

330 OUTREACH PROJECTS—Summary

Maximum credit: 350 points

Although the total of all elements in this activity exceeds 350 points, the maximum credit is 350 points.

332 Elements

- a. **Outreach projects (OP):** Up to 200 points for designing and carrying out public outreach projects. Credits for individual projects may be increased if the community has a Program for Public Information credited in element PPI.
- b. **Flood response preparations (FRP):** Up to 50 points for having a pre-flood plan for public information activities ready for the next flood. Credits for individual projects may be increased by the PPI multiplier.
- c. **Program for Public Information (PPI):** Up to 80 points added to OP credits and up to 20 points added to FRP credits, for projects that are designed and implemented as part of an overall public information program.

***NOTE:** A Program for Public Information can help design an entire public information program, not just outreach projects. A Program for Public Information that covers other types of public information endeavors, such as a website and technical assistance, can result in increased credit under other activities.*

- d. **Stakeholder delivery (STK):** Up to 50 points added to OP credits for having information disseminated by people or groups from outside the local government.

Credit Criteria

Each element has a separate section describing credit criteria.

Impact Adjustment

There is no impact adjustment for this activity.

Documentation Provided by the Community

Each element has a separate section describing needed documentation.

330 OUTREACH PROJECTS

The OBJECTIVE of this activity is to provide the public with information needed to increase flood hazard awareness and to motivate actions to reduce flood damage, encourage flood insurance coverage, and protect the natural functions of floodplains.

331 Background

Research has shown that awareness of the flood hazard is not enough to motivate people to take action to protect themselves and their property. People need to be told repeatedly, through various means, what specific actions to take before they will change their behavior. Research has also shown that a properly run local information program is more effective in bringing about change than are national advertising or publicity campaigns.

Based on these research findings, Activity 330 provides credit to communities that engage in thorough, critical thinking about their public information needs and about what they want people in their communities to know and do with regard to floodplain resources and flood hazards. The activity provides extra credit for communities that develop locally customized strategies to increase awareness and motivate residents to take action.

331.a. Activity Description

The maximum credit for Activity 330 is 350 points, including the extra credit available for communities that design and implement a Program for Public Information. The sum of the maximum credit for all the elements exceeds 350, but a community's score is capped at 350 points.

Two types of outreach projects are credited:

- (1) Outreach projects (element OP) that are distributed every year, and
- (2) Projects that will be distributed when a flood occurs, but are prepared in advance and reviewed and adjusted each year (element FRP).

The credits for these two types of projects are based on three factors:

- (1) What and how many messages are conveyed;
- (2) What type of projects they are (e.g., informational projects that people seek out and read, activities that reach out to people, or projects targeted to a specific audience); and
- (3) How often they are delivered. OP-credited projects must be delivered at least once each year. FRP-credited projects must be delivered at least once during or after a flood.

The credit points for OP and FRP projects can be increased by 40% if they are developed and implemented pursuant to a Program for Public Information credited in element PPI.

The credit for Program for Public Information projects can be increased by an additional 30% if they are delivered by stakeholders, i.e., organizations or agencies other than the community's local government (element STK).

Messages

Messages are the heart of public outreach. Messages are specific statements or directions that the community considers important for its audiences. There are six general topics that are important to the Federal Emergency Management Agency (FEMA) and the Community Rating System (CRS). These are shown in Table 330-1 with some sample messages under each topic.

Activity 330 credits messages that either clearly state what the audience should do (e.g., “Turn around, don’t drown” or “Get a floodplain permit from . . .”) or that provide some basic information with a note on where to get more information (e.g., “You may live in a floodplain. Find out by calling 555-1234” or “Information on ways to protect your property from flooding can be found at [www. . .](#)”).

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

Projects

The same message can and should be conveyed via different, multiple methods. Certain methods or projects are more effective than others at motivating change, so the credit for different types of projects is assigned accordingly. Credit is also based, in part, on the number of times the message is delivered each year. The CRS credits three types of methods or projects.

- (a) **Informational Projects.** These are booklets, brochures, flyers, and similar documents that are made available upon request or are placed in a public location for people to pick up, such as a kiosk in the city hall lobby. Since they do not “reach out” to the public, informational projects do not receive as many points as the other types of projects. They are counted as conveying their messages only once each year. There is credit for a maximum of five informational projects that have the same documents included in them. A few examples follow.

- The building department has several one-page handouts about permit requirements and the substantial improvement/substantial damage rules and brochures on flood insurance. They are available to people who come in to the permit office. This would be counted as one informational project with materials that cover topic 2, Insure your property for your flood hazard and topic 5, Build responsibly.

Table 330-1. CRS topics and example messages.	
Six Priority Topics	Example Messages
1. Know your flood hazard	Your property is subject to flooding by the Roaring River You are in a repetitively flooded area Call 555-1234 to find out the flood hazard for your property
2. Insure your property for your flood hazard <i>NOTE: At least one project must include a message on this topic</i>	Ask your insurance agent if you are covered for flood damage Renters should buy flood insurance for their contents Take advantage of a low-cost Preferred Risk Policy
3. Protect people from the hazard	Turn around, don't drown Know the flood warning signals: one long blast of the siren means a flash flood along Silver Creek Designate a place where your family can rendezvous after an evacuation order is issued
4. Protect your property from the hazard	Replace your flooded furnace with one elevated above the flood level Store your valuables and insurance papers upstairs in a waterproof container We can help you get a grant to elevate your home. Call us at _____
5. Build responsibly	Get a permit from . . . before you build Don't build or grade within 10 feet from the property line so you don't alter the drainage between homes Use only licensed contractors who know the rules
6. Protect natural floodplain functions	Protect our turtle nesting areas: stay off the beach after sunset Report broken silt fences: they help keep our streams clean Don't trash the river—that's where we get our drinking water
* NOTE: All the messages are examples. Communities should develop messages that are pertinent to this flooding conditions.	

- Information and links to resources on one or more of the six priority topics is posted on a website. Note that if the website qualifies for credit under Activity 350 (Flood Protection Information), the community would receive more credit there and would not receive double credit under Activity 330.

(b) **General Outreach Projects.** These are newspaper articles, signs, and presentations that are designed to resonate with an identified general audience. These messages “reach out” to people in general, so they receive more points than informational projects. A few examples follow.

- A regional newspaper has a flood preparedness supplement at the beginning of the flood season.

- A city employee gives a talk about floodplain construction rules to the annual meeting of the local homebuilders association. A handout on permit requirements is given to all attendees.

(c) **Targeted Outreach Projects.** These are projects directed to a specified audience. Communities must demonstrate that the targeted outreach projects reach or are distributed to all of the members of the priority audience. The message must clearly explain that the recipient is receiving the message because he/she is part of the priority audience. Research has shown these types of projects to be the most effective way to reach people, provided that they address the audience and focus on the audience's concerns. Targeted outreach projects that are repeated to the identified audience (e.g., more than one mailing to the same people each year) are counted as separate projects.

Here are two examples of targeted outreach projects:

- The mayor sends a letter to all residents of the floodplain.
- A presentation is made to a neighborhood meeting attended by at least half of the repetitive loss area's residents. A face-to-face encounter that includes two-way communication and questions and answers is more effective than a mailing. Therefore, having at least 50% of the priority audience present at a meeting receives full credit as a targeted outreach project.

To be most effective, the same messages should be repeated in many projects. Sending out different messages in different projects often dilutes the most important message that should be disseminated. For example, instead of conveying 10 different ways to protect people from the hazard in 10 projects, the community should pick the one message that is most important to it, such as "Turn around, don't drown," or "Know your evacuation route," and repeat that single message in all 10 projects.

Other Credits

The community's Program for Public Information is discussed in Section 332.c. Stakeholder participation is discussed in Section 332.d. See also Section 335 for ideas on how outreach projects and a Program for Public Information can support and receive extra credit under other CRS activities. For example, Activities 610 (Flood Warning and Response), 620 (Levees), and 630 (Dams) have requirements for outreach projects. Those projects can qualify for credit under Activity 330 and receive the extra PPI credit.

331.b. Impact Adjustment

There is no impact adjustment for this activity.

332 Elements

332.a. Outreach projects (OP)

The maximum credit for this element is 200 points. If the community has a PPI that discusses preparation and implementation of the project, it can receive up to 80 extra points. If the project is delivered by a stakeholder (STK), it can receive up to 50 additional extra points.

OP credit is provided for disseminating one or more messages via one or more outreach projects one or more times each year (see Table 330-2). The credit is for projects that convey the messages identified by the community as being important to its residents, businesses, and others.

OP credit is provided for each outreach project that conveys a message under one or more of the six CRS priority topics. The credit is limited to one message per topic, i.e., a maximum of six messages per project. Examples of OP crediting are in Table 330-1.

If the community has adopted a credited Program for Public Information, it can receive credit for up to four additional flood-related messages per project, regardless of the topic(s). Examples of crediting outreach projects under a Program for Public Information are in Table 330-4.

Communities should always develop messages that are most relevant for their flooding conditions and not limit the number or type of messages because of CRS credit.

Credit Criteria for OP

- (1) To receive credit, projects must be disseminated at least annually to the audience.
- (2) At least one project must convey a message on the topic of flood insurance. Note that, under Activity 370 (Flood Insurance Promotion), there is additional credit for outreach projects that promote flood insurance.
- (3) If a community does not have a credited Program for Public Information, only five priority audiences are recognized for outreach project (OP) credit.
 - Floodplain residents and businesses;
 - Repetitive loss area residents and businesses;
 - Residents of areas protected by a levee;
 - Residents of areas subject to flooding if an upstream dam fails; and
 - Residents of areas subject to one of the credited special flood-related hazards described in Section 401.

If a community has a credited Program for Public Information, the community can identify additional priority audiences. These can be people in a specific geographical

area (e.g., downtown businesses, residents or tourists along the coast, residents in an area where most people speak only Spanish, etc.) or a functional group (e.g., insurance agents, building contractors, drivers etc.).

- (4) Training or projects targeted to local government staff, elected officials, or members of advisory bodies are not credited public outreach projects under Activity 330.

Credit Points for OP

$OP = \sum OP\#1 + OP\#2 + OP\#3 \dots$, to the maximum of 200 points

The value for each outreach project (OP#1, OP#2, etc.) is the product of (A) x (B) x (C), where

A = the number of points for the type of project—informational (1 point), general outreach (2 points), or targeted outreach (6 points),

B = the number of topics (see the six topics in Table 330-1) and up to four additional PPI messages covered by the project, and

C = the number of times the project is delivered each year or repeated. The maximum value for C is 5. For example, there is credit for a maximum of five informational projects that have the same documents included in them.

The values for each outreach project (OP#1, OP#2, etc.) are added to determine the total value for OP. A spreadsheet in Microsoft Excel® is available to help calculate the credit for OP.

General and targeted outreach projects can be repeated several times each year. Repeating a project twice a year is counted the same as two projects a year. For examples, see OP#3, OP#6, and OP#7 in Table 330-2.

Informational projects are counted as conveying their messages only once each year. However, booklets and brochures set out at three different public locations are counted as three different projects or as repeating the same project three times each year.

Because repetition is more effective, the CRS provides more credit to a community that repeats outreach projects. However, to encourage repeating the message from different sources, the credit for repeating the same project from the same source is capped at five times per year. This applies to all projects that are at different locations, such as the

same brochure, evacuation signs, high water marks, storm drain stencils, etc. This also applies to other types of outreach projects, such as giving the same presentation more than five times (but giving different presentations to different audiences are counted as different projects).

Table 330-2. Basic scoring of example outreach projects (without a PPI).				
Example Outreach Projects (OP)	A Points for type of project	B # of Topics and PPI Messages*	C # of Times Delivered each Year	(A x B x C) OP = Points per Project
OP#1. Three brochure on flood insurance produced by FEMA are set out in the city hall lobby (informational project—1 point per topic, CRS topic 2).	1	1	1	1
OP#2. Local insurance agents have agreed to advise their clients that flood insurance is a good idea and give them one of the OP#1 brochures (general outreach—2 points per topic, CRS topic 2).	2	1	1	2
OP#3. Presentations are made to five neighborhood associations each year with messages under CRS topics 1, 4, and 5. Two of the OP#1 brochures are handed out to everyone present (topic 2) (general outreach—2 points per message).	2	4	5	40
OP#4. The neighborhood association presentation is taped and shown on the public service cable TV channel. (general outreach—2 points per topic)	2	4	1	8
OP#5. A mailing is sent each year to all residents of the SFHA. It has messages under the first five CRS topics. (targeted outreach—6 points per topic)	6	5	1	30
OP#6. “Do not dump—drains to the river where our fish live” stencils are sprayed next to storm drain inlets. (general outreach—2 points per topic, CRS topic 6, capped at five repetitions)	2	1	5	10
OP#7. The floodplain manager meets twice a year with the home builders association to discuss construction regulations and ways to incorporate flood mitigation into home improvement projects (general outreach—2 points per topic, CRS topics 4 and 5)	2	2	2	8
Total OP =				99
*Not to exceed one message under each of the six CRS priority topics per project (without a PPI)				

NOTE: *An outreach project is only credited for one message per topic. For example, a flood safety booklet will get credit for one message under the topic of “protecting people.” It will not get more credit for covering more “protecting people” messages (such as safety in cars, evacuation routes, or warning signals). If the outreach project also has qualifying messages on flood insurance and protecting property, it would be credited for three messages because these are different topics. If the community has a credited Program for Public Information, it can add up to four additional credited messages. The additional PPI messages are credited in the same way as the six CRS priority topics.*

There is no limit to the number of projects a community can undertake, but there is a limit of 200 points for OP (not including the extra credit provided by PPI and STK).

Note that extra points are available under the PPI and STK extra credit elements. These are discussed in more detail in Sections 332.c and 332.d, respectively.

Documentation for OP Provided by the Community

(1) At each verification and recertification,

- (a) A copy of the flyers, presentations, brochures, etc., that have been produced and disseminated as outreach projects, marked to show where the credited messages appear. At least one of the submittals must be a project that covers the topic of flood insurance. If an outreach project is a presentation to a group, it can be documented with a copy of the minutes or a memo to the file.
- (b) Documentation that the targeted outreach projects were disseminated to the priority audience, such as a mailing list or a sign-in sheet where a presentation was given.

332.b. Flood response preparations (FRP)

The maximum credit for this element is 50 points. If the community has a Program for Public Information that discusses preparation and implementation of the flood response preparations package, it can receive extra points under element PPI.

FRP credits developing a pre-flood plan for public information projects that will be implemented during and after a flood. A flood response preparations package is a collection of outreach projects prepared in advance, but not delivered until a flood occurs. These materials may include templates and masters of handouts, mailers, press releases, etc. that cover key messages that need to be disseminated before, during, and after a flood. The package must include both the materials that will be needed and the procedures for how they will be used.

Flood response preparations projects are credited in element FRP the same way as outreach projects credited in element OP, so the activity credit criteria on messages and projects in Section 331 also apply to FRP. The same three components of scoring are used: the number of topics with flood response or recovery messages, the type of project delivering the messages, and the number of times the project is delivered. The topics that can be credited are listed in Table 330-1. Examples of FRP projects are shown in Figure 330-1.

Using High Water Marks for Public Outreach

Floodville has posted five high water mark signs along Richland Creek, noting the height of the flood of record. The high water mark signs convey a creditable message under Topic 1, “Know your flood hazard” as it clearly shows the depth of a past flood at the site.

The sign also states where to get more information on flood safety. This is a creditable message under Topic 3, “Protect people from the hazard.”

The credit for one of these high water mark signs is 2 points per topic for a general outreach project, times 2 topics, for a total of 4 points. Because there are five such signs along Richland Creek, the scoring is for five repetitions of the messages. This is recorded as five times per year. The resulting total is $2 \times 2 \times 5 = 20$ points. These signs are designated as **OP#1** in the City’s documentation for outreach project (OP) credit.

The credit criteria for OP encourages communities to repeat the message through different media and sources. Here are some examples of how Floodville does this and receives increased credit:

OP#2: The following message appears every quarter in the city’s newsletter to its residents: “The highest flood of record on Richland Creek occurred on May 2, 2010. Call the Building Department at 555-1234 to see if your property was affected.” The newsletter is a general outreach project with 2 points per topic. Credit is for the one message under Topic 1, Know your flood hazard. The message is repeated four times each year. The credit is 2 points/ message x 1 message x 4 times per year: $2 \times 1 \times 4 = 8$ points.



Floodville receives 20 points under MI6 in Activity 320 (Map Information Service) for providing callers with information about past flooding. It also had other articles in other editions of the newsletter that cover other topics and qualify for additional outreach projects.

OP#3: The city issues a news release on May 2 each year that says: “Today is the anniversary of the record flood on Richland Creek. While many homes were damaged, those with flood insurance coverage were repaired and reoccupied within a few weeks. Call the Building Department at 555-1234 to see if your property would be affected by a repeat of the 2010 flood. Call your insurance agent to see how much a flood insurance policy would cost.” Credit is for a general outreach project that conveys messages under Topics 1, Know your flood hazard and 2, Insure your property for your flood hazard. 2 points/message x 2 messages x 1 time per year: $2 \times 2 \times 1 = 4$ points.

OP#4: This city prepared a brochure on flooding and flood protection. On the cover is the photo of the high water mark sign. Accordingly, both messages on the sign are repeated via another medium. The brochure has messages on all six CRS priority topics. The brochures are set out at the City Hall, the visitor’s center, and Home Depot. The different locations are considered repetition of an informational project, so OP#4 qualifies for six points at each location x 3 locations = $1 \times 6 \times 3 = 18$ points.

OP#5: The brochure is also given out at at least four events each year. As such, it is a general outreach project. $2 \times 6 \times 4 = 48$.

The total OP credit for Floodville’s annual high water mark campaign is the sum of OP#1 through OP#5:

$$OP = \sum OP\#1 + OP\#2 + OP\#3 + OP\#4 + OP\#5 = 20 + 8 + 4 + 18 + 48 = 98 \text{ points}$$

Flood Response Preparations

The first part of preparing an FRP package is determining the key messages. As with OP, only one message per topic is credited per project. If the community has a PPI, up to four additional messages can be credited per project, regardless of the topic.

Communities should develop messages keyed to the flood and post-flood situation, which are not necessarily the same messages that are needed for OP projects in a pre-flood situation.

Examples of FRP Messages

CRS Topic 3: Protect people from the hazard—Message 3: “Don’t enter a flooded building until it’s been cleared by an inspector.”

CRS Topic 4: Protect your property from the hazard—Message 4: “If your water heater or furnace needs to be replaced, put the new one in a spot above the flood level, so you won’t have to replace it after the next flood.”

CRS Topic 5: Build responsibly—Message 5: “Get a building permit before you start your repairs.”

PPI Message 8: “Use ICC to help pay to mitigate your substantially damaged building.”

PPI Message 9: “Want to avoid damage the next time it floods? Contact the Building Department for information on mitigation grants at 555-1234.”

Examples of FRP Projects

FRP#1: A media kit with background information for reporters on all five FRP messages

FRP#2: Radio public service announcements that cover FRP messages 3 and 5

FRP#3: Door hangers for flooded homes that explain all five FRP messages

FRP#4: Three handouts on grant programs at the disaster center.

Figure 330-1. Examples of messages and projects creditable in Flood Response Preparations (FRP).

See also Table 330-3 for an example of how these projects are scored.

Flood response preparations should be closely coordinated with the community’s emergency manager. Note that there is also credit under Activity 610 (Flood Warning and Response) if the flood warning and response plan includes instructions that are similar to the FRP messages (FRO6 in Section 612.c).

Flood response preparations projects are credited in element FRP the same way as OP projects: credit is provided for each project that conveys a message under one or more of the six CRS priority topics. The credit is limited to one message per topic, i.e., a maximum of six messages per project. If the community has adopted a credited Program for Public Information, it can receive credit for up to four additional flood-related messages per project, regardless of the topic(s).

Communities should always develop messages that are most relevant for their flooding conditions and not limit the number or type of messages because of CRS credit.

Credit Criteria for FRP

- (1) OP credit is a prerequisite to receiving FRP credit.
- (2) To receive FRP credit each year, the community must either use the flood response preparations package in response to a flood or (if no flood occurs) review it and adjust it as needed.
- (3) The community will not lose OP credit during the year of the flood if implementing the FRP projects diverts resources that would have been used to implement other OP projects. However, the community will lose its FRP credit if it does not implement its FRP projects when there is a flood or if it does not evaluate the FRP projects every year.
- (4) If a community does not have a Program for Public Information, the five priority audiences that are recognized for credit for outreach projects (OP) also apply to FRP. There is also a sixth priority audience for FRP: all properties that were flooded:
 - Floodplain residents and businesses,
 - Repetitive loss are residents and businesses,
 - Residents of areas protected by a levee,
 - Residents of areas subject to flooding if an upstream dam fails,
 - Residents of areas subject to one of the credited special flood-related hazards described in Section 401, and
 - 100% of the properties that were flooded. An example of this type of project would be door hangers placed on every door of the flooded area before or soon after people can go back.
- (5) FRP projects must reach their audiences in a timely manner. Mailing a letter with safety and clean-up messages, for example, is not likely to reach people before they already re-entered and started repairing their houses. Such a project would not be credited, but messages through social media would be effective and credited.

Examples of FRP messages include

- “Know your evacuation route,” with a map of evacuation routes,
- “Know where the evacuation shelters are,” with a map of shelter locations,
- “If the street is under water, turn Around Don’t Drown,”
- “Don’t go back to your flooded house until the emergency manager announces that it is safe to do so.”
- “Don’t enter a flooded building until it has been cleared by an inspector,”
- “Get a permit for repairs,” and
- “If your building is substantially damaged, you will need to elevate it above the flood level. Visit this website, www.____ for the substantial damage rules.”

- (6) FRP projects and procedures are prepared, reviewed, and adjusted each year. The projects do not have to be implemented until a flood is imminent—at that time, materials would be reproduced and distributed, messages disseminated, notices posted on doors, etc..
- (7) If no flood occurs, credit is still provided, as long as an annual review is conducted to make sure that the information is still current. The review and adjustment could be carried out as a part of an annual flood response drill or exercise (required for credit under Activity 610 (Flood Warning)) or as part of the annual evaluation of the Program for Public Information.

Credit Points for FRP

$FRP = \sum FRP\#1 + FRP\#2 + FRP\#3 \dots$, to the maximum of 50 points

The value for each project, FRP1, FRP2, etc., is the product of (A) x (B) x (C), where

A = the number of points for the type of project—
informational (1 point), general outreach
(2 points), or targeted outreach (6 points)

B = the number of topics (see the six topics in Table 330-1)
and up to four additional PPI messages covered by
the project, and

C = the number of times the project is delivered each year.
The maximum value for C is 5.

The values for each outreach project (FRP#1, FRP#2, etc.) are summed to determine the total value for FRP. A spreadsheet in Microsoft Excel® is available to facilitate calculating the credit for FRP.

FRP can provide up to 50 points. FRP is credited the same as OP. The extra PPI credit can be applied to FRP projects, but STK credit does not apply to FRP. See Section 332.c for a discussion of the PPI. Scoring examples for FRP projects are shown in Table 330-3.

Table 330-3. Scoring of example FRP projects (without a PPI).				
Example Flood Response Projects (FRP) (See Figure 330-1)	A Points for Type of Project	B # of Topics and PPI Messages	C # of Times Delivered each Year	(A x B x C) FRP = Points per Project
FRP#1. Media kit with background information for reporters	2	5	1	10
FRP#2. Eight different radio public service announcements*	2	2	5	20
FRP#3. Door hangers for flooded homes	6	5	1	30
FRP#4. Three handouts on grant programs at the disaster center	1	1	3	3
Total FRP =				50**
* Capped at five projects ** Although the points per project add up to 63, the maximum credit for FRP is 50				

Documentation for FRP Provided by the Community

(1) At each verification visit,

- (a) A copy of the masters for the handouts, news releases, and other projects prepared as part of the FRP.
- (b) Written procedures that explain how the handouts, news releases, and other projects are to be copied and disseminated.
- (c) Documentation that the FRP materials were reviewed to determine whether they are still current and appropriate. This may be done as part of the annual report on the evaluation of the Program for Public Information.

(2) With the annual recertification,

- (a) Documentation that the FRP materials were reviewed to determine whether they are still current and appropriate. This may be done as part of the annual report on the evaluation of the Program for Public Information.
- (b) Copies of any FRP materials that were revised during the annual review or distributed during or after a flood.

332.c. Program for Public Information (PPI) (extra credit points)

This element is a 40% multiplier that increases the points for each OP and FRP project that is covered in the credited Program for Public Information. The maximum extra credit for this element is 80 points.

The Program for Public Information is an ongoing public information effort to design and transmit the messages that the community determines are most important to its flood safety and the protection of its floodplains' natural functions.

Note that a Program for Public Information should help design a community's entire flood protection public information program, not just outreach projects. A Program for Public Information that covers other types of public information endeavors, such as a website or technical assistance, can yield increased credit under other activities, as noted in Section 335.

Credit Criteria for PPI

For CRS credit, the Program for Public Information must be developed according to a seven-step planning and public involvement process, similar to the process credited under Activity 510 (Floodplain Management Planning). More guidance on the process can be found at www.CRSresources.org/300. Communities are also encouraged to ask questions and send draft documents to their ISO/CRS Specialist for review before the Program for Public Information is finalized.

There are seven steps to preparing a creditable Program for Public Information.

Step 1: Establish a Program for Public Information committee. The community's Program for Public Information must be developed by a committee of people from both inside and outside local government. The number of participants and their identities is determined by the community, but the committee must

- Meet at least twice: once to review the assessment (step 2) and once to review the Program for Public Information document before it is sent to the governing body (step 6). More meetings are recommended to ensure adequate input from the committee members;
- Comprise at least five people;
- Include one or more representatives from the community's floodplain management office;
- Include one or more representatives from the community's public information office, if there is one; and
- Have at least half of its members from outside the local government.

The criteria for the Program for Public Information committee is similar to the criteria for the planning committee credited under Activity 370 (Flood Insurance Promotion) and Activity 510 (Floodplain Management Planning). It is possible for the same committee to meet the credit criteria for all three activities. There is additional guidance on these committees at www.CRSresources.org/300.

A multi-jurisdictional committee can prepare a Program for Public Information for several communities that want to work together. To receive this credit,

- Each community wanting the credit must send at least two representatives to the regional committee,
- At least half of the community's representatives must be from outside the local government, and

- At least half of the representatives must attend ALL the meetings of the regional committee. In effect, there must be a quorum from each community. Remote attendance via a webinar that allows for everyone to talk is permissible. It is recommended that communities use existing committees, such as the floodplain management planning committee credited under Activity 510, when such organizations meet the above criteria.

Step 2: Assess the community's public information needs. There are four substeps to the needs assessment.

- (a) **Identify priority areas.** The first substep is to delineate different priority areas within the community, based on different flooding or development conditions. This may have been done as part of the community's floodplain management planning. The Program for Public Information needs to include a description of the different areas.

The CRS Community Self Assessment, described in Section 240, is an online tool that can help identify priority areas.

- (b) **Assess flood insurance coverage.** A flood insurance assessment is credited under Activity 370 (Flood Insurance Promotion). It is optional for PPI credit, but if the community wants to incorporate it into the Program for Public Information, it would go here. More information about the flood insurance assessment is found under Activity 370.
- (c) **Determine priority audiences.** Priority audiences are those people who need different types of flood hazard and flood protection information. They can be residents or businesses in the priority areas identified in the first substep, above, or they can be other groups of people with a similar flood exposure and need for the same information. Examples could be renters, non-English speakers, tourists or visitors, or driver's education classes. A list of the priority audiences and their information needs must be included in the Program for Public Information document.
- (d) **Inventory other public information efforts.** The assessment must also inventory existing public information and outreach efforts being conducted in the community. These must include projects done by the community and projects done by other agencies and organizations, such as utility companies, a flood control district, newspapers, the Red Cross, or environmental organizations. A list of these efforts and the subjects they cover must be included in the Program for Public Information document.

Step 3: Formulate messages. The public information messages needed for each priority audience are determined. The Program for Public Information committee identifies a desired outcome for each message.

The Program for Public Information committee is not limited to messages under the six CRS priority topics listed in Table 330-1. It can identify up to four additional messages for each priority audience.

Example.

The Program for Public Information assessment identifies the Roaring River as especially hazardous, so the committee selected the owners and residents of the Roaring River floodplain properties as a priority audience. It determines that more than one message about protecting lives are needed. The following four messages are decided on:

Message	Outreach Topic	Desired Outcome
"Your property is subject to a flash flood of the Roaring River."	1. Know your flood hazard	Roaring River floodplain residents take steps to protect themselves.
"Do not drive in a flooded area. Remember: Turn around, don't drown."	3. Protect people from the hazard	No cars (or their occupants) are lost in a flood.
"Flash floods can kill. As little as one foot of moving water can sweep people off their feet. Do not walk across a flooded area."	PPI message #7	Roaring River floodplain residents take the safest route to escape
"A long continuous blast of the fire siren is the warning for a flash flood. When you hear it, immediately walk uphill to high ground."	PPI message #8	Roaring River floodplain residents take the safest route to escape

The first two messages are credited under CRS priority topics 1 and 3. Because the next two messages are also messages about protecting people, they are identified as PPI messages #7 and #8. This provides additional credit for the additional messages. The community could receive credit for two more messages (#9 and #10) if it wanted to convey more messages under topics 1 or 3.

Different additional PPI messages #7 through #10 can be identified for different priority audiences.

Step 4: Identify outreach projects to convey the messages. The committee considers what media to use to deliver the identified messages to the priority audiences. This may include continuing or revising existing public information and outreach efforts that are already being conducted in the community. Step 4 must produce a list of specific projects and identify who is responsible for them and when they will be implemented. A multi-jurisdictional Program for Public Information must identify which communities benefit from each project.

The Program for Public Information can identify priority audiences for targeted projects in addition to those listed for OP and FRP credit. These can be people in a specific geographical area (e.g., downtown businesses, residents or tourists along the

coast, residents in an area where most people speak only Spanish, etc.) or a functional group (e.g., insurance agents, building contractors, drivers, etc.).

Step 5: Examine other public information initiatives. The Program for Public Information committee looks at other public information activities in addition to outreach projects. This could include how best to set up a website on flood protection (Activity 350), what technical assistance is needed throughout the community (Activity 360), or how to publicize flood protection services (Activities 320, 350, and 360). Additional credit is available under Activities 340, 350, 360, and 540 if the element is described in the Program for Public Information document with specific recommendations on how it should be conducted.

Step 6: Prepare the Program for Public Information document and adopt the Program for Public Information. The committee's work is recorded in a formal document. The Program for Public Information document and the annual report that evaluates the program can be stand-alone documents or they can be sections or chapters in a floodplain management or hazard mitigation plan. The document does not need to be a long, formal report. Much of the key information can be displayed in a spreadsheet, such as the example in Figure 330-2.

For multi-jurisdictional programs, the document must show which communities benefit from which projects. For example, an inland community would not benefit from a project oriented to beachfront property owners, but all communities would benefit from articles in a regional newspaper about flood insurance. This documentation may be in the form of a matrix or table included in, or attached to, the Program for Public Information document.

The PPI must be adopted by the community, through either

- Formal vote by the community's governing body, or
- Formal vote by another body that has the authority and funding to implement the Program for Public Information, such as a flood control district. If this option is used, the Program for Public Information document must still be provided to the community's governing body for informational purposes.

Step 7: Implement, monitor, and evaluate the program. The Program for Public Information committee meets at least annually to monitor the implementation of the outreach projects. The committee assesses whether the desired outcomes were achieved and what, if anything, should be changed. This work is described in an evaluation report that is prepared each year, sent to the governing body, and included in the annual recertification.

The community must update its Program for Public Information at least every five years. This can be a new document or an addendum to the existing document that updates the needs assessment and all sections that should be changed based on evaluations of the projects.

The Program for Public Information update will be reviewed for CRS credit according to the *Coordinator's Manual* currently in effect, not the version used when the community originally requested this credit. The update can qualify as the annual evaluation report for the year it was prepared. The updated Program for Public Information must be adopted following the same process as adoption of the original document.

Credit Points for PPI

$$\text{PPI} = \text{OPi} \times 0.40$$

AND/OR

$$\text{PPI} = \text{FRPi} \times 0.40$$

There is no credit for preparing and adopting a Program for Public Information. The credit is based on implementing the Program for Public Information's projects. PPI credit is a multiplier added to each outreach project credited under OP (OP#1, OP#2, etc.) and FRP (FRP#1, FRP#2, etc.) that are described in the Program for Public Information document and evaluated and revised annually by the Program for Public Information committee. There is no PPI bonus for projects that are not included in the Program for Public Information or for messages that are not the same message described in the Program for Public Information. (Such projects and messages can be credited under OP and FRP, but they would not get the PPI bonus.)

The application of the PPI points can be seen in the scoring example in Table 330-4. To ensure that it receives all the credit that is deserved, the community should label each project using the same identification that is used in the Program for Public Information (e.g., "OP#1," "FRP#2," etc.) and mark each project to indicate the credited messages.

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

Figure 330-2. Example spreadsheet for a Program for Public Information.

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

Figure 330-2 (cont.). Example spreadsheet for a Program for Public Information.

Documentation for PPI Provided by the Community

In addition to the materials provided for OP and FRP credit:

- (1) At the initial verification visit,
 - (a) A copy of the Program for Public Information document.
 - (b) Minutes of the meetings, sign-in sheets, or other documentation of the committee members' participation.
 - (c) Documentation that the Program for Public Information has been adopted by the community.
- (2) At each annual recertification,
 - (a) Documentation that the Program for Public Information document has been reviewed and adjusted annually. This is in the form of a report, table, or spreadsheet that summarizes each outreach project, what was done, and the outcomes.
 - (b) Minutes of the meetings, sign-in sheets, or other documentation of the committee members' participation in the annual review.
- (3) At subsequent verification visits when a Program for Public Information update is due,
 - (a) Documentation that the Program for Public Information document has been updated. This can be a new document or an addendum to the existing document that updates the needs assessment and all sections that should be changed based on evaluations of the projects. The update must be adopted following the same process as approval of the original document.
 - (b) Minutes of the meetings, sign-in sheets, or other documentation of the committee members' participation in the update.
 - (c) Documentation that the Program for Public Information update has been adopted by the community.

332.d. Stakeholder delivery (STK) (extra credit points)

STK is a 30% multiplier that increases the points for each project credited in elements OP and PPI that is delivered or otherwise endorsed by one or more stakeholder organizations. The maximum extra credit for STK is 50 points for outreach projects (OP). STK points do not apply to FRP projects or to projects not included in the Program for Public Information.

Research has shown that the credibility and visibility of outreach messages are enhanced if they are sent by numerous sources. Since most messages tend to come from the local government, extra credit is provided for messages that are clearly from stakeholders—someone or some group concerned with the community, but not a part of the local government.

Credit Criteria for STK

- (1) This credit is only available to communities with a Program for Public Information. The stakeholder organization or agency must be named in the Program for Public Information document and the associated projects, but the stakeholder does not need to be on the Program for Public Information committee.
- (2) A stakeholder can be any agency, organization, or person (other than the community itself) that supports the message. Stakeholders could be
 - An insurance company that publishes a brochure on flood insurance, even if it is set out at City Hall;
 - A local newspaper that publishes a flood or hurricane season supplement each year;
 - FEMA, if, for example, a FEMA brochure is used in a project;
 - Schools that implement outreach activities;
 - A local newspaper that publishes articles and editorials (although advertisements paid for by the community do not qualify for STK credit, unless other sponsors or supporters are named in the advertisement);
 - A neighborhood or civic association that sponsors and hosts a presentation by a community employee;
 - A utility company that includes pertinent articles in its monthly bills; or
 - Presentations made by state or FEMA staff at meetings held every year.
- (3) It needs to be clear that the message is coming from someone other than the community or is sponsored by or supported by the stakeholder. For example, when stencils are displayed on city storm drains, they send a message that appears to come from the city, even if the stencils were applied by a volunteer group. If the volunteer organization's name were in the message, however, then it would qualify for STK credit.

Credit Points for STK

STK = $OPI \times 0.30$, if the outreach project is delivered, sponsored, or otherwise publicly supported by a stakeholder entity

The application of the STK points can be seen in the scoring example in Table 330-4.

Documentation for STK Provided by the Community

All documentation needed for this element is supplied with the OP and PPI documentation. It should be made clear which projects are delivered by stakeholders and therefore warrant STK credit.

333 Impact Adjustment

There is no impact adjustment for this activity.

334 Credit Calculation

Credit is based on the number of messages, the type of projects, the number of times the messages are repeated, and the extra PPI and STK credit. This makes for a complicated scoring system, best done on a spreadsheet. A sample spreadsheet is shown in Table 330-4.

$c330 = cOP + cFRP$, where

$$cOP = \sum (OP\#1 + PPI\#1 + STK\#1) + (OP\#2 + PPI\#2 + STK\#2) + (OP\#3 + PPI\#3 + STK\#3) \dots$$

and

$$cFRP = \sum (FRP\#1 + PPI\#1) + (FRP\#2 + PPI\#2) \dots$$

Table 330-4. Scoring examples for PPI and STK.

Outreach Project	A Points for Type of Project	B # of Topics and PPI Messages ^a	C # of times Project Delivered each Year	(A x B x C) OP = Points per Message	PPI OP x 0.4	STK OP x 0.3	Total cOP = OP + PPI + STK
OP#1. FEMA brochures on flood insurance	1	1	1	1	0.40	0.30	1.70
OP#2. Local insurance agents advise their clients	2	1	1	2	0.80	0.60	3.40
OP#3. Presentations to five neighborhood associations	2	5 ^b	5	50	20.00	15.00	85.00
OP#4. The neighborhood association presentation on cable TV	2	5 ^b	1	10	4.00	3.00	17.00
OP#5. Mailing sent each year to residents of the SFHA	6	6 ^b	1	36	14.40		50.40
OP#6. Stencils on storm drains (over 40 locations)	2	1	5	10	4.00		14.00
OP#7. Meetings with home builders association	6 ^c	2	2	24	9.60		33.60
Total				133	50.00	53.20	205.10

a. Not to exceed one message under each of the six CRS priority topics

b. When the PPI added a 7th message, OP#3, OP#4, and OP#5 received more points for including the new message.

c. The PPI also identified building contractors as a priority audience. Because at least 50% of them attend the semi-annual meetings, OP#7 is now considered a targeted outreach project. This is not a simple change of numbers. To continue to receive this higher credit, the PPI committee must track progress towards the desired outcomes, evaluate and revise the project each year as needed, and include its findings in the annual report.

d. A spreadsheet in Microsoft Excel® is available to facilitate calculating the credit for OP, FRP, PPI, STK, and c330.

A spreadsheet in Microsoft Excel® is available to facilitate calculating the credit for all the elements and for c330.

The credit for each element cannot exceed the element's maximum points, and the total credit for Activity 330 cannot exceed 350 points.

335 For More Information

- a. Additional information, reference materials, and examples can be found at www.CRSresources.org/300.
- b. A spreadsheet in Microsoft Excel® is available to facilitate calculating the credit for OP, FRP, PPI, STK, and c330. "Outreach Project Credit Worksheets.xls" can be downloaded from www.CRSresources.org/300.
- c. d. Some state and local emergency management offices have training courses for public information officers. FEMA's Emergency Management Institute (EMI) offers public information officer courses. EMI courses are tuition free and travel stipends can often be obtained. For more information, contact your state emergency management agency's training officer.
- e. NFIP flyers, stuffers, and toolkits can be ordered and/or downloaded from <http://www.fema.gov/national-flood-insurance-program>.
- f. The American Red Cross has brochures that can be obtained in bulk, such as tear-sheet pads about flood preparedness and returning to a flooded building. "Preparedness Fast Facts" can be ordered from the Red Cross at www.redcross.org.

336 Related Activities under the Community Rating System

Several activities have publicity requirements that may be met with an outreach project that is credited under this activity. These include Activities 320 (Map Information Service) and 360 (Flood Protection Assistance); technical assistance (TA) under Activity 370 (Flood Insurance Promotion); and stream dumping regulations (SDR) under Activity 540 (Drainage System Maintenance). Outreach projects should be designed with these publicity needs in mind.

The three warning and response activities, Activity 610 (Flood Warning and Response), Activity 620 (Levees), and Activity 630 (Dams), have requirements for outreach projects that can be credited under OP.

A PPI should not be limited to outreach projects. It should look at all the activities a community can pursue to inform people and motivate them to protect life and property, buy insurance, and protect natural floodplain functions. The CRS credits other public information work in addition to that credited under Activity 330 (Outreach Projects). The

Coordinator's Manual provides extra credit in some activities, if they are included in the Program for Public Information:

- Activity 320 (Map Information Service): The priority messages identified in the PPI should be conveyed when inquiries are made. The PPI step 2, Needs Assessment, may identify areas that should be mapped and included in the map information service.
- Activity 340 (Hazard Disclosure): If real estate agencies are represented on the Program for Public Information committee and their disclosure practice(s) and informational brochures are reviewed in the Program for Public Information, then extra credit is provided.
- Activity 350 (Flood Protection Information): As with outreach projects, credit for the website (WEB) is based on the number of topics covered. If there is a Program for Public Information, the community can receive additional credit for covering up to 10 messages, instead of just six.
- Activity 360 (Flood Protection Assistance): The credits for the first three elements, property protection advice (PPA), advice after a site visit (PPV), and financial assistance advice (FAA), all can be increased if the services are reviewed and recommended in the Program for Public Information document.
- Activity 370 (Flood Insurance Promotion): It is recommended that the plan to improve insurance coverage be part of the Program for Public Information and be prepared by the same committee, provided that the committee meets the prerequisites for Activity 370 credit.
- Activity 510 (Floodplain Management Planning): Both element PPI and floodplain management planning (FMP) provide credit for having a committee. The same committee can fulfill both activities' credit criteria. The Program for Public Information can be a part of a floodplain management or hazard mitigation plan.
- Activity 540 (Drainage System Maintenance): An additional five points are available under SDR if the community's Program for Public Information reviewed and recommended how to publicize the regulations that prohibit dumping in streams and ditches.

NOTE: *To receive the extra PPI credit, these activities would need to be based on appropriate messages, which have desired outcomes discussed in the PPI. The activities would also need to be evaluated by the committee and reviewed in the annual report.*