

Village of Wellington, Florida

Program for Public Information (PPI)

Updated November 2024

Background

The Village of Wellington has developed a comprehensive outreach program over the years to educate the community concerning matters pertaining to floodplain management and to highlight the importance of flood mitigation to the community. This outreach has included active participation with other communities within Palm Beach County and input from volunteers and community stakeholders. With the implementation of the *2013 CRS Coordinator's Manual*, the Village of Wellington determined the importance of developing its own Program for Public Information, which was adopted on June 25, 2014 and which served the village well for five years. This report updates and builds upon the original.

In October 2003, the Village of Wellington qualified for the Community Rating System (CRS) Program. CRS is a component of the National Flood Insurance Program (NFIP). It provides reductions to flood insurance premiums for residents and businesses within 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. Since entrance into the CRS Program, the Village has prioritized the dissemination of flood-related information to its residents and businesses. Over the years, the Village has expanded this outreach to include, among other items, a community brochure mailed to all properties in the community and numerous outreach items using electronic media.

The Village of Wellington has emphasized not only the life and property protection components of floodplain management but also the natural and beneficial functions of floodplains and the maintenance of open space. Furthermore, it continues active compliance with the 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.

In 2019, the Village completed the first 5-year update of the Plan. The Village is pleased that its efforts to disseminate flood hazard information can not only prove beneficial to the Wellington community through mitigation of the hazardous effects of flooding, but they can also be beneficial in maximizing credit in the CRS program by conforming to the PPI standard outlined in the *2017 CRS Coordinator's Manual*.

PPI Committee

The Program for Public Information Committee is comprised of both key staff members from pertinent departments as well as community stakeholders representing pertinent professions in the village. Since this was a group that included busy professionals and leaders of the community, the meeting times were chosen to maximize participation. The meetings were held by Zoom. The PPI Committee members included three stakeholders and three Village staff members, one of whom is a Certified Floodplain Manager (CFM).

PPI Committee - Village of Wellington Stakeholders:

- **Mary Lou Bedford** represents the **business** community. Ms. Bedford is Chief Executive Officer of the Central Palm Beach County Chamber of Commerce.
- **Jeff Browning** represents **real estate** and **general contracting**. Mr Browning, a general contractor for 28 years, currently works as a real estate agent at Darrell Bowen Realty.

- **Charley Schick** represents the **insurance** profession. Mr. Schick is an insurance agent at Acrisure Insurance.

PPI Committee - Village of Wellington Staff:

- **Nicole Coates** represents **emergency management**. Ms. Coates is Director of Emergency Management and Public Safety.
- **Ashley Keilty, CFM**, represents **floodplain management and building**
- **Liz Nunez** represents **public information**. Ms. Nunez is Public Information Officer for the Village.

Additional Village staff member Matt Mills added insight and expertise during the first meeting but did not serve as a committee member.

Assessment of Public Information Needs

The Committee’s first meeting was held on September 30, 2024, and a follow-up meeting was held October 22, 2024. Following a brief introduction concerning the requirements of the CRS program to update community PPIs every five years, the Committee began by assessing the community’s public information needs.

The Committee agreed that some messages are and should continue to be disseminated to the entire community. An assessment of flood insurance coverage will be highlighted later in this PPI. The Committee confirms the need for increased advisement of the flood hazard throughout the community. However, it was understood that the whole community does not fit the CRS definition of a target area. After reviewing the target areas & audiences identified in the 2019 PPI and assessing recent local needs the Committee identified additional target audiences and refined some existing ones.

Target Areas:

1. Target audience #1: Residents and Businesses within the Special Flood Hazard Area: The targeting of only those located within the floodplain was determined to be appropriate. There are a total of 1,183 buildings currently located in the floodplain.
2. Target audience #2: Residents within the Repetitive Loss Area: The village currently has zero repetitive loss properties, but previously had two, and could potentially have more in the future. Should this happen, the repetitive loss areas surrounding these properties will be designated by the PPI Committee for a target area. A special outreach project, entailing an advisement to the property owners in these areas was one targeted public information project will be completed annually.

While there are areas within the village that exhibit street flooding during times of intense rainfall, the village fortunately does not have other areas that customarily sustain property damage resulting from flooding.

Target Audiences:

The Committee recognized several target audiences, other than those characterized by target areas, that need flood hazard and flood protection information.

3. Target audience #3: Equestrian Community: One rather unique segment of the village is the equestrian community. Certain messages need to be crafted to speak to this group’s specific concerns.
4. Target audience #4: Business Community: The business community stands to be significantly impacted in the event of flooding. The fact that one of the PPI Committee

stakeholders, Mary Lou Benton, currently serves as Chamber of Commerce Chief Executive Officer accentuated the strategic choice of this target audience.

5. Target audience #5: Real Estate Companies: Of all businesses, these are among the most integrally connected with flooding risks and need to be advised of important matters pertaining to flooding. Additionally, these companies serve as reliable sources of information for their clients and customers.
6. Target audience #6: Homeowner Associations: With a total of 127 homeowner associations in the village, this group forms a significant population that can benefit from flood hazard information. The project to this group will include sending the Village's flood hazard brochure by email.
7. Target audience #7: Village's Facebook and Social Media Followers: Over the years the Village has built a substantial following on Facebook, X (formerly Twitter), Instagram and NextDoor. Committee member Liz Nunes, Communication Manager, will ensure that messages pertaining to flood mitigation are included often in social media posts.
8. Target audience #8: Wellington Senior Program Participants: Because seniors are often among the most vulnerable populations in flood events, and because the Wellington Senior Program includes a significant number of the senior population, this was deemed to be an appropriate target audience. Among other outreaches, the Village distributes the *Primetime* newsletter to seniors in the community.
9. Target audience #9: Neighborhood Watch Groups: The individuals that participate in neighborhood watches tend to be proactive and engaged. The Committee considers it an effective strategy to tap into this group, encouraging the members to be aware of and responsive to flooding. Nicole Coates, Committee member and Emergency Management Director, maintains of list of these groups.
10. Target audience #9: Lenders: Of all businesses, along with real estate and insurance companies, these are among the most integrally connected with flooding risks and need to be advised of important matters pertaining to flooding. Additionally, these companies serve as reliable sources of information for their clients and customers.
11. Target audience #9: Insurance Companies: Of all businesses, these are likely the most integrally connected with flooding risks and need to be advised of important matters pertaining to flooding. Additionally, these companies serve as reliable sources of information for their clients and customers.
12. Target audience #9: Wellington Garden Club Members: The individuals that participate in the local Garden Club tend to be proactive and engaged. The Committee considers it an effective strategy to tap into this group, encouraging the members to be aware of and responsive to flooding.
13. Target audience #9: Parks & Recreation Program Participants: The individuals that participate in Parks & Recreation programs tend to be proactive and engaged. The Committee considers it an effective strategy to tap into this group, encouraging the members to be aware of and responsive to flooding.
14. Target audience #9: Contractors Seeking Permits: As contractors are usually the ones seeking permits on behalf of residents, the Committee identified them as an audience that would benefit from flood-related information, especially information related to property protection and responsible building. Additionally, outreach could easily be disseminated to this audience in tandem with communication already being sent as part of the permit application and approval process.

The designation of “target audiences” was intended to assist the Village in its determination to focus upon strategic audiences that may prove to make the communication efforts as effective as possible.

Other Public Information Efforts

Table 1 is a summary of other public information efforts, many of which are undertaken by agencies other than those under the direction of the village government.

Table 1. Other Public Information Efforts			
Organization	Project	Subject Matter	Frequency
Wellington Channel 18	Short PSAs explaining stormwater and flooding	Proper landscaping to avoid drainage obstructions, Swale integrity, Illegal Dumping	Year-round
Chamber of Commerce	Handouts, brochures and discussion at member meetings	Various flood-related topics	Quarterly
Village of Wellington	Handouts and brochures at various locations	Various flood-related topics	Year-round
Village Public Information Office	Social media messages	Various flood-related topics	Year-round
	eNewsletters	Various flood-related topics	Year-round
	Press releases	Various flood-related topics	As needed
	Website	Various flood-related topics	Year-round
Village Building Department	Map inquiry service	Flood hazard areas, insurance 101, flood protection	Year-round
Village Public Works	MS4 Projects, Swale and Canal Maintenance, Illegal Dumping Signage	Take care of your storm drain Protect water quality, no illegal dumping	Year round
Village Utilities Department	Billing mailings	Mitigate Flood Damage, Flood Insurance	Once A Year
	Post card message	Protect storm water and prevent flooding	Once A Year
South Florida Water Management District	Website	Flood protection programs	Year-round
Insurance agencies	Handouts on flood insurance	Flood insurance	As needed
Neighborhood Network - Homeowners Associations	E-mail outreach to neighborhood associations	Various flood-related topics	Quarterly
Regional network TV and radio stations	FloodSmart commercials	Be prepared Get flood Insurance	Year-round

The Committee recognizes the benefit of utilizing stakeholders to disseminate information. The Chamber of Commerce Committee can be a particularly effective means of outreach.

Topics, Messages and Outcomes

After assessing the Community’s flooding information needs, the PPI Committee identified the following topics and priority messages for the 2024 PPI. Each message has a desired, measurable, outcome, as shown in Table 2.

Table 2. Topics, Messages and Outcomes		
Topic	Message	Outcome
1. Know your flood hazard	1a. To find out if your property is located in a flood zone, please call (561) 791-4000. 1b. To find out in which flood zone a property is located, and if it is vulnerable to stormwater drainage problems or has had multiple flood insurance claims filed in the area, and if it is in an area with natural floodplain functions that should be protected, please call (561) 791-4000.	More calls requesting flood zone determinations
2. Insure your property for flood hazard	2a. To find out more about flood insurance, contact your insurance agent. 2b. Don't wait until a storm threatens before you obtain the flood insurance coverage you need. Most policies require a 30-day waiting period. 2c. You can also call the Village Hall at (561) 791-4000 for flood insurance advice. 2d. Always contact your agent before submitting a claim. 2e. Flood insurance is available to everyone in the Village of Wellington, whether your property is in a high flood risk zone or not. In fact, over 20% of flood insurance claims are filed for buildings that are in lower risk flood zones.	Increase in the number of flood insurance policies in the community
3. Protect people from the hazard	3a. Do not walk or drive through flowing water. 3b. Protect yourself from flood hazards by taking measures to ensure the safety of life. 3c. Turn Around, Don't Drown!	Fewer water rescues and police citations for ignoring barricades
4. Protect your property from the hazard	4a. To speak to Building Department staff about flood protection advice and assistance, please call (561) 791-4000. 4b. As a storm approaches, be sure the storm drains in your community are clear of obstructions and debris.	Reduced property loss due to flooding
5. Build responsibly	5. If you suspect illegal floodplain development, please call (561) 753-2430.	Reduced number of building department citations
6. Protect natural floodplain functions	6a. Maintain open space and conservation areas to support natural floodplain functions. 6b. Only rain down the drain! 6c. Dumping of any material into drainage systems and into or adjacent to village waterways is prohibited. Please report illicit dumping and observed canal obstructions to the Public Works Department at (561) 791-4000. The vigilance of residents is a critical element in identifying potential drainage problems.	Maintenance or increase in Open Space acreage in floodplain
7. Be prepared for hurricanes	Protect yourself from flood hazards by taking measures to ensure safety before, during and after the storm.	Reduced property loss from hurricanes
8. Maintain your storm drains	Practice good drainage maintenance by keeping grass clipping and other debris out of stormwater drainage systems.	Reduced street flooding events caused by clogged storm drains
9. Drive responsibly in flood events	Do not drive through a flooded area.	Fewer stranded cars in flood events
10. Take advantage of broadcasts	During an emergency tune to: Wellington TV – Comcast 18 – AT&T 99.	Increased awareness of and response to storm warnings and recovery

Other Public Information Initiatives

- **Activity 310 (Elevation Certificates):** The availability of elevation certificates will continue to be advertised in the Village email newsletter, on the Village website and advertised in the Village flood hazard brochure at least annually.
- **Activity 320 (Map Information Service):** This service continues to be offered. This service can be advertised in the Village flood hazard brochure at least annually and on the Village website.
- **Activity 340 (Hazard Disclosure):** The Committee recommends plaques be placed at various real estate offices advising the consideration of flood hazard disclosure.
- **Activity 350 (Flood Protection Information):** The PPI Committee noted that the Village has an informative website which, upon completion, should cover all of the 10 messages chosen by the committee. The website should be updated to maximize CRS credit in this item. FEMA publications and locally pertinent documents are cataloged at the Palm Beach County Public Library.
- **Activity 360 (Flood Protection Assistance):** The Village should continue to offer these services to the community and should advertise the services, including site visits, in the flood hazard brochure at least annually and on the Village website.
- **Activity 370 (Flood Insurance Promotion)** The Village will offer advice on flood insurance, which will be advertised in the Village's flood brochure that will be mailed with a utility bill annually, and on the website.
- **Activity 540 (Drainage System Maintenance):** The "no dumping" regulations should continue to be advertised in the newsletter and on social media, at least annually and on the Village website, and in the Village flood hazard brochure at least annually.
- **Activity 610 (Flood Warning and Response):** Flood warning and safety information will be advertised to the entire community in the Village flood hazard brochure at least annually and included on the Village website and social media.

Electronic Publicity Options

It is noted that effective communications are increasingly conveyed through electronic, rather than through printed, media. This trend is clear and growing. In light of this movement from print to electronic media, the committee recommends the primary media used by the Village for publicity of all required elements be electronic.

Not only does this recommendation result from considerations of effectiveness and efficiency, but there is also an economic component. The printing and postal costs for mailing hard copies of flood-related materials to the buildings in the community is expensive. The committee recommends electronic formats, such as emails, social media, website, television, radio and news feeds be the primary means used to publicize the required elements in the CRS program.

When feasible and appropriate, the following electronic-based media should be utilized for each one of the publicity requirements:

- Website Email blasts
- eNewsletters
- Social media
- Government Access TV Channel
- Online permitting system

In essence, the PPI Committee proposes the replacement of one annual printed publicity with numerous messages disseminated through numerous electronic media platforms. With the continuing movement in the 21st Century from the printed to the electronic media, the PPI Committee has determined that this new approach makes sense from the perspectives of effectiveness, efficiency, and economy.

The PPI Committee recommends this publicity strategy be utilized for all required publicity elements in the CRS program, including:

- Activity 310 – Elevation Certificates
- Activity 320 – Map Information Services
- Activity 360 – Flood Protection Assistance
 - Property protection advice (PPA)
 - Protection advice provided after a site visit (PPV)
- Activity 610 – Flood Warning and Response
- Activity 370 – Flood Insurance Promotion
- Activity 540 – Drainage System Maintenance

Projects and Initiatives

The PPI Committee identified 28 projects and initiatives that would be implemented during 2024. These are organized by target audience and messages in Table 5.

Flood Response Preparations

In addition to projects that are implemented every year, the PPI Committee recommends projects that will be implemented before, during and after a flood. These projects are ready for reproduction and dissemination after a flood warning. The FRP that was originally developed in 2014, then was revised in 2019 and updated in 2024, is approved for future use. These projects are briefly described in this PPI in Table 6.

Implementation, Monitoring and Evaluation

The various responsible parties listed in Table 5 will begin immediate implementation of the projects included in the PPI. The CRS Coordinator will monitor the projects as they are developed, as well as their results. He/she will record inputs from PPI Committee members and suggestions from other Village employees and stakeholders participating in the activities.

The PPI Committee will meet at least once 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 Village offices and the stakeholders who implement projects whether the projects should be changed or discontinued. The evaluation will be recorded in an annual report and submitted to the Village Council. The outcomes and revisions will be submitted as part of the Village's annual recertification package to the Community Rating System. A review and evaluation of the Flood Insurance Promotion component of the PPI will be included in this document.

Flood Insurance Promotion

In addition to serving as the Village’s Program for Public Information Committee, the members chose to function also as its Flood Insurance Promotion Committee. The committee was structured with this purpose in mind; all CRS committee membership requirements are met.

Flood Insurance Coverage Assessment:

Tables 3 and 4 provided helpful information to assess the Village’s flood insurance coverage.

Table 3: Flood Insurance Coverage by Flood Zone

Insurance Zone							
As of 10/02/2024							
Community:		WELLINGTON, VILLAGE OF			State:		FLORIDA
County:		PALM BEACH COUNTY			CID:		125157
Overview	Occupancy	Zone	Pre/Post FIRM				
		Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
A01-30 & AE Zones		49	\$26,541	\$16,470,000	0	\$0.00	\$0.00
A Zones		0	\$0	\$0	0	\$0.00	\$0.00
AO Zones		12	\$10,340	\$4,507,000	1	\$0.00	\$225.00
AH Zones		0	\$0	\$0	0	\$0.00	\$0.00
AR Zones		0	\$0	\$0	0	\$0.00	\$0.00
A99 Zones		0	\$0	\$0	0	\$0.00	\$0.00
V01-30 & VE Zones		0	\$0	\$0	0	\$0.00	\$0.00
V Zones		0	\$0	\$0	0	\$0.00	\$0.00
D Zones		0	\$0	\$0	0	\$0.00	\$0.00
B, C & X Zone							
Standard		1,712	\$874,663	\$579,107,000	5	\$104,109.24	\$4,570.00
Preferred		0	\$0	\$0	55	\$138,345.20	\$33,625.00
Total		1,773	\$911,544	\$600,084,000	61	\$242,454.44	\$38,420.00

Table 4: Flood Insurance Coverage by Occupancy

Insurance Occupancy							
As of 10/02/2024							
Community:		WELLINGTON, VILLAGE OF			State:		FLORIDA
County:		PALM BEACH COUNTY			CID:		125157
Overview	Occupancy	Zone	Pre/Post FIRM				
		Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
Single Family		1,652	\$836,128	\$552,770,000	63	\$141,668.94	\$36,065.00
2-4 Family		66	\$16,794	\$16,698,000	2	\$0.00	\$670.00
All Other Residential		55	\$18,421	\$16,286,000	0	\$0.00	\$0.00
Non Residential		94	\$77,861	\$46,852,000	3	\$102,744.01	\$3,770.00
Total		1,867	\$949,204	\$632,606,000	68	\$244,412.95	\$40,505.00
		Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
Condo		116	\$25,866	\$28,371,000	0	\$0.00	\$0.00
Non Condo		1,751	\$923,338	\$604,235,000	68	\$244,412.95	\$40,505.00
Total		1,867	\$949,204	\$632,606,000	68	\$244,412.95	\$40,505.00

Based upon the data in the previous tables and the knowledge of the committee members, the following are some of the assessments made:

- As a community, the percentage of properties that carry flood insurance is low. Out of a total of 29,000 buildings in the community, there are only 1,867 policies in force. Because a property often has both a policy for its building and one for contents, this number is especially low.
- Some areas have scores of buildings but none with any flood insurance whatsoever.
- The percentage of property owners that carry flood insurance *within* the special flood hazard area is significantly lower than the community as a whole. While there are only 61 policies within the SFHA, there are 1,712 standard X Zone policies.
- All but one of the closed paid claims was for properties outside SFHA
- Owners of multi-acre properties are more likely to carry flood insurance than owners of smaller properties.
- Typically, the number of properties with building coverage is comparable to the number of properties carrying contents coverage.
- Single family residences account for by far the most insurance policies (nearly 90%), while condominiums account for less than 1% of the total policies.
- Because Wellington is a community whose members are typically of a higher socioeconomic status, it was proposed that one reason for the relatively low insurance coverage was the fact that many homeowners within the flood zones do not have mortgages and are thus not required by lending institutions to purchase flood insurance.
- Another reason for the relatively low flood insurance coverage is the fact that this community has been built to withstand flooding. The early developers claim to have raised typical properties with four feet of fill to protect the buildings from flooding.
- The fact that all previous repetitive loss properties have been mitigated and only 68 flood insurance claims have been paid in the village's history indicates that the Village of Wellington is not as vulnerable to flooding as many other South Florida communities.

Narrative Summary

Based upon this analysis, it is clear that the number of flood insurance policies is relatively small in the Wellington community. Accordingly, the committee suggested that one key message that should be prioritized in its outreach is the importance of flood insurance. This message can hopefully serve to increase flood insurance coverage throughout the community. There is no specific area that the committee has identified for particular attention. Rather, it is clear that the whole community could benefit from increased participation in the securing of flood insurance. Improvements should include all of the items below:

- Increasing the number of buildings insured
- Increasing the number of properties with contents coverage
- Increasing the number of rental properties with contents coverage.

Coverage Improvement Plan:

Because the Village has elected to incorporate its coverage improvement plan together with its PPI, most of the required elements for the plan have already been covered in the previous pages of this report.

Identification of Target Areas and Target Audiences

Unlike many communities, the Village of Wellington does not have many areas whose properties are subject to flooding. The committee elected to follow the recommendations of the PPI to guide the target areas for flood insurance promotion. In like manner, the committee chose the same target areas and audiences. These target groups are listed below:

1. Target area #1: Residents and businesses within the Special Flood Hazard Area
2. Target area #2: Residents within the Repetitive Loss Areas
3. Target audience #3: Equestrian community
4. Target audience #4: Business community
5. Target audience #5: Real estate companies
6. Target audience #6: Homeowner associations
7. Target audience #7: Village's Facebook and Social Media Followers
8. Target audience #8: Wellington Senior Club
9. Target audience #9: Neighborhood Watch Groups
10. Target audience #10: Lenders
11. Target audience #11: Insurance companies
12. Target audience #12: Wellington Garden Club members
13. Target audience #13: Parks & Recreation Program participants
14. Target audience #14: Outreach to contractors seeking permits

Additionally, in order to counter the misperception that "low risk zones" are "no risk zones" and in an effort to encourage residents and property managers outside the SFHA to purchase or maintain flood insurance coverage, even when it is not mandated, the Committee agreed to target two additional audiences with messages specific to flood insurance coverage:

15. Target area #15: Residents and businesses outside the SFHA
16. Target audience #16: Property Managers

In addition to the activities already identified in the previous sections of this PPI document, there are other activities already being implemented to promote flood insurance. Insurance agents typically do promote the purchase of flood insurance. There are typically informative brochures in local offices, and there are incentives to provide flood insurance. Additionally, this community receives FloodSmart commercials on television.

Projects Designed to Increase Flood Insurance Participation

Though the PPI includes all the projects specified in the coverage improvement plan, the following projects can be highlighted

1. Letter from Mayor: One key component of the coverage improvement plan is the letter from the Mayor to all properties in the Village encouraging residents and businesses to consider purchase of flood insurance. This activity has been done annually and will continue to be done. Its effectiveness has been demonstrated by the fact that before its implementation in 2014, there were only 695 flood insurance policies in the village. Now there are 3,531 policies, representing an increase of approximately 400%.
2. Outreach to property owners in Target Areas: The committee determined that perhaps the ones who need the message of flood insurance promotion most are the ones most vulnerable to flooding. These will be recipients of several outreach projects.
3. Social media postings: Because the Village of Wellington has developed effective social media capabilities, this will be implemented to get the flood insurance promotion message out.
4. Insurance-specific Stakeholder meetings: The Committee agreed that leveraging the influence and ability of local stakeholders to disseminate insurance specific information to their professional associations and at their previously scheduled stakeholder meetings can be an effective way to increase awareness among local industries and sectors most affected by flood risk.
5. Insurance Town Hall: The Village staff members of the Committee expressed a willingness to implement an insurance specific Town Hall for residents and incorporate insurance specific presentations into existing Village outreach events and meetings.
6. Testimonials: In an effort to most effectively communicate the fact that homeowner's insurance does not always cover water damage (no matter the source) the Committee agreed that incorporating testimonials and case stories into outreach could be especially effective. FEMA makes videos containing these types of testimonials available on YouTube, which could be shared via various forms of electronic outreach.

Technical Assistance

The Village is committed to providing technical assistance pertaining to advising people who have questions about flood insurance. This service continues to be advertised to the entire community in the community's Flood Hazard Brochure.

Adoption

This document will become effective when it is adopted by the Village Council, which is anticipated on December 10, 2024.

Table 5. PPI Projects and Initiatives

Outreach Projects (OP)							
Outreach Project #	Target	Message(s) (See Table 3)	Outcome (See Table 3)	Project	Assignment	Schedule	Stakeholder
OP #1	Repetitive Loss Areas	1 – 5; 7 - 10	1 – 5; 7 - 10	RLA Outreach Project	CRS Coordinator	May	
OP #2	Homeowner Associations	1 – 5; 7 - 10	1 – 5; 7 - 10	HOA Email	CRS Coordinator	June	
OP #2		2	2	Flood Promo Letter from Mayor	CRS Coordinator	May	
OP #4		1 – 5; 7 - 10	1 – 5; 7 - 10	Flood brochure w/Utility bill	CRS Coordinator	May	
OP #5		2	2	Insurance Checkup video	CRS Coordinator	Annually	
OP #6	Social Media Followers	1 - 10	1 - 10	Social media posts	Communications Manager	May	
OP #7	SFHA	1 – 5; 7 - 10	1 – 5; 7 - 10	SFHA Letter	CRS Coordinator	At least annually	
OP #8		2,7	2,7	Social media posts	Communications Manager	May - November	
OP #9		3,7	3,7	Social media posts	Chamber of Commerce	Continually	Chamber of Commerce
OP #10		10	10	Social media posts	Emergency Management Division	Immediately following storm event	
OP #11		1 - 10	1 - 10	Radio – 1680 AM	Emergency Management Division	Year-round	
OP #12		6	6	Publications concerning natural and beneficial functions of floodplains	Environmental Division	Year-round	
OP #13		1 - 4, 7, 9	1 - 4, 7, 9	Locally produced TV shows and public service announcements	Palm Beach County Division of Emergency Management	Year-round	Palm Beach County Division of Emergency Management
OP #14		3, 7, 9	3, 7, 9	Alert Wellington	Communications Manager	Year-round	
OP #15		4	4	Flood protection advice	Building Division	Year-round	
OP #16		4	4	On-site property-specific flood protection advice	Building Division	Year-round	
OP #17		2 - 4, 7,10	2 - 4, 7, 10	Wellington Hurricane Survival Guide	Communications Manager	May	
OP #18		2	2	Distribution of letter from Mayor	CRS Coordinator	June	
OP #19	Realtors	1 – 5; 7 - 10	1 – 5; 7 - 10	Email	CRS Coordinator	May - November	Chamber of Commerce
OP #20	Lenders	1 – 5; 7 - 10	1 – 5; 7 - 10	Email	CRS Coordinator	May - November	Chamber of Commerce
OP #21	Insurance Agents	1 – 5; 7 - 10	1 – 5; 7 - 10	Email	CRS Coordinator	May - November	Chamber of Commerce

Table 5. PPI Projects and Initiatives							
Outreach Projects (OP)							
Outreach Project #	Target	Message(s) (See Table 3)	Outcome (See Table 3)	Project	Assignment	Schedule	Stakeholder
OP #22	Equestrian community	1 – 5; 7 - 10	1 – 5; 7 - 10	Distribution of letter with brochure	CRS Coordinator	May	
OP #23	Wellington Senior Club	1 – 5; 7 - 10	1 – 5; 7 - 10	Distribution of letter with brochure	CRS Coordinator	May	
OP #24	Neighborhood Watch Groups	1 – 5; 7 - 10	1 – 5; 7 - 10	Distribution of letter with brochure	CRS Coordinator	May	
OP #25	Business Community	1 – 5; 7 - 10	1 – 5; 7 - 10	Distribution of email with brochure	CRS Coordinator	May	Chamber of Commerce
OP #26	Garden Club Members	1-10	1-10	Presentations & Flood Brochure	CRS Coordinator	May	
OP #27	Parks & Rec Program Participants	1-10	1-10	Presentations & Flood Brochure	CRS Coordinator	May	
OP #28	Contractors	1-6, 8	1-6	Messaging through business tax licensing and permitting system	CRS Coordinator	May	

Table 6. FRP Projects							
Flood Response Preparation (FRP) Outreach Projects							
FRP Number	Target Audience	Message(s) (See Table 3)	Outcome (See Table 3)	Project	Assignment	Schedule	Stakeholder
FRP#1	N/A	3	3	Facebook PSAs	Emergency Management Planning Chief	Before the storm	N/A
FRP #2	N/A	3, 4	3, 4	Other Social Media PSAs	Emergency Management Planning Chief	Before the storm	N/A
FRP #3	N/A	2, 3, 4, 10	2, 3, 4, 10	Email PSAs	Emergency Management Planning Chief	Before the storm	N/A
FRP #4	N/A	2, 3, 10	2, 3, 10	Brochure handouts	Emergency Management Planning Chief	Before the storm	N/A
FRP #5	N/A	3, 4	3, 4	TV/ Radio PSAs	Emergency Management Planning Chief	Before the storm	N/A
FRP #6	N/A	3, 4	3, 4	Reverse 911 messages	Emergency Management Planning Chief	Before the storm	N/A
FRP #7	N/A	3, 4, 7, 10	3, 4, 7, 10	Newspaper PSAs	Emergency Management Planning Chief	Before the storm	N/A
FRP#8	N/A	1, 3, 4, 7	1, 3, 4, 7	EOC communications	Emergency Management Planning Chief	Before the storm	N/A
FRP#9	N/A	3	3	Facebook PSAs	Emergency Management Planning Chief	During the storm	N/A
FRP#10	N/A	3	3	Other Social Media PSAs	Emergency Management Planning Chief	During the storm	N/A
FRP#11	N/A	3	3	Email PSAs	Emergency Management Planning Chief	During the storm	N/A

Table 6. FRP Projects							
Flood Response Preparation (FRP) Outreach Projects							
FRP Number	Target Audience	Message(s) (See Table 3)	Outcome (See Table 3)	Project	Assignment	Schedule	Stakeholder
FRP#12	N/A	3	3	Brochure handouts	Emergency Management Planning Chief	During the storm	N/A
FRP#13	N/A	3	3	TV/ Radio PSAs	Emergency Management Planning Chief	During the storm	N/A
FRP#14	N/A	3	3	Reverse 911 messages	Emergency Management Planning Chief	During the storm	N/A
FRP#15	N/A			Newspaper PSAs	Emergency Management Planning Chief	During the storm	N/A
FRP#16	N/A			EOC communications	Emergency Management Planning Chief	During the storm	N/A
FRP#17	N/A	2, 3, 4, 5, 10	2, 3, 4, 5, 10	Facebook PSAs	Emergency Management Planning Chief	After the storm	N/A
FRP#18	N/A			Other Social Media PSAs	Emergency Management Planning Chief	After the storm	N/A
FRP#19	N/A	2, 3, 4, 5, 10	2, 3, 4, 5, 10	Email PSAs	Emergency Management Planning Chief	After the storm	N/A
FRP#20	N/A			Brochure handouts	Emergency Management Planning Chief	After the storm	N/A
FRP#21	N/A	10	10	TV/ Radio PSAs	Emergency Management Planning Chief	After the storm	N/A
FRP#23	N/A			Newspaper PSAs	Emergency Management Planning Chief	After the storm	N/A
FRP#24	N/A	1 – 5, 10	1 – 5, 10	EOC communications	Emergency Management Planning Chief	After the storm	N/A