



An Example of a Program for Public Information

Communities that participate in the Community Rating System of the National Flood Insurance Program may receive credit points for developing and implementing a Program for Public Information (PPI), tailored to the community's needs for outreach about its flood hazards and floodplain resources. The credit is provided under Activity 330, Section 332.c of the 2013 *CRS Coordinator's Manual*.

The attached is an annotated version of the document prepared by one CRS community—Pasadena, Texas—to explain, guide, and document its PPI. It covers the process the City followed, its assessment of its flood problems and flood insurance coverage, and the publication information efforts underway and planned for the future. The “CRS notes” show where certain credit criteria appear and offer hints to the reader.

The CRS thanks the City of Pasadena for its willingness to test the guidelines for this new credit and for allowing its work to be made public in order to help other communities develop their own public information initiatives.

This example is available for downloading from www.crs2012.org/activity-information/300-public-information-activities. An Excel® spreadsheet, which formed the basis for Table 5 in the City's document, can also be downloaded from www.crs2012.org/activity-information/300-public-information-activities.

City of Pasadena, Texas

2013 Floodplain and Stormwater Management

Program for Public Information (PPI)

Background

The City of Pasadena has developed educational and outreach projects over the years with input and support from environmental volunteers, numerous partners, and with the use of creative and innovative tools. With such an aggressive outreach program, the City wanted to assemble all these activities, opportunities, and materials in a coordinated document.

CRS note: This document does not include all of the outreach projects and public information activities implemented by the City of Pasadena. It was developed with excerpts of the City's program to provide a short and simple national example of how a Program for Public Information document could look.

At the end of 2005 an official outreach program was created to educate, prepare, and aid residents on flood and storm water protection by the Environmental Services Division of the Engineering Department. A team of City workers and volunteers, moved by strong principles of community service, started working on storm water issues. Their outreach had a different focus from before: to change people's environmental habits and their idea of the human relation with nature.

A number of these projects were done in conjunction with the City's MS4 program (Municipal Separate Storm Sewer Systems). The MS4 program is part of the US Environmental Protection Agency's efforts to reduce pollution caused by untreated stormwater runoff. Their major theme was to keep the City's bayous and waters clean.

For six years, the outreach program experienced ups and downs in effectiveness and coordination due to changes in the economy and stakeholder priorities. At the end of 2011, it was decided to review all past activities and develop an overall, coordinated outreach effort. At about this time, the Community Rating System proposed a new planning tool, the Program for Public Information (PPI). The timing was convenient for Pasadena.

The Community Rating System (CRS) is a part of the National Flood Insurance Program (NFIP). It provides reductions to flood insurance premiums in participating communities. The reductions are based on community floodplain management programs, including public information activities. To keep those discounts, communities must continue to implement their programs and provide status reports to the NFIP each year.

Pasadena has been an active participant of the CRS since 1991. Currently, the City is a CRS Class 7, which gives residents up to 15% discounts on their premiums. The City decided to develop its overall, coordinated outreach effort following the draft PPI guidelines. This would be to the benefit of both the City and the CRS, which was looking for communities to field test the new approach.

PPI Committee

The City had been visiting stakeholder organization meetings, events, and other gatherings to spread the knowledge about its educational program. This helped to prepare those who were going to be called for Committee membership duty. Since this was a group of busy professionals and leaders of the community, the time chosen to meet was lunch time at the Engineering offices, located in the heart of the City.

The PPI Committee members included six stakeholders, 2 CFMs from the City, and the City Communication Specialist:

- Cindy Parmer, Pasadena Independent School District (ISD), Director of Community Relations (representing parents, students, and the School District)
- Diann Roberts, Roberts Family Insurance (representing insurance companies in Pasadena)
- Marilyn Wilkins, owner of Kwik Copy Printing, president of North Pasadena Business Association (representing businesses in Pasadena)
- Heather Millar, Director of Education, Armand Bayou Nature Center (representing environmentalist and open space care takers in the area)
- Diane Sheridan, Pasadena Citizens' Advisory Council facilitator (representing residents and industries in Pasadena)
- Rick Guerrero, Broker/President, ARG Real Estate, LLC, (representing realtors and the Hispanic community)
- Wayne Holt: Communication Specialist for the City of Pasadena
- Daya Dayananda: CFM, Assistant Director of Public Works, Emergency Operations Center Coordinator for Public Works.
- Luz Locke: Environmental Services Coordinator, CFM, MS4 and CRS Coordinator, Environmental Educator, Engineering Project Manager, English/Spanish Translator

The first Committee meeting was expected to last one hour, but even with a fast pace and organized agenda, it took over two hours. During the meeting, the members studied the needs of the community and an assessment of flood insurance policies and repetitive losses. The contribution from all the members was astonishing with questions and answers, suggestions, and discussions.

The Committee agreed that the aggressive campaign should continue, but should use the following guidelines:

- Activities should be organized and better recorded. Even minutes of participation during meetings should be recorded as part of the effort.
- Continue to receive comments and advice from stakeholders on ways to improve the program, even if they are not committee members. Committee members will evaluate any input from members and non-members during their annual meeting.
- Continue to partner with organizations on campaigns, such as has been done so far and look for new ones. The more we share resources, the better information and tools we are going to have and the more audiences are covered.



Meeting of the PPI Committee meeting, showing the stakeholder representations

- Even a few minutes of outreach during community or business meetings are productive and should be considered projects and be recorded.
- Use Committee members. They offered their help with activities and their contact networks. They want to be part of the outreach using their meetings, newsletters, web-pages and other resources. As an example, the printing business owner wanted to help with printing expenses and educate his employees on flood issues.

Based on this input, staff assembled this PPI document with proposed projects. Committee members were asked to review the plan and to e-mail their comments to staff. The City received positive e-mails from all the members approving the plan without any additional comments after the meeting.

The plan was then reviewed for CRS credit and editorial revisions were made. The final recommended version was reviewed by the committee at a meeting on December 5. After discussion, some changes were made, and the document was submitted to the City Council for adoption.

Community Needs Assessment

Pasadena is a suburb of Houston, located in the southeastern part of Harris County. Large areas of the City are industrial with most of the businesses supporting the Houston area's oil and gas industries.

CRS note: This section can be taken from the community's floodplain management plan or mitigation plan.

Pasadena has 150,000 residents. Most buildings are slab-on-grade and therefore susceptible to flood damage from shallow flooding and drainage problems.

Flood Hazards: Pasadena is exposed to flooding from hurricanes, tropical storms and storm surges from the nearby Houston Ship Channel and Galveston Bay. It is also subject to overbank flooding from the 3 major bayous and 120 miles of open channel that run through the City.

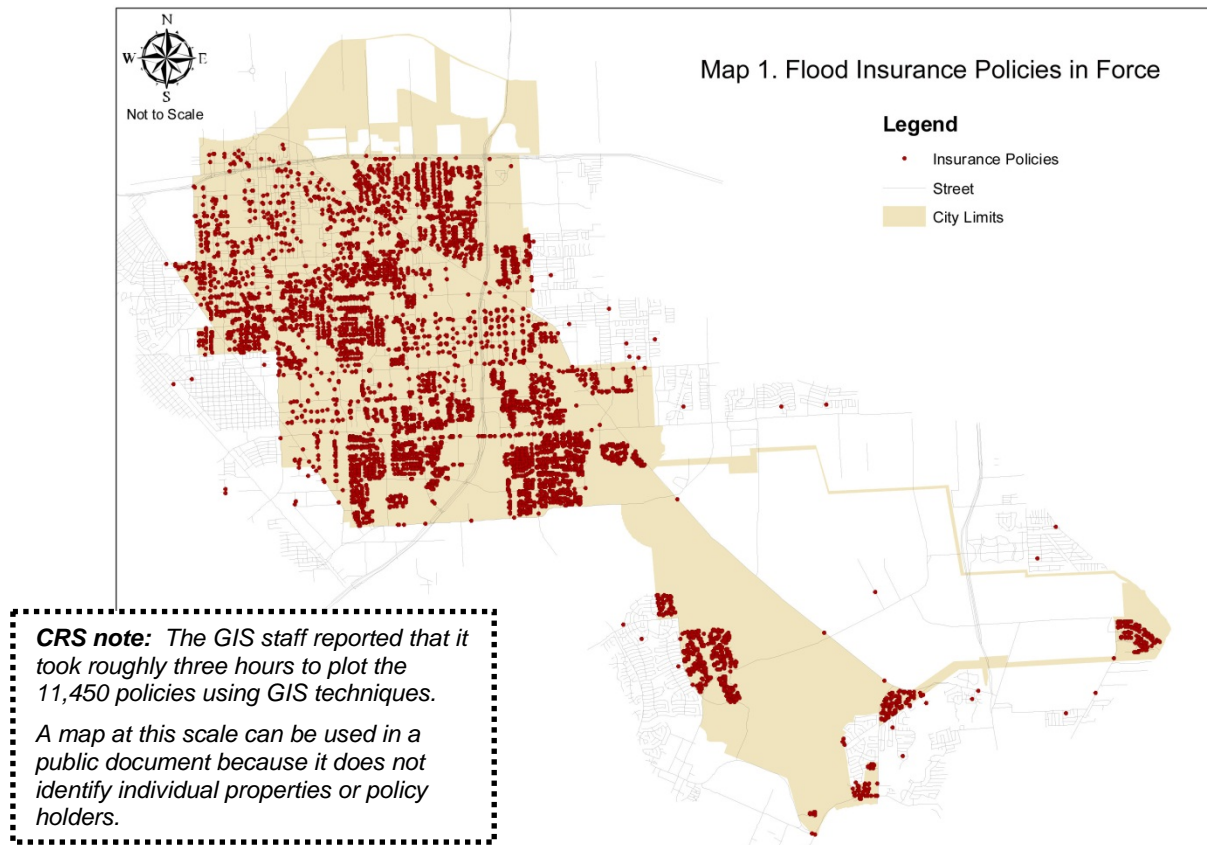
Pasadena is very flat. Because of this, stormwater drains away slowly. Flooding of streets, yards, and buildings, occurs from heavy rains.

In sum, areas of the City can be flooded from overwhelmed bayous, creeks, coastal sources, sheet flow, and local drainageways. While the official FEMA Flood Insurance Rate Map designates the deeper riverine and coastal floodprone areas as A, AE, or VE Zones (shown as dark blue in Maps 2 and 3), the Committee concluded that the entire City is subject to flooding and the PPI should strive to reach all residents and businesses.

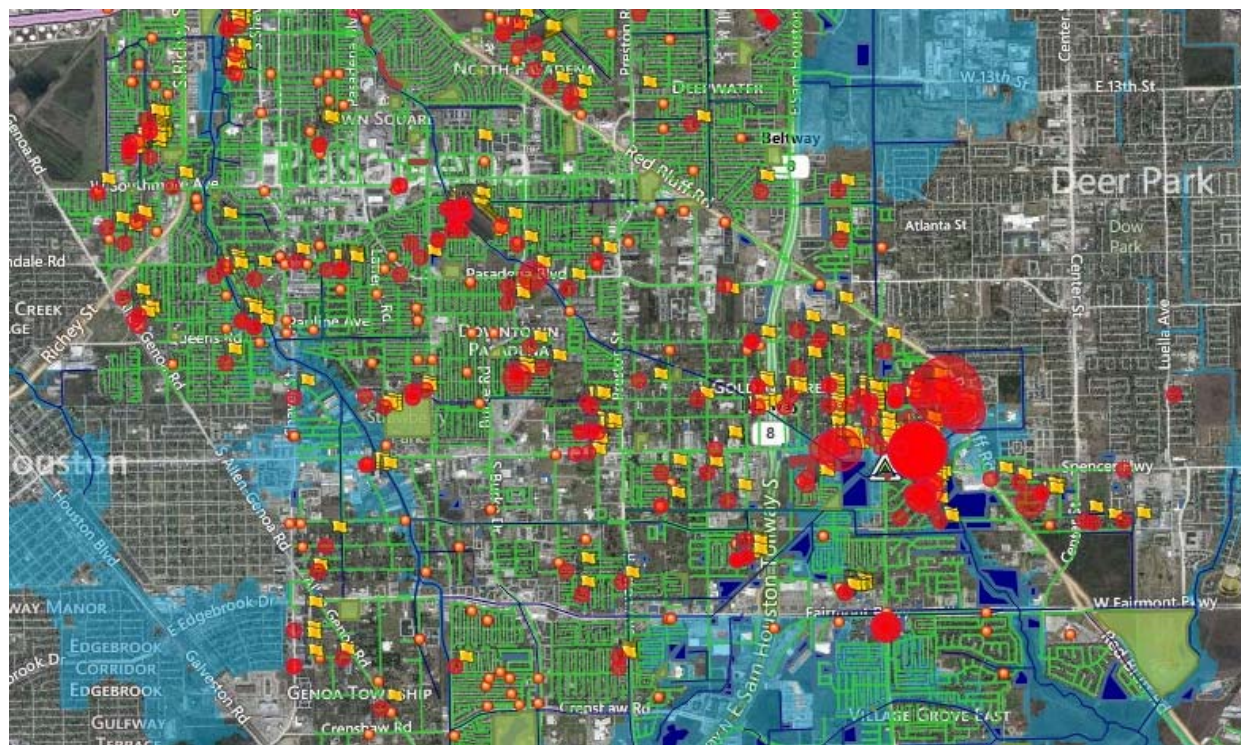
In most areas, especially outside the A and V Zones, flooding is relatively shallow. Residents get several days of warning before a coastal storm and an hour or two warning of flooding from heavy rains. People can take steps to protect themselves from these kinds of flooding if they know what to do.

Flood Insurance Data: One readily available source of information on flood hazards is flood insurance data. Two statistics from the National Flood Insurance Program (NFIP) tell a lot;

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



Map 1 shows the location of current policies with red dots. Another map was prepared showing claims. Map 2 is an excerpt. Both maps show that policies and claims are not concentrated in any single area of Pasadena.



Map 2. Excerpt from a GIS map that plotted flood insurance claims as red dots.

Table 1 summarizes the two key statistics of policies in force and past claims.

Table 1. Flood Insurance Data (as of 12/31/2011)						
Community:	PASADENA, CITY OF			State:	TEXAS	
County:	HARRIS COUNTY			CID:	480307	
	Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
A01-30 & AE Zones	1,240	\$915,490	\$293,411,100	245	\$9,656,577.93	\$318,452.97
A Zones	21	\$17,578	\$3,188,700	1,156	\$13,247,249.56	\$459,251.92
AO Zones	0	\$0	\$0	1	\$2,002.24	\$220.00
AH Zones	0	\$0	\$0	0		
AR Zones	0	\$0	\$0	0		
A99 Zones	0	\$0	\$0	0		
V01-30 & VE Zones	4	\$9,564	\$833,000	1		
V Zones	0	\$0	\$0	0		
D Zones	0	\$0	\$0	0		
B, C & X Zone	10,185					
Standard		\$815,055	\$145,154,100	1,617	\$41,463,570.28	\$1,331,450.94
Preferred		\$3,319,279	\$2,420,323,000	1,169	\$31,355,434.89	\$1,255,292.80
Total	11,450	\$5,076,966	\$2,862,909,900	4,189	\$95,749,991.00	\$3,365,840.00

CRS note: Table 1 can be downloaded from FEMA's Community Information System, or it can be provided by FEMA, state, or ISO/CRS

Table 2 compares the number of policies in Table 1 with the number of buildings each FIRM Zone.

Flood insurance is required as a condition of Federal aid or a mortgage or loan that is Federally insured for a building located in a high hazard A or V Zone.

Therefore, one would expect most policies to be in the AE, A, and VE Zones. The interesting statistic in Tables 1 and 2 is that there are nine times as many policies in B, C, and X Zones where flood insurance is not required. Similarly, the NFIP has paid over \$95 million dollars in flood insurance claims and more than 75% of the dollars paid have been in the X Zones.

While there are many policies and claims in the X Zones, there is still only 27.5% coverage. Committee members reported that one reason for this is that some people think that flood insurance is not available in the X Zone. This misconception will need to be corrected.

Zone	Policies	Buildings	% Insured
AE Zone	1,240	2,981	41.56%
A Zone	21	22	95.45%
AO Zone	0	9	0
AH Zone	0	0	0
AR Zone	0	0	0
A99 Zone	0	0	0
VE Zone	4	98	4.08%
V Zone	0	0	0
D Zone	0	0	0
X ZONE	10,185	36,993	27.53%
STANDARD	731	7,058	10.35%
PREFERRED	9,454	29,935	31.58%
TOTAL	11,450	40,103	28.55%

These maps and statistics underscore two things:

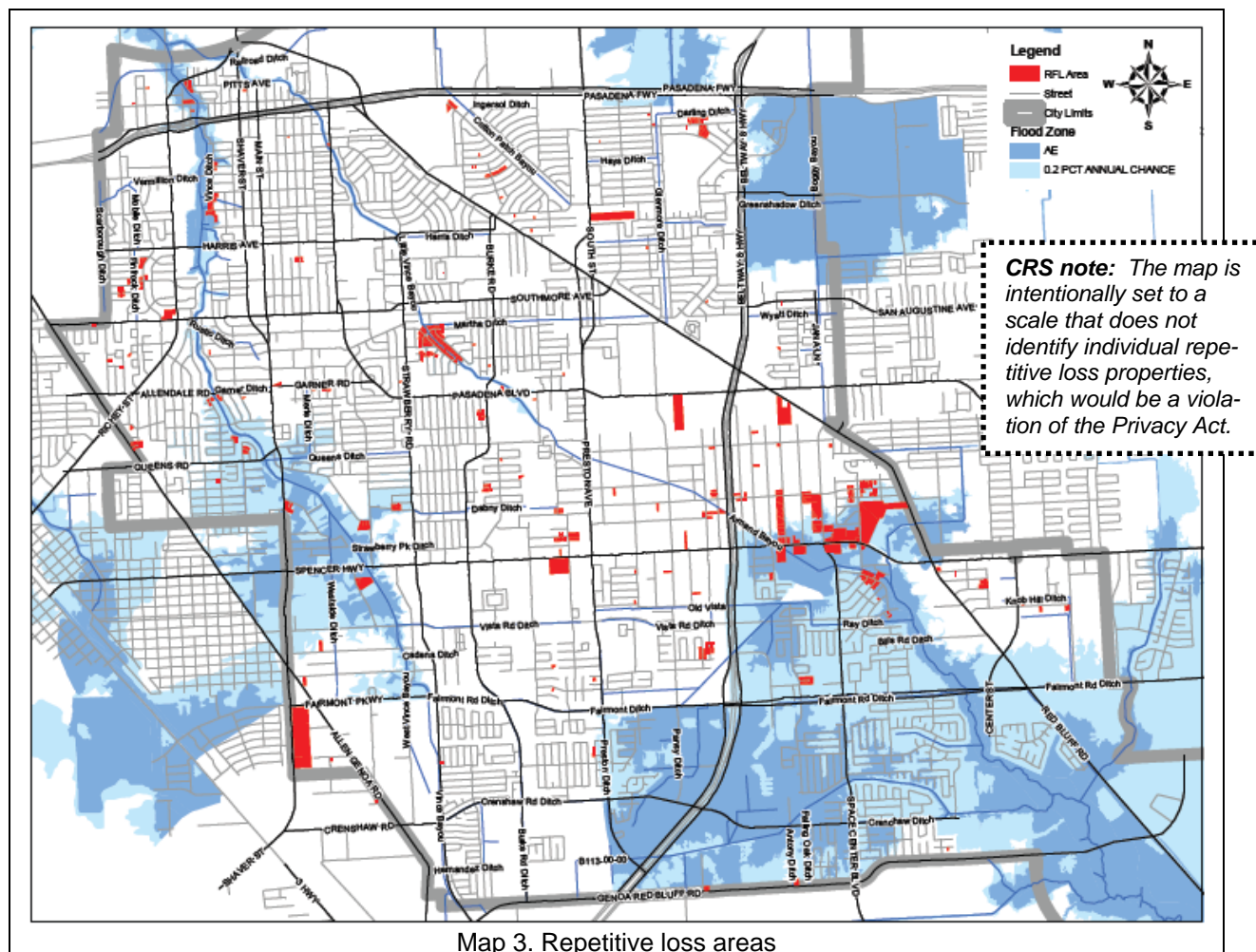
1. As noted above, the entire City is subject to flooding and the PPI should strive to reach all residents and businesses.
2. While there are 11,450 policies in Pasadena, only 28.55% of the buildings are insured.

Repetitive flooding: Although the entire city is floodprone, certain areas have been harder hit than others. Using repetitive flood insurance claims, the City has identified 46 repetitive loss areas. These are shown in red in Map 3 on the next page (while Map 3 does not cover the entire City, it does show all the repetitive loss areas). These areas have 579 buildings.

Of the 579 buildings in the mapped areas, 305 have been paid at least two claims of \$1,000 over a 10 year period (FEMA's definition of a "repetitive loss" property). Eighty-six other buildings on FEMA's repetitive loss list have been relocated, elevated, or otherwise improved so they are no longer subject to repetitive flood damage. Only 1/3 of the 305 properties have a flood insurance policy as of December 31, 2011.

This analysis concludes two things:

1. There is no relation between the location of a repetitive loss area and the underlying A, V, or X Zone. Repetitive losses can occur anywhere in Pasadena.
2. Even in repeatedly flooded areas, not enough people have flood insurance coverage.



Social and Economic Needs: The City of Pasadena has a variety of cultures, languages, religions, and education levels. The 2010 US Census notes that 52% of Pasadena’s population is “Hispanic or Latino origin” and 26% are “foreign born.” Approximately 70% of the population is considered lower income.

These factors could create barriers to a public information program. The Committee made sure that the right venue, message, tools and resources would be used to overcome obstacles in communication with each target audience.

The Committee also recognized that any message would need to be repeated and distributed in different forms, coming from different sources.

Target Audiences

Target Areas: The PPI Committee concluded that audiences in two target areas should be reached. Projects should be directed to all properties (residential, commercial, and public) in these two areas:

Target audience #1: The entire City of Pasadena: As past flooding and flood insurance claims indicate, residents and business in all areas of Pasadena need to be aware of the flood hazard, flood insurance, and ways they can protect themselves from flooding. There are 40,103 buildings in the entire City.

CRS note: *An entire community usually does not qualify as a target audience. However, this PPI documents how, in Pasadena, flooding affects everyone. The resulting projects will have statements like “you can be flooded,” so everyone is targeted as a floodprone resident.*

Target audience #2: Repetitive loss areas: Properties in these areas have been hit more often by flooding, so they have a greater need for flood protection information. There are 579 buildings in the repetitive loss areas.

Other Target Audiences: In addition to the two target areas, the Committee identified certain groups of people who need special messages on flood protection:

Target audience #3 – Spanish speakers: 52% of Pasadena’s population is listed by the US Census as “Hispanic or Latino origin” and 26% are “foreign born.” Committee members reported that Spanish speakers appear to be less aware about flood insurance and flood preparedness and that most of the explanatory materials available are in English.

Target audience #4 – Landscapers: There has been a consistent problem with landscaping contractors not getting the proper permits and not knowing the rules for activities in floodprone areas.

Target audience #5 – Builders: Building contractors need to know the construction rules, post-disaster repair rules, and possible mitigation grants that could help their customers protect their homes from flooding.

Target audience #6 – Real estate, lending and insurance companies: These companies are key to conveying information about flood hazards and flood insurance. The Committee wants to make sure that they understand and have all the information they need about these topics.

Other Public Information Efforts

A key part of developing a public information program is knowing what other public information activities are reaching Pasadena residents. The information in Table 3 came from past projects, staff research, and PPI Committee members. The organizations are listed in alphabetical order.

CRS note: *The Step 2 Assessment of the PPI criteria says “The assessment must also inventory existing public information and outreach efforts being conducted in the community. These should include non-flood programs, such as efforts to inform people about other hazards, automobile safety, home improvements, or other activities through which the community could leverage attention to flood protection.”*

Preparing this list is one of the best ways to identify potential cooperators for stakeholder credit. City offices and elected City officials do not qualify as stakeholders.

CRS Note: This table does not include all of the programs and projects that the City recorded. It is a representative sample to show how this assessment could look. **Items in bold italics are shown on the next page.**

Table 3. Other Public Information Efforts

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

Items in bold italics are shown on the next page.

Examples of Other Public Information Efforts

Texas Division of Emergency Management
Hurricane Preparedness Guidelines
Preparing for Hurricane Season: June 1- Nov.30

Evacuation Planning: When a hurricane threatens, listen for instructions from local officials. When they call for an evacuation in your area, get going without delay.

- Discuss evacuation plans with your family **BEFORE** hurricane season June 1 – Nov. 30. Make a checklist of what you need to do before you leave town and review it.
- Monitor NOAA weather radio and local TV and radio broadcasts during storm season.
- Prepare an emergency supply kit including: radio, flashlight, extra batteries, extra eye glasses, bottled water, non-perishable food, dry clothes, bed, important documents, medications, copies of prescriptions and the elderly and medically fragile family members.
- Learn evacuation routes before storm season. When there's a your gas tank as full as possible. Expect traffic delays in an evacuation.
- Dial 2-1-1 to register if you have special health care needs transportation: Gulf coast residents in evacuation zones who do not have friends or family to help — should register in a 2-1-1 in advance. Residents with no other transportation can dialing 2-1-1.

Bay Briefings
Charting the Course to 2015
 A PROGRAM OF THE TCEQ
 Galveston Bay Estuary Program • 17041 El Camino Real, Suite 210 • Houston, TX 77058 • Phone: 281-264-6611 • Fax: 281-264-6637 • Email: gbp@tceq.state.tx.us • Web site: www.gbp.state.tx.us

Habitat Protection

Overview

CRS note: These are examples of the outreach projects Pasadena found during its inventory of other public information efforts. They do not have to be included in a PPI document.

Galveston Bay Estuary Program ↗

← Bounce Energy Summer mailing

Armand Bayou Nature Center ↘

System featuring
 habitats. Salt
 less swamps, and
 By providing
 great diversity of
 the nation's most
 vital fisheries
 for pollutants from
 bayous and bays.
 to control flooding
 have fun—besides
 such as crabbing,
 and wildlife photog-

Currently, the conversion of land to residential and commercial uses is the primary cause of habitat loss. These land-use changes also fragment remaining wild areas, decreasing their habitat value.

Protecting Habitat

Diverse plant populations are vital components of healthy habitats, and species diversity diminishes when habitat is altered. Loss of wetlands, coastal forests, prairies, and seagrass meadows directly affects fish and wildlife populations. As these areas disappear, vital nursery, nesting, and foraging areas are lost. Habitat loss also limits the ability of the bay ecosystem to absorb flood waters and filter pollutants.

Seagrass meadows and oyster reefs have special ecological significance. Seagrass meadows are preferred habitat for many juvenile fish and shellfish and provide food for threatened and endangered species of sea turtles. Oyster reefs

División de Administración de Emergencias
Directrices para Huracanes
Preparando para la temporada de huracanes durante el 1 de junio hasta el 30 de noviembre

Evacuación en caso de Huracán: Cuando exista una amenaza de huracán, escuche las instrucciones de funcionarios locales. Cuando llamen para una evacuación en su área, salga del área lo más pronto posible.

- Discute los planes de evacuación con su familia **ANTES** de la temporada de huracanes comienza el 1 de junio hasta 30 de noviembre. Haga una lista de lo que usted debe tener antes de salir de la ciudad y revísela.
- Escuche la radio y televisión durante la temporada de huracanes.
- Prepare un equipo de emergencia incluyendo: radio, linterna, repuesto de baterías, extras, agua embotellada, alimentos no perecederos, ropa extra, ropa de cama, información de seguro, documentos importantes, medicinas, copias de recetas medicinas y prescripciones para bebés, las personas mayores y miembros de la familia médicamente frágiles.
- Aprenda sus rutas de evacuación antes de la temporada de huracanes. Cuando



FREE to the Public
Community Safety Fair & Hurricane Workshop
Saturday, June 9, 2012
Pasadena Convention Center
10 am - 2 pm

Feria de Seguridad de la Comunidad & Taller sobre Huracanes
Sábado, 9 de junio, 2012
Pasadena Convention Center
10 am - 2 pm

10AM-1PM - Health & Safety
11AM & Noon - Door Prize
1PM - 2012 Hurricane Season Forecast & Recommendations, Hurricane Preparedness Presentation by Travis Herzog, Meteorologist, KTRK ABC-13 Houston
2PM - Final Door Prize Drawing

FREE Hot Dogs & Soft Drinks (While supplies last)

Sponsored by: [Logos for various sponsors including the City of Pasadena and local businesses]

Exhibitors: [List of exhibitors including various local businesses and organizations]

← LEPC Hurricane Workshop
Participants in the Trash Bash

1PM - 2PM - Exhibición de emergencia

Expositores: [List of exhibitors including various local businesses and organizations]



Messages and Outcomes

After reviewing the Community Needs Assessment, the PPI Committee identified the following as the priority messages for 2013. Each message has a desired, measurable, outcome.

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

CRS note: The CRS' priority topics are noted for CRS scoring and normally would not be part of a PPI document. Each project can be scored for one message from each priority topic, up to a maximum of six CRS priority topics, as shown in Table 330-1 in the draft 2012 **CRS Coordinator's Manual**. When a community prepares a PPI, it can add up to four more topics to improve its score. Pasadena added the seventh, eighth, and ninth topics shown above.

Projects and Initiatives

The PPI Committee identified 22 projects and initiatives that would be implemented during 2013. These are organized by target audience and message in Table 5.

<p>CRS notes:</p> <ul style="list-style-type: none"> – The original for Table 5 is an Excel spreadsheet, which is copied into this document. It is taken from the PPI Worksheet, Figure 330-2 in the draft 2012 CRS Coordinator's Manual. – The table does not need to repeat information already included in the PPI document, provided it can be found easily. For example, rather than repeat the full messages and outcomes in the table, the letters from Table 3 are used ("A – F," "H," etc.). – Several "initiatives" are not outreach projects. These include the City's map inquiry service, website, and flood protection assistance services. These are listed to show that the activities credited under 320 and 350 are coordinated with the PPI. – Note that not all the projects by other agencies and organizations listed in Table 3 made it to Table 5. For example, there are several organizations with programs to protect natural floodplain functions and habitat. However, the PPI Committee selected protecting water quality as a priority message, so Table 5 only includes projects with that message.

Flood Response Preparations

In addition to projects that are implemented every year, the PPI Committee recommends projects that will be implemented during and after a flood. These projects are drafted and made ready for reproduction and dissemination after a flood warning. Such projects are listed at the end of Table 4.

Follow Up

The Department of Public Works' Environmental Services Coordinator will monitor the projects as they are developed, as well as the results from them. They will record inputs from PPI Committee members and suggestions from other City employees and stakeholders participating in the activities. That input will be sent by e-mail to committee members for consideration and evaluation.

The PPI Committee will meet at least twice each year to review the implementation of these projects and initiatives. At that time, the status of the projects will be explained and progress toward the outcomes will be discussed. The Committee will recommend to the appropriate City offices and the stakeholders who implement projects whether the projects should be changed or discontinued.

At least once each year, staff will draft an update to the table and send it to the Committee members. The Committee will meet and review the outcomes of each individual activity to change, add, or approve them. Table 4 will be revised. The outcomes and revisions will be submitted as part of the City's annual recertification package to the Community Rating System.

Adoption

This document will become effective when it is adopted by the City Council.

CRS note: A PPI document is a recommendation to the governing body. The CRS submittal would include separate documentation showing that the PPI was adopted. A formal resolution is not necessary. A vote by the governing body that is entered into the minutes is sufficient.

Acronyms

A Zone: 100-year floodplain mapped by FEMA
AE Zone: 100-year floodplain mapped by FEMA with base flood elevations
CFM: Certified Floodplain Manager
CRS: Community Rating System
ISD: Pasadena Independent School District
FRP: Flood Response Projects
LEPC: Southeast Regional Local Emergency Planning Committee
MS4: Municipal Separate Storm Sewer Systems
OP: Outreach Projects
PPI: Program for Public Information
TCEQ: Texas Commission on Environmental Quality
VE Zone: Coastal high hazard 100-year floodplain mapped by FEMA

Table 5. PPI Projects and Initiatives

Outreach Projects (OP)						
Target Audience	Message(s) (See Table 4)	Outcome (See Table 4)	Project(s)	Assignment	Schedule	Stakeholder
1. All properties in the City	A - F, H, I	A - F, H, I	OP 1. <i>Pasadena Now</i> articles	City Communication Office	One article in each newsletter on a message	N/A (City is sponsor)
			OP 2. Facebook and Twitter messages	City Communication Office	One message sent out monthly on a new topic	
			OP 3. Handouts on the messages	City Communication Office	Distribute to various City offices for display	
			OP 4. Handouts on the messages	City Communication Office	Distribute to various stakeholder locations for their displays and handouts	Armand Bayou Nature Center
						Chamber of Commerce
						Insurance agencies
			OP 5. Booths at city-wide festivals	City Environmental Svcs Coordinator	February Business Expo	Chamber of Commerce
					March Trash Bash	Galveston Bay Foundation
					May Strawberry Festival	San Jacinto Day Foundation
					June Hurricane Workshop	SER LEPC
					October Neighborhood network convention	
			Map inquiry service	City Engineering	Year-round as part of regular service	
			City, Flood Control District, and LEPC websites	City Communication Office	Year-round as part of regular service	
	B. You need flood insurance I. Everyone can get flood insurance	B, I	OP 6. Insurance agents	Insurance agencies	Discussions with clients as they happen	Insurance agencies
	F. Only rain goes down the drain	F	OP 7. Presentations on protecting the waterways	Armand Bayou Nature Center	Include as part of all presentations (one each month to different groups)	Armand Bayou Nature Center
				Galveston Bay Foundation		Galveston Bay Foundation
			OP 8. Storm drain stenciling	City Public Works Adopt a Waterway program	Year-round	
	H. Protect your house	H	OP 9. Guidebook	City Environmental Svcs Coordinator	At displays and provided at all meetings	

Table 5. PPI Projects and Initiatives

Outreach Projects (OP)						
Target Audience	Message(s) (See Table 4)	Outcome (See Table 4)	Project(s)	Assignment	Schedule	Stakeholder
	E. Get a permit, G. Know the flood protection construction rules	E, G	OP 10. Permit handouts	City Building Department	Handouts provided at permit counter and at all meetings	
2. Repetitive loss areas	A - F, H	A - F, H	OP 11. Repetitive loss mailing	City Environmental Svcs Coordinator	Annual mailing that covers all the topics, tailored for repetitive flooding	
	A - I	A - I	OP 12. Presentations to neighborhood associations	City Environmental Svcs Coordinator	Presentations on flood protection to neighborhood associations or meetings of repetitive loss area residents	Neighborhood associations
3. Spanish speakers	A - F, H, I	A - F, H, I	OP 13. Handouts in Spanish	City Communication Office	OP 3 handouts translated into Spanish and distributed together	Same as OP 3 and OP 4
			OP 9. Guidebook in Spanish	City Environmental Svcs Coordinator (speaks Spanish)	At displays and provided at all meetings	
			OP 5. Booth	City Environmental Svcs Coordinator	November Hispanic Fest	
			OP 6. Insurance agents	Spanish speaking insurance agencies	Discussions with clients as they happen	Spanish speaking insurance agencies
			OP 12. Bilingual presentations to neighborhood associations	City Environmental Svcs Coordinator (speaks Spanish)	Presentations on flood protection to neighborhood associations or meetings of repetitive loss area residents	Hispanic neighborhood associations
4. Landscapers	E. Get a permit, G. Construction rules	E, G	OP 13. Presentation at Neighborhood Network association meeting	Cleveland-Ripley Neighborhood Center	Schedule meeting with association by February 15	Cleveland-Ripley Neighborhood Association
5. Builders	E. Get a permit, G. Construction rules, H. Protect your house	E, G, H	OP 14. Presentation at Habitat for Humanity Contractor's meeting	City Building Department	Schedule meeting with Habitat from Humanity Contractor by February 15	Habitat for Humanity Contractors

Table 5. PPI Projects and Initiatives						
Outreach Projects (OP)						
Target Audience	Message(s) (See Table 4)	Outcome (See Table 4)	Project(s)	Assignment	Schedule	Stakeholder
6. Real estate, lenders, insurance	A. Know risk, B. Insurance, E. get a permit I. Everyone can get flood insurance	A, B, E, I	OP 15. Mailing on City services, including relevant OP 4 handouts	City Environmental Svcs Coordinator	Mailing to go out by February 15	
Flood Response Projects (FRP)						
1. All properties in the City	A. Know risk, C. Turn around	A, C	FRP 1. Press Release (TV, Radio, Facebook)	City Communication Office	Release at first flood notice	
			FRP 2. Flyer : "Preparing Make Sense, Get Ready Now"	City Communication Office	Release at first flood notice	
			FRP 3. Mayor's Notification release	City Communication Office, Mayor	Release at first flood notice	
			Website and SMS communication system (Cell phone alarm) text message information	City Communication Office	Draft and upload by February 15	
	G. Know the flood protection reconstruction rules	G	FRP 4. Handouts for City staff to distribute when in the field	City Communication Office	Distribute when staff in field following a flood	
3. Spanish speakers	A. Know risk, C. Turn around	A, C	FRP 2 Flyers translated into Spanish	City Environmental Svcs Coordinator (speaks Spanish)	Release at first flood notice	Hispanic neighborhood associations (on their letterhead)
	G. Know the reconstruction rules	G	FRP 4. Handouts translated into Spanish	City Communication Office	Distribute when staff in field following a flood	Hispanic neighborhood associations (on their letterhead)