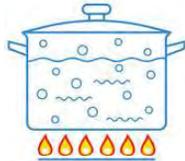
Increased Cost of Compliance Coverage may help with elevating your home after its been damaged. Ask your flood insurance agent for more info

For more information about SD contact the Building Division: (941) 483-5907

Returning Home After a Disaster

Returning after a disaster can be shocking but it's important to know what to do.

- Do not enter a damaged building until it has been cleared for re-entry
- Contact your adjustor and verify what proof you need for an insurance claim
- Remove wet contents ASAP and dry building with dehumidifiers or a/c to prevent mold.
- Throw away any thawed, smelly or contaminated foods. Especially if it touched floodwaters
- Boil water until health officials say not to
- Use a flashlight, not fire. If you smell gas call 911 and do not enter the building
- Report broken utility and electric systems to the appropriate authorities
- Get permits and hire licensed contractors
- Beware of insects Use insect repellent and wear long sleeves and pants
- Beware of stray animals; they may bite
- Don't use electric tools or turn on the power if you are standing in water.
-  Don't use generators or other fuel-burning devices unless in a well-ventilated area to prevent Asphyxiation



For more information please visit the following resources:

<https://www.venicegov.com/government/fire/weather-and-disaster-information>

<https://www.venicegov.com/government/engineering/flood-protection/before-during-and-after-a-flood>

<https://www.fema.gov/help-after-disaster>

https://www.hud.gov/program_offices/healthy_homes/Post-Disaster-Resources

<https://www.floridadisaster.org/dem/recovery/>

<https://www.sba.gov/disaster-assistance/>

<https://www.cdc.gov/disasters/returnhome.html>



What to do after a disaster



Appendix G
Flood Insurance Analysis and Coverage
Improvement Plan

Flood Insurance Analysis City of Venice 2019

Insurance coverage based on active policies within the City of Venice. Derived from information received by ISO in June of 2019.

Table 1: CRS Class 6

	Total	SFHA	X-STD/AR/A99	PRP
Policies in Force	5,950	3,051	576	2,323
Premium	\$3,611,510	\$2,401,203	\$245,636	\$964,671
Average Premium	\$607	\$787	\$426	\$415

Insurance Overview

Within the City of Venice there are 5,950 flood insurance policies. The total premiums are \$3,611,510. The amount of insurance in force is \$1,404,297,900. There have been 223 closed paid losses that amounted to \$2,272,549.18.

There are 137 minus rated policies all within the A zone.

There are 72 flood insurance policies on manufactured homes. There has only been 1 paid loss amounting to \$11,729.

There have been 7 substantial damage closed paid losses.

Insurance Occupancy

Table 2: Insurance based on type of residency

Type of residency	Policies in Force	Premium	Insurance in Force	# of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
Single Family	2,523	\$1,375,983	\$772,390,300	87	\$1,123,434.02	\$60,016.45
2-4 Family	348	\$268,834	\$58,728,500	30	\$510,970.40	\$24,624.30
All other residential	2,893	\$1,480,556	\$492,440,000	82	\$501,509.63	\$27,962.25
Non-Residential	186	\$486,137	\$80,739,100	24	\$136,635.13	\$6,665.00
Total	5,950	\$3,611,510	\$1,404,297,900	223	\$2,272,549.18	\$119,268.00

Table 3: Insurance in condos and non-condos

Type of building	Policies in Force	Premium	Insurance in Force	# of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
Condo	3,341	\$1,788,900	\$559,869,500	76	\$846,076.38	\$40,653.85
Non-Condo	2,609	\$1,822,610	\$844,428,400	147	\$1,426,472.80	\$78,614.15
Total	5,950	\$3,611,510	\$1,404,297,900	223	\$2,272,549.18	\$119,268.00

Insurance by Zone

Table 4: Insurance by Zone

Flood Zone	Policies in Force	Premium	Insurance in Force	# of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
A01-30 & AE Zones	3,045	\$2,293,830	\$555,609,600	112	\$1,411,149.34	\$69,987.75
A Zones	0	\$0	\$0	2	\$60,081.59	\$2,475.20
V01-30 & VE Zones	6	\$7,373	\$395,100	55	\$318,056.72	\$16,105.00
Low Risk Area Standard	576	\$245,636	\$120,593,200	40	\$204,973.78	\$11,240.00
Low Risk Area Preferred	2,323	\$964,671	\$727,700,000	14	\$278,287.75	\$19,460.05
Total	5,950	\$3,611,510	\$1,404,297,900	223	\$2,272,549.18	\$119,268.00

Insurance in Pre-FIRM buildings vs Post FIRM buildings

Table 5: Pre-FIRM

Zone	Policies in Force	Premium	Insurance in Force	# of Closed Paid Losses	# of Closed Paid Losses	Adjustment Expense
AE and A1-30	2,114	\$1,840,631	\$363,683,200	108	\$1,395,371.73	\$67,992.75
Unnumbered A	0	\$0	\$0	2	\$60,081.59	\$2,475.20
VE and V1-30	5	\$6,793	\$330,200	54	\$316,232.57	\$15,905.00
B, C and X	1,003	\$406,912	\$261,461,700	47	\$437,450.55	\$25,175.05
Standard X	409	\$142,050	\$80,658,700	38	\$193,760.91	\$10,390.00
Preferred X	594	\$264,862	180,803,000	9	\$243,689.64	\$14,785.05
Total	3,122	\$2,254,336	\$625,475,100	211	\$2,209,136.44	\$111,548.00

Table 6: Post FIRM

Zone	Policies in Force	Premium	Insurance in Force	# of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expencc
AE and A1-30	931	\$553,199	\$191,926,400	4	\$15,777.61	\$1,995.00
Unnumbered A	0	\$0	\$0	0	\$0.00	\$0.00
VE and V1-30	1	\$580	\$64,900	0	\$0.00	\$0.00
B, C and X	1,896	\$803,395	\$586,831,500	7	\$45,810.98	\$5,525.00
Standard X	167	\$103,586	\$39,934,500	2	\$11,212.87	\$850.00
Preferred X	1,729	\$699,809	\$546,897,000	5	\$34,598.11	\$4,675.00
Total	2,828	\$1.357,174	\$778,822,800	11	\$61,588.59	\$7,520.00

Flood Insurance Coverage Improvement Plan

Flood Insurance in the City

There are 11,467 insurable structures within the City of Venice. Data provided by Federal Emergency Management Agency (FEMA) indicates that the City of Venice has 5,950 insurance policies in force as of September, 2019. Of this number, 3,627 are eligible for CRS premium discounts, there are the 3,051 policies located in the Special Flood Hazard Area (SFHA) and the 576 policies in the X-STD/AR/A99 zones. The remaining 2,323 policies are considered preferred risk and are not eligible for CRS premium discounts.

The FEMA data lists an average premium of \$787 in the SFHA, \$423 in the X-STD/AR/A99 zones, and \$415 for those policies written as preferred risk. The average flood insurance premium in the City of Venice is \$607.

As a CRS class 6 community, insurance policy holders in the City of Venice are eligible for a discount of up to 20% on flood insurance premiums for policies purchased through the National Flood Insurance Program (NFIP).

Table 8 below shows the number of insurable buildings by flood zone. These figures are used for comparison with the FEMA supplied numbers of insurance policies by zone to determine which areas to target with flood insurance information.

Table 9: Insurable Buildings in the City of Venice 2018

Flood Zone	# of Buildings	# of Insurable Buildings
SFHA	2503	2407
Non SFHA	9334	9061
Total# Insurable buildings	11837	11467

The most recent figures from FEMA, dated September 2019, indicate 5,950 policies within the City, with a total of \$1,404,297,900.00 of insurance in force, and 7 substantial damage closed paid losses since 1978.

As of September 2019, the number of insurance policies on post-FIRM buildings is 2,828, almost 30% fewer than the 3,122 policies on pre-FIRM buildings. This may be a result of FEMA requirements raising the required finished floor elevation (FFE) as pre-FIRM buildings were built at grade and are at greater risk of flooding. However, there remain a few non-conforming buildings within the City and the City plans on tracking these in the future. Another contributing factor is the fact that, according to local realtors and lenders, 60% of home purchases in the City currently are cash purchases, lacking the mortgage requirement of flood insurance. As mitigation grants are only available for insured properties, the City realizes that this is another consideration when determining targeted outreach.

A complete Flood Insurance Analysis (FIA) was conducted by the City in 2019, based on FEMA figures from September 2019. The City plans on conducting an annual FIA to evaluate the effectiveness of the outreach programs, and make amendments where necessary. The FIA conducted in 2019 indicated that more outreach is necessary to Condo owners explaining that the Condo Association’s Building coverage does not include contents coverage for individual units.

Plan Development:

The CRS Committee was formed in August 2014 to provide input related to development of an Updated Floodplain Management Plan including Program for Public Information and flood insurance Coverage Improvement Plan sections. The CRS Committee combines the staff expertise from the city building code, floodplain management, planning & zoning and public information with input from the insurance, real estate, construction, business and financial lending fields. Input from the general public was also included and opportunities to attend the meetings were published. Quarterly meetings of the CRS Committee will be conducted and are tentatively scheduled for November, February, May and August to review the effectiveness of the current public outreach and coverage improvement efforts and recommend improvements or additions to the program. The CRS Committee will also conduct an annual evaluation/update of the existing plans with a formal update of the plans completed every 5 years. This document represents the 5 year update.

As outlined in Appendices A and B, the CRS Committee met 7 times in August and September 2014 to develop the Coverage Improvement Plan in conjunction with the Floodplain Management Plan. Steps taking during the development process are outlined in the meeting agendas, minutes and resolution adopting the CRS Committee in Appendix B. During the development process, review comments were received from Janice Mitchell, Insurance Program Specialist, FEMA Region IV, and through the Community Rating System review process. Based on those comments, this plan has been updated to include additional documentation and clarification of the processes followed in completing the Floodplain Management Plan. In addition, the Program for Public Information and Coverage Improvement Plan were incorporated into the Floodplain Management Plan for clarify and more efficient monitoring of program goals and accomplishments. Participation in the Multijurisdictional PPI Committee will also include opportunities to increase participation in flood insurance.

The Multi-Jurisdictional Program for Public Information (County-wide PPI) was adopted by the City of Venice City Council August 27th 2019. It has been incorporated into the City's Floodplain Management and PPI program by resolution. From this point forward, the City will continue to complete the local City PPI activities in addition to the programs provided by the County-wide PPI to increase public information provided. The County-wide PPI was adopted by Resolution by BOCC on January 29, 2019 as an annex to the Unified Multi-Jurisdictional Local Mitigation Strategy (LMS). This LMS also includes the City of Venice's adopted FMP as an annex along with the City's updated LMS Project List. The County-wide PPI includes of all the municipalities in Sarasota County including: The City of Venice, City of North Port, City of Sarasota, the Town of Longboat Key and unincorporated Sarasota County.

Target Areas:

An evaluation was completed of the existing flood insurance policies within the city limits. These policies were reviewed for accuracy with any discrepancies regarding addresses forwarded to the NFIP for correction. The existing flood insurance policies were evaluated numerically to estimate the number of buildings that currently have flood insurance policies within the City. The mapping of the individual policy locations is in process by the Engineering Dept. Since this document is protected by the Privacy Act, only the general information regarding the policy locations has been included in this report and to the CRS Committee. A second evaluation of number of building greater than 500 SF within the city limits were estimated by GIS to determine the total number of insurable buildings within the city limits. Based on these estimates, approximately 59% of building within the city limits are insurable, but for a

variety of reasons, such as the high percentage of cash purchases, remain uninsured. This is especially concerning in high risk areas such as the coastal properties, low lying areas adjacent to Hatchett and Curry Creek and the identified repetitive loss areas.

Initial discussion by the CRS Committee set up a priority list for flood insurance coverage improvement target areas. The target areas are determined by the City based on the level of risk and an evaluation summary of the existing policies. The following priority ranking was established for the overall coverage improvement communication plan:

1. Repetitive Loss Areas (Shown tan with blue boundary) – Targeted mailings will be sent out annually to these areas to clarify the importance of flood insurance for the structure and contents.
2. Areas coming into the floodplain based on proposed draft map information (3 areas shown with red boundaries) – These areas received notification from FEMA prior to the raft D-FIRMS being issued. A targeted mailing was sent, by the City, to owners of properties coming into the floodplain when the DFIRMs were finalized. These residents currently receive information from our flyer mailed twice a year all residents that includes information regarding the importance of flood insurance for structure and contents.
3. Areas within the Special Flood Hazard Area (SFHA) or 100-year floodplain – After completion of the first year evaluation based on the insurance policy numbers and locations of policies is evaluated, additional targeted mailings will be provided in areas that are not showing improvement.
4. Areas outside the SFHA. – These residents currently receive information from our flyer mailed twice a year to all residents. The flyer includes information regarding the importance of flood insurance for structure and contents.

The SFHA consists of Zones A, AE, A1-A30, V, V1-V30, AO and AH.

The CIP project list is included in Appendix E.

DFIRM Impact Analysis

The City received finalized DFIRMs in May 2016, with an effective date of 11/4/2016. Following is the Impact analysis:

Table 10: DFIRM Impact Analysis

Item	Newly Mapped into the SFHA	Removed from the SFHA	Remaining in SFHA
# Structures	556	1146	1723
# Parcels	791	2073	1976
# Accounts(such as individual units within a condo)	1806	2769	6676

FEMA recently released the new preliminary flood maps 12/31/2019. This was a coastal study, it reevaluated all the DFIRM panels in the city. Venice is currently in the process of releasing these

preliminary maps to the public before the comment and appeals process. It appears as though 60 parcels are entering a higher risk while 1,279 parcels are being removed from the SFHA.

Plan Goals

The goal of this Flood Insurance Coverage Improvement plan shall be to:

1. Improve knowledge regarding the importance of flood insurance:
 - a. Insurance training – The City Engineer and the Stormwater Engineering Research Analyst have both completed Parts I and II of FEMA Insurance Agent Training to increase knowledge regarding NFIP and effectiveness of technical assistance provided to residents, real estate agents, insurance agents and others who request technical assistance from the city.
 - b. Twice a year, an informational flyer is sent to all residents, and targeted mailings to homeowners' association, realtors and insurance agents as outlined above.
 - c. An annual presentation is completed at the Venice Area Board of Realtors highlighting the importance of flood insurance, trying to clarify the myth "you don't need insurance," providing information that homeowners insurance does not cover flood and 30-day waiting period.
 - d. Informational brochures are provided at City Hall, the city Engineering Dept., the Venice Public Library and via the City's website.
2. Increase flood insurance coverage throughout the city for homeowners, renters and commercial properties:
 - a. Continue insurance related outreach activities included in PIP above.
 - b. Stress the importance of needing flood insurance to reduce the perception that "you don't need flood insurance because you are not in a flood zone," by providing flyers regarding required flood insurance and the impacts to the property owners in the event their property is flooded and they do not have flood insurance.
3. Look for opportunities to reduce flood losses to improve the sustainability of the flood insurance program.
4. In 5-year plan update, establish specific target areas based on developments, storm surge, flood zones and number of insured structures.
5. FEMA released their preliminary map updates as of early 2020. A significant number of properties will be removed from our high risk areas. The city will be preparing a lot of messaging that encourages residents to keep their flood insurance. This messaging will be available in English and Spanish and it will be present in the following locations
 - a. At public events
 - b. On social media
 - c. In the city newsletter
 - d. In public buildings like the library and city hall
 - e. Presentations at HOAs, VABR, etc.
 - f. The city website