



2023 SARASOTA COUNTY UNIFIED PROGRAM FOR PUBLIC INFORMATION

ANNUAL EVALUATION REPORT

UNINCORPORATED SARASOTA COUNTY, CITY OF SARASOTA, TOWN OF LONGBOAT KEY, CITY OF NORTH PORT, CITY OF VENICE

Prepared by the Sarasota County Unified PPI Committee, Sarasota County Public Works and Sarasota County Communications.



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Mission Statement and Background

MISSION STATEMENT

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

BACKGROUND

Sarasota County and its municipalities are in southwest Florida with approximately 37 miles of shoreline bordering the Gulf of Mexico. The county is prone to flooding caused by heavy rains and/or storm surge 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 County and Manatee County. All are

impacted by some form of flooding and participate in the Community Rating System (CRS) and this multi-jurisdictional Unified Program for Public Information (PPI) report. 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 by the Sarasota County Commission and other county municipalities in January 2019. The benefits of a unified PPI plan include a more comprehensive outreach approach to provide communities and property owners with clear, coordinated messages that are delivered in a cost-effective and consistent manner. This Unified PPI Plan covers the May 1 to April 30 CRS cycle for each year and helps coordinate community messaging to improve resource efficiency and message recognition. It's noted that flood-prone property owners with better access to flood information, such as their vulnerability to 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.

The National Flood Insurance Program (NFIP) provides flood insurance to property owners, renters and businesses. By having this coverage, it helps them recover faster when floodwaters recede. The NFIP works with communities required to adopt and enforce floodplain management regulations that help mitigate flooding effects. Sarasota County, City of Sarasota, City of Venice, City of North Port and Town of Longboat Key are NFIP communities. Flood insurance is available to anyone living in one of the 23,000 participating NFIP communities. Homes and businesses in high-risk flood areas with mortgages from government-backed lenders are required to have flood insurance.

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. These scores, along with specific program prerequisites are used to determine a community's classification. The classification determines the amount of flood insurance discount a community will receive. The possible classifications in the CRS program range from Class 10 with no flood insurance policy discounts, to the highest Class 1 with the most flood insurance policy discounts (45%).



PPI COMMITTEE

Sarasota County, along with the City of Sarasota and the Town of Longboat Key, formed the Unified PPI Committee in 2016 to reduce insurance costs to the residents in a more substantial manner and to reach additional property owners and residents through a more aggressive outreach program. In 2018, the cities of Venice and North Port joined the committee, making all communities within Sarasota County participants in the PPI plan. The committee then expanded to include stakeholders from the community such as the Sarasota Bay Estuary Program, Mote Marine Institute, as well as CRS recommended stakeholders such as insurance agents, realtors, lenders and contractors.

The committee is tasked with evaluating the PPI plan each year. This ensures the flood messaging

projects maintain their relevance and feasibility and tracks the progress and outcomes of the projects. An annual evaluation report is required to ensure the committee reviews and evaluates each of the projects and makes sure recommendations within the plan are executed and shared with local leaders. The committee meets quarterly to conduct the evaluation process with the Sarasota County CRS Coordinator as the facilitator of this plan to track, implement and manage the program.

Starting May 1, through April 30 of the next year, the committee will consider county-wide flood issues, evaluate who needs to be informed about flood related topics and how that information should be transmitted and review the inventory of projects that are underway. Formation of the committee and preparation of the PPI plan follows the steps outlined in the “2017 CRS

Coordinators Manual,” Section 330. The current updated committee members are shown in Figure 1 on the following page. The list includes their affiliations and current position.

The 2023 committee meetings are scheduled on the following dates and will be virtual, rather than in-person. All meetings will last from 30 minutes to one hour. Sarasota County and the partner municipalities are developing a video for the Flood Protection and Flood Grant workshops. Once finalized, this video will remain available online for citizens to view at any time.

2023 COMMITTEE VIRTUAL MEETINGS

- 2 p.m., Feb. 22, 2023.
- 2 p.m., May 22, 2023.
- 2 p.m., Aug. 21, 2023.
- 2 p.m., Nov. 15, 2023.

COMMITTEE MEMBERS

Table 1: PPI Committee Members, Affiliations and Departments

| NAME | AFFILIATION | DESIGNATION |
|----------------------|--|-------------|
| Charles Mopps | Town of Longboat Key, Public Works | OFFICIAL |
| Christina Rimes | City of Venice | OFFICIAL |
| Cyndi Cahill | City of Sarasota, Floodplain Manager/CRS Coordinator | OFFICIAL |
| Elizabeth Wong | City of North Port, Stormwater Manager, Public Works | OFFICIAL |
| Katie Thornton | Sarasota County, Communications | OFFICIAL |
| Noah Taylor | Sarasota County, Public Works | OFFICIAL |
| Alia Garrett | UF/IFAS Extension, SC | STAKEHOLDER |
| Bill Waddill | The Bay, CS | STAKEHOLDER |
| Bob Dapsis | Gran Paradiso HOA Rep, CNP | STAKEHOLDER |
| Bruce Henry | Keller Williams, Broker, SC | STAKEHOLDER |
| Christina Pitchford | Realtor Association of Sarasota and Manatee, SC | STAKEHOLDER |
| Dean McComville | State Farm Insurance, CNP | STAKEHOLDER |
| Jessica Williams | Wright Flood Insurance, SC | STAKEHOLDER |
| Kathy Kelley Ohlrich | Coalition of City Neighborhood Associations, SC | STAKEHOLDER |
| Khan Boupaha | Jones Edmunds, SC | STAKEHOLDER |
| Mary Elizabeth Petty | AAA Insurance, CV | STAKEHOLDER |
| Megan Barry | Sarasota Bay Estuary Program, SC | STAKEHOLDER |
| Neil Fleet | AMI-Bay Isles, TLBK | STAKEHOLDER |
| Pete Travis | Insurance Industry, SC | STAKEHOLDER |
| Robert Breedlove | Surveyor, Van Buskirk and Fish, CNP | STAKEHOLDER |
| Trenton Stackbein | Kimley-Horn Engineering Consultant, CNP | STAKEHOLDER |

LEGEND

| | | | | |
|---------------------------------|------------------------------|----------------------------|-----------------------------|------------------------------------|
| CNP – City of North Port | CS – City of Sarasota | CV – City of Venice | SC – Sarasota County | TLBK – Town of Longboat Key |
|---------------------------------|------------------------------|----------------------------|-----------------------------|------------------------------------|



FLOOD INSURANCE RATE MAP (FIRM)

The FIRM is the official map of a community on which FEMA has delineated the Special Flood Hazard Areas (SFHAs), the Base Flood Elevations (BFEs) and the risk premium zones applicable to the community. The BFE is the elevation of surface water resulting from a flood that has a 1% chance of equaling or exceeding that level in any given year. The BFE is shown on the FIRM for all flood zones.

Newly developed FEMA FIRMs will introduce a new high-risk flood zone known as the Coastal A Zone. This area is still considered an AE flood zone but includes the risk of breaking waves from 1.5 to 3-inches. These areas are demarcated by a Limits of Moderate Wave Action line and will have a higher flood insurance rating than a typical AE flood zone.

Flood mapping is an important part of the NFIP, as it is the basis of the NFIP regulations and defines if a home with a federal mortgage requires flood insurance. However,

with the implementation of Risk Rating 2.0 that began in October 2021, flood zones are no longer the main factor determining flood insurance premiums and all flood zones receive the full CRS discount, as applicable to the community. FEMA's flood mapping program is called Risk Mapping, Assessment and Planning (Risk MAP). FEMA maintains and updates this data through flood maps and risk assessments.

SPECIAL FLOOD HAZARD AREA (SFHA)

The SFHA is a high-risk area identified on the FEMA FIRMs and is defined as land within a 1% chance of flooding in any given year. Land in the SFHA is identified by zones that start with the letters A and V. Land outside of the SFHA that still has a minor risk of flooding is identified by zones that start with the letter X. Development within the SFHA must comply with the local community's flood ordinance. Flood insurance is required for residential and commercial buildings in the SFHA with federally backed mortgages. This is referred to as the Mandatory Purchase Requirement.



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 Sarasota County property owners receive a discount annually of up to 25-percent for properties. This represents an annual savings of approximately \$7 million to all Sarasota County property owners who have flood insurance, which is on average \$201 per flood insurance policy. The county recommends having flood insurance, even in low-risk areas, because flood waters have no boundary and anywhere it rains it can flood.



CITY OF SARASOTA

The City of Sarasota has participated in the CRS program since 1992. By implementing comprehensive floodplain management activities, the City of Sarasota has been rated a Class 5 community since April 2022. The result of this classification means the City of Sarasota property owners with the NFIP receive a discount annually of up to 25% for properties. This represents an annual savings of approximately \$2 million to City of Sarasota property owners who have flood insurance, which is on average \$312 per flood insurance policy. The City of Sarasota recommends having flood insurance, even in low-risk areas as flood waters have no boundary.



TOWN OF LONGBOAT KEY

The Town of Longboat Key has participated in the CRS program since 1991. By implementing comprehensive floodplain management activities, the Town of Longboat Key has been rated a Class 6 community since 2020, due to a FEMA and Insurance Service Office (ISO) policy regulating the program for coastal barrier islands without rivers or streams. The result of this classification means Town of Longboat Key property owners with the NFIP receive a discount annually of up to 20% for properties. This represents an annual savings of approximately \$2 million to Town of Longboat Key property owners who have flood insurance, which is on average \$208 per flood insurance policy. The Town of Longboat Key recommends having flood insurance, even in low-risk areas as flood waters have no boundary.



CITY OF NORTH PORT

The City of North Port has participated in the CRS program since 1992. By implementing comprehensive floodplain management activities, the City of North Port has been rated a Class 5 community since 2020. The result of this classification means City of North Port property owners with the NFIP receive a discount annually of up to 25% for properties. This represents an annual savings of approximately \$42,000 to City of North Port property owners who have flood insurance, which is on average \$15 per flood insurance policy. The City of North Port recommends having flood insurance, even in low-risk areas as flood waters have no boundary.



CITY OF VENICE

The City of Venice has participated in the CRS program since 1991. By implementing comprehensive floodplain management activities, the City of Venice has been rated a Class 6 community since 2005. The result of this classification means City of Venice property owners with the NFIP receive a discount annually of up to 20% for properties. This represents an annual savings of approximately \$697,246 to City of Venice property owners who have flood insurance. The City of Venice recommends having flood insurance, even in low-risk areas, because flood waters have no boundary.

FEDERAL FLOOD INSURANCE ASSESSMENT REVIEW

The Unified Program for Public Information Committee has developed a Unified Flood Insurance Promotion Plan (FIPP) which allows the municipalities within Sarasota County to review national flood insurance policies throughout the county. The committee also developed coordinated outreach messaging to areas where national flood insurance policies are deficient. The FIPP has been sent to the ISO for review and has been accepted for CRS credit for Activity Section 370 flood insurance promotion of the CRS program enabling the jurisdictions to receive up to an additional 105 points at the community CRS revalidation cycle visits after adoption of the FIPP.

Since the communities receive data directly from the NFIP, they are only able to review and develop a plan based on data from those policies. This FIPP will include a ranking of areas based on the number of policies versus the risk of flood. The areas with lower numbers of flood insurance policies in the higher-risk flood zones "A" or "V" will have the highest priority for outreach. Each community will have an individual report contained within an overall report for the county.

For more information about the NFIP and the flood insurance policies in your area, please visit your community's website to see when the reports will be available. The full report will be available at scgov.net (keywords: Flood Insurance Promotion Plan).



FLOOD MAP UPDATES

Unincorporated Sarasota County has digitized detailed flood studies not shown on the current FEMA FIRM's. Sarasota County staff determined these detailed flood studies by using the criteria outlined by FEMA and established the limits of the 1% or SFHA zones. These areas are included in our outreach efforts. Shown as the Community Flood Hazard Area on our online flood maps.

To view the interactive map, visit scgov.net/floodmaps.



These flood studies were accepted by FEMA in 2018 to 2019. They are incorporated into the preliminary FEMA Risk MAP, which was received by all the communities within Sarasota County on Dec. 31, 2019.

Preliminary FIRMs were released on Dec. 31, 2019, as part of the FEMA Risk MAP program for Sarasota County. Sarasota County and the municipalities received these preliminary maps in early January 2020. These preliminary FIRM updates included panels in coastal areas, as well as in the Philippi Creek Watershed, Little Sarasota Bay Watershed and the Lemon Bay Watershed. Based on these updated preliminary FIRMs, properties may move in or out of SFHA zones when the preliminary FIRMs become effective.

There was a 90-day comment period after the preliminary maps were issued. The initial appeal period for the preliminary map review started on March 3, 2021, and ended on June 1, 2021. FEMA received many appeals and comments, after resolving all the appeals and comments, FEMA will issue revised preliminary maps. However, there will not be another appeal period following the revised preliminary maps and FEMA will publish notices in the Federal Register. Then, FEMA will issue the Letter of Final Determination (LFD) and the new maps will become effective six months after the LFD. New preliminary maps are now available only in place of the old preliminary maps and are anticipated to become effective in early 2024.

Projects Review



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. The committee identified 20 target audiences to whom the outreach messages should be delivered. The following are the nine goals and key messages of the PPI:

- 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 AlertSarasota, visit alertsarasotacounty.com.
 - Stay connected by signing up for Alert Longboat Key, visit longboatkey.org.
 - Make a plan for emergencies and be prepared, visit scgov.net/beprepared.
- 4. Protect property.**
 - Keep debris out of driveway culverts or ditches and maintain drainage swales.
- 5. Build responsibly.**
 - Obtain required permits before starting any home repair, improvement or construction.
 - Be aware of the 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 zone, visit scgov.net/beprepared.
- 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.

TABLE 2: KEY SHEET – TARGET AUDIENCES

| TARGET AUDIENCES | | |
|------------------|---|--|
| 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 SFHA | 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 40% 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 | Homeowner 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, insurance and evacuation level. |
| I | Condo owner 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, the CRS insurance discount 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. |

TABLE 3: KEY SHEET – MESSAGES AND OUTCOMES

| MESSAGES AND OUTCOMES | | | | | |
|-----------------------|---|----------|--|----------|--|
| | TOPIC | CRS CODE | MESSAGE | CRS CODE | 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 the 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 Alert Sarasota County, Alert Longboat Key and the county's social media to stay in the know. | | |
| 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 | Reduces 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 | Increases 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 zone. | g1 | More residents evacuate when necessary. |
| | | G2 | Have a plan. | g2 | Minimizes 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 | Reduces loss of property. |
| | | H3 | Insurance rates are not static. | h3 | Reduces number of claims. |
| 9 | Sea level rise | I1 | Plan for sea level rise. | i1 | Increases awareness and planning. |
| | | | | i2 | Reduces impact to life, property, health and safety. |
| | | | | i3 | Reduces impact to economy. |

ADDITIONAL PROJECTS INFORMATION

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

- Floody the Frog Children's Outreach Initiative with the proposed activity: Regional (Tampa Bay area) adoption of Floody the Frog into a children's initiative.



OUTREACH PROJECTS

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 2023 are noted below in red.

| 2023 PROJECT LIST REVIEW AND RECOMMENDATIONS | | | | | | | | | |
|--|---|---------------|--|--|-----------------------------------|--------------|------------|-------------------------|----------|
| PROJECT | AUDIENCES | MESSAGE CODES | ANTICIPATED OUTCOMES | AUTHORITY | VIA | FREQUENCY | NON-GOV | RELATED CRS | |
| 1 | Flood Protection Website and Water-Atlas | ALL | ALL | ALL | Online | Ongoing | N/A | 310, 320, 330, 340, 350 | |
| 2 | Flood Protection Social Media | ALL | A1, B1, C1, C2, D1, D2 | ALL | Social Media | Quarterly | N/A | 330 | |
| 3 | Flood Flyer | ALL | A1, B1, C1, C2, D1, D2, E1, E2, F1, G1, G2 | ALL | Phone book, Herald Tribune, Munis | Annually | N/A | 540 | |
| 4 | Online Flood Zone Locator Application | ALL | A1 | a1 | Online | Ongoing | N/A | 320, 350 | |
| 5 | Flood Response Preparation Media Release | ALL | A1, B1, C1, C2, D1, D2, G1, G2, I1 | a1, b1, c1, d1, d2, g1, g2, i1, i2, i3 | ALL | TV, Radio | Annually | N/A | 332.b |
| 6 | Flood Response Prep Access Sarasota TV | ALL | A1, B1, C1, D1, G1, G2, I1 | a1, b1, c1, d1, d2, g1, g2, i1, i2, i3 | ALL | TV | Quarterly | N/A | 330, 600 |
| 7 | Flood Response Preparation Social Media | ALL | A1, B1, C1, D1, G1, G2, I1 | a1, b1, c1, d1, d2, g1, g2, i1, i2, i3 | ALL | Social Media | Bi-Monthly | N/A | 330, 600 |
| 8 | Flood Risk Information on Property Appraiser Record | ALL | A1 | a1 | ALL | Online | Ongoing | Property Appraiser | 330, 442 |
| 9 | Newsletter From Elected Officials | ALL | ALL | ALL | CNP, CV, TLBK | Newsletter | Annually | Elected Officials | 370 |

| | | | | | | | | | |
|----|--|----------|--|--|---------------|--|-----------|-----------------------------------|----------|
| 10 | Property Protection Advice | ALL | D1, D2, E1, E2 | d1, d2, e1 | ALL | Public calls, mapping, insurance, elevation certificates, etc. | Ongoing | N/A | 360 |
| 11 | Park Flyers | Targeted | F1, F2 | f1 | ALL | Flyer | Quarterly | N/A | 330 |
| 12 | Repetitive Loss Areas Letter | Targeted | A1, B1, C1, C2, D1, D2, E1, E2, G1, G2, H1, H2, I1 | a1, b1, c1, d1, d2, e1, g1, g2, h1, h2, h3, i1, i2, i3 | ALL | Mailout | Annually | N/A | 330, 512 |
| 13 | NEST Presentation | Targeted | ALL | ALL | USC | Presentation | Annually | N/A | 330 |
| 14 | Educate Realtors About Flood Resources | Targeted | ALL | a1, b1 | ALL | Newsletter | Annually | Realtors | 330 |
| 15 | Realtors Association | Targeted | A1, B1 | a1, b1 | USC | Community meetings | Annually | Realtors | 330 |
| 16 | Educate Realtors About Flood Insurance | Targeted | A1, B1, H1, H2, H3 | a1, b1, h1, h2, h3 | ALL | Annual workshop | Annually | Insurance Prof | 330 |
| 17 | Flood Brochure and Disclosure | ALL | A1, B1, F1, F2, G1, G2 | a1, b1, f1, g1, g2 | CNP, CS, CV | Brochure | Quarterly | Realtors; Insurance Prof; Lenders | 340 |
| 18 | Training for Online Map Services | ALL | A1, B1 | a1, b1 | ALL | Annual workshop | Annually | Realtors; Insurance Prof; Lenders | 330, 350 |
| 19 | Flood Brochure and Flood Insurance Information | ALL | A1, D2, E1, E2, F1, F2, F3, H1, H2, H3 | a1, b1, d2, e1, f1, h1, h2, h3 | CNP, CV, TLBK | Newsletter | Annually | Insurance Prof | 370 |
| 20 | Website Elevation Certs | Targeted | A1, D2, E1, E2, F1, F2 | a1, d2, e1, f1 | ALL | Newsletter | Annually | N/A | 330 |
| 21 | Flood Insurance Promotion Plan | ALL | B1 | b1 | ALL | Mailout | Annually | Insurance Prof | 370 |
| 22 | Flood Insurance Promotion Letter | ALL | B1 | b1 | ALL | Mailout | Annually | Insurance Prof | 330, 370 |
| 23 | Educate Elected Officials About Flooding | Targeted | ALL | d2, e1 | CNP, CV, TLBK | Workshop | Annually | N/A | 330 |
| 24 | FFMA Workshops | Targeted | D2, E1 | | USC | Workshop | Annually | N/A | 330 |
| 25 | Floody The Frog | Targeted | A1, C1, G2 | c1, g2 | ALL | Libraries, Website, Events | Annually | Teachers; Parents; Orgs | 330 |
| 26 | Flood Zone Determination Letter | Targeted | A1, B1, D1, D2 | a1, b1, c1, d1 | ALL | Email, Mailout | Ongoing | N/A | 330, 340 |

Figure 1: PPI Projects List (Abbreviated list – The full list can be accessed upon request.)

APPENDIX B: COMMITTEE MEETINGS

The quarterly meeting summaries and attendees are included in Appendix B. The PPI Committee meetings are open to the public and minutes from the meetings are included within this appendix.

There are four meetings each year, however, only three of the meetings are provided in this document, due to submittal of the report before the final meeting of 2023.

This evaluation report will be submitted to each municipalities governing body for adoption

when it is sent to the Sarasota County Commission.

All Sarasota County Unified PPI meetings are held virtually. The following pages include the minutes from the meetings held from the fourth quarter of 2021 through the third quarter of 2023.

UNIFIED PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE MEETING MINUTES

2-3 p.m., Feb. 22, 2023

| OFFICIAL MEMBERS | EMAIL | REPRESENTING | MARKED PRESENT |
|----------------------|--------------------------------------|-------------------------|-------------------------------------|
| Carl Bengé | cbenge@northportfl.gov | City of North Port | <input checked="" type="checkbox"/> |
| Christina Rimes | Crimes@venicefl.gov | City of Venice | <input checked="" type="checkbox"/> |
| Cyndi Cahill | Cynthia.Cahill@sarasotaFL.gov | City of Sarasota | <input type="checkbox"/> |
| Derek Applegate | dapplegate@northportfl.gov | City of Northport | <input checked="" type="checkbox"/> |
| Ed McCrane | emccrane@scgov.net | Sarasota County | <input checked="" type="checkbox"/> |
| Edgar Saint Amand | esaintamand@northportfl.gov | City of North Port | <input checked="" type="checkbox"/> |
| Elizabeth Wong | ewong@northportfl.gov | City of North Port | <input type="checkbox"/> |
| Kathleen Weeden | kweedden@venicefl.gov | City of Venice | <input checked="" type="checkbox"/> |
| Katie Thornton | kthornton@scgov.net | Sarasota County | <input checked="" type="checkbox"/> |
| Noah Taylor | ntaylor@scgov.net | Sarasota County | <input checked="" type="checkbox"/> |
| Todd Kerkering | Richard.Kerkering@sarasotaFL.gov | City of Sarasota | <input checked="" type="checkbox"/> |
| Valerie Malingoski | vmalingowski@northportfl.gov | City of North Port | <input type="checkbox"/> |
| William Carlson | wcarlson@northportfl.gov | City of North Port | <input type="checkbox"/> |
| STAKEHOLDER MEMBERS | | | |
| Bob Dapsis | gpcoachhomesiipres@outlook.com | City of Northport | <input checked="" type="checkbox"/> |
| Christina Pitchford | christina@yourhometownconsultant.com | All Sarasota County | <input type="checkbox"/> |
| Dean McComville | dean@deanmconville.com | City of North Port | <input type="checkbox"/> |
| Khan Boupha | kboupha@jonesedmunds.com | Sarasota County | <input checked="" type="checkbox"/> |
| Mary Elizabeth Petty | mepetty@venicegov.com | City of Venice | <input type="checkbox"/> |
| Megan Barry | megan@sarasotabay.org | All Sarasota County | <input type="checkbox"/> |
| Melissa May | melissa.may.id05@statefarm.com | City of North Port | <input type="checkbox"/> |
| Neil Fleet | nfleet@amiwra.com | Town of Longboat Key | <input checked="" type="checkbox"/> |
| Robert Breedlove | rbreedlove@vbfainc.com | City of North Port | <input type="checkbox"/> |
| Sherry Bitner | sherryb@verizon.net | Sarasota County | <input checked="" type="checkbox"/> |
| Trenton Stackbein | trenton.strackbein@kimley-horn.com | City of North Port | <input type="checkbox"/> |
| ALT STAFF MEMBERS | | | |
| Jeremy Rogus | jrogus@northportfl.gov | City of North Port | <input type="checkbox"/> |
| Jessica Williams | jessica.williams@weareflood.com | Sarasota County | <input checked="" type="checkbox"/> |
| Kathy Kelley Ohlrich | kkohlrich@gmail.com | Sarasota County | <input type="checkbox"/> |
| Kelly Colvin | kcolvin@scgov.net | Sarasota County | <input checked="" type="checkbox"/> |
| Michael Davey | mdavey@northportfl.gov | City of North Port City | <input checked="" type="checkbox"/> |
| Paul Semeneć | psemeneć@scgov.net | Sarasota County | <input checked="" type="checkbox"/> |
| Pete Travis | pete.travis@att.net | Sarasota County | <input checked="" type="checkbox"/> |
| Robert Laura | rlaura@scgov.net | Sarasota County | <input checked="" type="checkbox"/> |



MEETING NOTES

1. Introductions/Roll call:

- a. Ensure stakeholder attendance
 - Reach out to stakeholders and ensure attendance.

2. Overview of PPI requirements for 2023:

- a. Meetings:
 - 1. Stakeholder requirements
 - Ensure three meetings of attendance.
- b. Review of messages:
 - 1. Increase flood hazard awareness.
 - Discover flood risks in your area.
 - 2. Encourage flood insurance coverage.
 - Purchase flood insurance for our home or business.
 - Purchase renters’ insurance.
 - Send out mailers to condos for purchase of flood insurance.
 - 3. Protect people from flood hazards.
 - Turn around, don’t drown.
 - Stay connected by signing up for the AlertSarasota Everbridge system.
 - Make a plan for emergencies and be prepared.
 - 4. Protect your property.
 - Keep debris out of driveway culverts or 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 the substantial improvements rule.

6. Protect the natural functions of floodplains.

- Use low impact development 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 zone.

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.

3. Real estate brochure/Interactive form:

- a. For distribution by all communities within Sarasota County.
- b. Change CRS discount from “25%” to “up to 25%.”
- c. Include check boxes for filling out the form.
- d. Provide emails for completed document submissions.
- e. Training for realtors.

4. Outreach update by community:

- a. Status update on current projects.
 - 1. Sarasota County will update UDC and WMP to achieve Class 4 CRS prerequisites.
 - 2. The City of Sarasota will update WMP and UDC.
- b. Status update on future projects.
 - 1. Sarasota County Emergency Management is receiving requests for flood information; Ed McCrane will share information.

5. Flood Awareness week and hurricane messaging; make sure to provide screenshots of related social media promotion. Work on messaging and review how it will align with the topics.

HANDOUTS:

- Real estate brochure.
- 2022 meeting minutes.

NEXT MEETING OCCURRENCE:

2-3 p.m., May 22, 2023.

Figure 2: First Quarter Meeting 2023

UNIFIED PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE MEETING MINUTES

2-3 p.m., May 22, 2023

| OFFICIAL MEMBERS (14) | EMAIL | REPRESENTING | MARKED PRESENT |
|--------------------------|--------------------------------------|----------------------|-------------------------------------|
| Carl Benge | cbenge@northportfl.gov | City of North Port | <input type="checkbox"/> |
| Charlie Mopps | cmopps@longboatkey.org | Town of Longboat Key | <input checked="" type="checkbox"/> |
| Christina Rimes | Crimes@venicefl.gov | City of Venice | <input type="checkbox"/> |
| Cyndi Cahill | Cynthia.Cahill@sarasotaFL.gov | City of Sarasota | <input checked="" type="checkbox"/> |
| David Greenbaum | dgreenbaum@northportfl.gov | City of Northport | <input type="checkbox"/> |
| Ed McCrane | emccrane@scgov.net | Sarasota County | <input checked="" type="checkbox"/> |
| Edgar Saint Amand | esaintamand@northportfl.gov | City of North Port | <input type="checkbox"/> |
| Elizabeth Wong | ewong@northportfl.gov | City of North Port | <input checked="" type="checkbox"/> |
| Kathleen Weeden | kweedden@venicefl.gov | City of Venice | <input type="checkbox"/> |
| Katie Thornton | kthornton@scgov.net | Sarasota County | <input checked="" type="checkbox"/> |
| Noah Taylor | ntaylor@scgov.net | Sarasota County | <input checked="" type="checkbox"/> |
| Todd Kerkering | Richard.Kerkering@sarasotaFL.gov | City of Sarasota | <input type="checkbox"/> |
| Valerie Malingoski | vmalingowski@northportfl.gov | City of North Port | <input type="checkbox"/> |
| William Carlson | wcarlson@northportfl.gov | City of North Port | <input type="checkbox"/> |
| STAKEHOLDER MEMBERS (10) | | | |
| Bob Dapsis | gpcoachhomesiipres@outlook.com | City of Northport | <input type="checkbox"/> |
| Bruce Henry | brucerealty@gmail.com | Sarasota County | <input type="checkbox"/> |
| Christina Pitchford | christina@yourhometownconsultant.com | All Sarasota County | <input checked="" type="checkbox"/> |
| Dean McComville | dean@deanmccomville.com | City of North Port | <input type="checkbox"/> |
| Khan Boupha | kboupha@jonesedmunds.com | Sarasota County | <input type="checkbox"/> |
| Mary Elizabeth Petty | mepetty@venicegov.com | City of Venice | <input type="checkbox"/> |
| Megan Barry | megan@sarasotabay.org | All Sarasota County | <input type="checkbox"/> |
| Neil Fleet | nfleet@amiwra.com | Town of Longboat Key | <input type="checkbox"/> |
| Robert Breedlove | rbreedlove@vbfainc.com | City of North Port | <input type="checkbox"/> |
| Sherry Bitner | sherryb@verizon.net | Sarasota County | <input type="checkbox"/> |
| Trenton Stackbein | trenton.strackbein@kimley-horn.com | City of North Port | <input checked="" type="checkbox"/> |
| ALT STAFF MEMBERS (8) | | | |
| Jeremy Rogus | jrogus@northportfl.gov | City of North Port | <input type="checkbox"/> |
| Jessica Williams | jessica.williams@weareflood.com | Sarasota County | <input checked="" type="checkbox"/> |
| Kathy Kelley Ohlrich | kkohlrich@gmail.com | Sarasota County | <input type="checkbox"/> |
| Kelly Colvin | kcolvin@scgov.net | Sarasota County | <input checked="" type="checkbox"/> |
| Michael Davey | mdavey@northportfl.gov | City of North Port | <input type="checkbox"/> |
| Paul Semenec | psemenec@scgov.net | Sarasota County | <input type="checkbox"/> |
| Pete Travis | pete.travis@att.net | Sarasota County | <input type="checkbox"/> |
| Robert Laura | rlaura@scgov.net | Sarasota County | <input checked="" type="checkbox"/> |

MEETING NOTES**1. Introductions/Roll call:**

- a. Ensure stakeholder attendance.

2. Real estate Brochure/Interactive form:

- a. Revisions and contact information.
- b. For distribution by all communities within Sarasota County.
- c. Will drop on social media for Sarasota

County, included in newsletter that goes out every Friday.

3. Draft Sections of 2023 PPI

(Due Aug. 21, 2023):

- a. Unincorporated Sarasota County Government.
- b. City of Sarasota County Government.
- c. The Town of Longboat Key.

d. The City of North Port.

e. The City of Venice.

f. Flood Map updates.

g. Final product, ease for consumption to audience and send to board.

4. Review of PPI document by group

(Due Aug. 21, 2023):

- a. Content (track changes).

- b. Grammar (track changes).
 - c. Spelling (track changes).
 - d. Send all comments to Noah Taylor for compilation.
 - e. Need all work completed before sending to Communications.
5. Outreach update by community:
Discuss as people review and if we want to change or update. Make sure is in conjunction with FIPP.
- a. Status update on current projects.
 - b. Status update on future projects.
6. Smartsheet information:
- a. Contact phone number.
 - b. Project list.
7. Give access to LBK: Remember to send out notifications to all official members that board adoptions are happening, so that everyone can make sure to update their boards or adoptions.
8. Combine meeting for CRS/FIPP/PPI. Send email to all members and stakeholders.
9. Create a Smartsheet to store documents pertaining to PPI/FIPP and adoptions. Review during PPI meetings to ensure that everyone is aware of deadlines.
- HANDOUTS:**
- Real estate brochure.
 - Draft 2023 PPI document.
- NEXT MEETING OCCURRENCE:**
2-3 p.m., Aug. 22, 2023.

Figure 3: Second Quarter Meeting 2023

UNIFIED PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE MEETING MINUTES

2-3 p.m., Aug. 21, 2023

| OFFICIAL MEMBERS | EMAIL | REPRESENTING | MARKED PRESENT |
|--|--------------------------------------|----------------------|-------------------------------------|
| Carl Bengé (Alt) | cbenge@northportfl.gov | City of North Port | <input type="checkbox"/> |
| Charles Mopps (Primary) | cmopps@longboatkey.org | Longboat Key | <input checked="" type="checkbox"/> |
| Christina Rimes (Primary) | Crimes@venicefl.gov | City of Venice | <input checked="" type="checkbox"/> |
| Cyndi Cahill (Primary) | Cynthia.Cahill@sarasotaFL.gov | City of Sarasota | <input checked="" type="checkbox"/> |
| David Greenbaum (Alt) | dgreenbaum@northportfl.gov | City of Northport | <input type="checkbox"/> |
| Ed McCrane (Alt) | emccrane@scgov.net | Sarasota County | <input type="checkbox"/> |
| Edgar Saint Amand (Alt) | esaintamand@northportfl.gov | City of North Port | <input type="checkbox"/> |
| Elizabeth Wong (Primary) | ewong@northportfl.gov | City of North Port | <input type="checkbox"/> |
| Kathleen Weeden (Alt) | kweedden@venicefl.gov | City of Venice | <input checked="" type="checkbox"/> |
| Katie Thornton (Primary) | kthornton@scgov.net | Sarasota County | <input checked="" type="checkbox"/> |
| Noah Taylor (Primary) | ntaylor@scgov.net | Sarasota County | <input checked="" type="checkbox"/> |
| Todd Kerkering (Alt) | Richard.Kerkering@sarasotaFL.gov | City of Sarasota | <input type="checkbox"/> |
| Valerie Malingoski (Alt) | vmalingowski@northportfl.gov | City of North Port | <input checked="" type="checkbox"/> |
| William Carlson (Alt) | wcarlson@northportfl.gov | City of North Port | <input type="checkbox"/> |
| STAKEHOLDER MEMBERS | | | |
| Bob Dapsis | gpcoachhomesiipres@outlook.com | City of North Port | <input type="checkbox"/> |
| Bruce Henry | brucerealty@gmail.com | Sarasota County | <input checked="" type="checkbox"/> |
| Christina Pitchford | christina@yourhometownconsultant.com | Sarasota County | <input type="checkbox"/> |
| Dean McComville | dean@deanmcomville.com | City of North Port | <input checked="" type="checkbox"/> |
| Jessica Williams | jessica.williams@weareflood.com | Sarasota County | <input type="checkbox"/> |
| Kathy Kelley Ohlrich | kkohlrich@gmail.com | Sarasota County | <input type="checkbox"/> |
| Khan Boupha | kboupha@jonesedmunds.com | Sarasota County | <input checked="" type="checkbox"/> |
| Mary Elizabeth Petty | mepetty@venicegov.com | City of Venice | <input type="checkbox"/> |
| Megan Barry | megan@sarasotabay.org | Sarasota County | <input type="checkbox"/> |
| Neil Fleet | nfleet@amiwra.com | Town of Longboat Key | <input checked="" type="checkbox"/> |
| Pete Travis | pete.travis@att.net | Sarasota County | <input type="checkbox"/> |
| Robert Breedlove | rbreedlove@vbfainc.com | City of North Port | <input type="checkbox"/> |
| Trenton Stackbein | trenton.strackbein@kimley-horn.com | City of North Port | <input type="checkbox"/> |
| Bill Waddill | | City of Sarasota | <input type="checkbox"/> |
| Alia Garrett | agarrett@scgov.net | Sarasota County | <input checked="" type="checkbox"/> |
| ALTERNATIVE STAFF ARE TRACKED VIA SMARTSHEET | | | |



MEETING NOTES

1. Introductions/Roll call:
 - a. Ensure stakeholder attendance.
 - b. Verify needed official members.
 - i. Floodplain Management Office.
 - ii. Public Information Office.
 - c. Stakeholders versus official members.
 - i. 1:1.
 - d. Verify attendance sheet and emails.
2. Real estate brochure discussion:
 - a. Previous request for review.
 - b. Previous approval.
 - c. CRS credit.
 - d. Recent request for edits.
 - e. For distribution by all communities within Sarasota County.

- i. Include a date line to sign where check box should be.
 - ii. Check to see if we must have a check box for homes in moderate to low-risk areas (Can we still have language but no check box?) X and shaded X.
 - iii. Will I need flood insurance? Yes, if the property is located within the SFHA and has a federally backed mortgage. Flood Insurance is recommended.
3. PPI Update:
 - a. Have update completed and sent back to Sarasota County for final document formatting by Sept. 30, 2023.

4. Outreach update by community:
 - a. Status update on current projects.
 - b. Status update on future projects.
5. Smartsheet information:
 - a. Contact phone number.
 - b. Project list.

HANDOUTS:

- Real estate brochure.
- Draft 2023 PPI document.

NEXT MEETING OCCURRENCE:

2-3 p.m., Nov. 15, 2023.

Figure 4: Third Quarter Meeting 2023



Sarasota County Public Works
1001 Sarasota Center Blvd., Sarasota
Call 311 | Visit scgov.net

Follow us
@SRQCountyGov



SCAN HERE to visit
scgov.net/floodmaps



SCAN HERE to visit scgov.net
(keywords: Flood Insurance Promotion Plan)