

**Village of Wellington, Florida**  
**Program for Public Information (PPI)**  
**Updated August 2019**

**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.

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 at Village Hall. The PPI Committee members included three stakeholders and three Village staff members, two of whom are Certified Floodplain Managers.

**PPI Committee - Village of Wellington Stakeholders:**

**Mary Lou Bedford**, representing the **business** community. Ms. Bedford is Chief Executive Officer of the Central Palm Beach County Chamber of Commerce.

**Beulah Douglas**, representing the **insurance** profession in the Village of Wellington. Ms. Douglas is Commercial Account Manager for R. V. Johnson Insurance.

**Miguel Muniz**, representing the **banking** profession in the Village of Wellington. Mr. Muniz is Retail Mortgage Branch Manager, with Cornerstone Home Lending.

**PPI Committee - Village of Wellington Staff:**

**Nicole Coates**, representing **emergency management**. Ms. Coates is Director of Emergency Management and Public Safety.

**David Feliciano**, representing **public information**. Mr. Feliciano is Communications Manager for the Village.

**Matt Mills, CBO, CFM**, representing **floodplain management and building**.



Pictured left to right: Beulah Douglas, Nicole Coates, David Feliciano, Otto Feliz, Jacek Tomasik and Matt Mills  
Not pictured: Mary Lou Bedford and Miguel Muniz

Additional Village staff members, Jacek Tomasik and Otto Feliz, added insight and expertise in both meetings but did not serve as committee members.

### **Assessment of Public Information Needs**

The Committee's first meeting was held on July 9, 2019. Following a brief introduction concerning the requirements of the CRS program to update community PPIs with every verification visit, 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.

#### *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 has only two repetitive loss properties. These properties have been identified and the repetitive loss areas surrounding the properties were 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 that is 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.
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5. Target audience #5: Real estate, lending and insurance companies: Of all businesses, these are the most integrally connected with flooding risks and need to be advised of important matters pertaining to flooding.
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 Twitter Followers: Over the years the Village has built a substantial following on Facebook and Twitter. Committee member David Feliciano, Communication Manager, will ensure that messages pertaining to flood mitigation are included often in posts and tweets.
8. Target audience #8: Wellington Senior Club: Because seniors are often among the most vulnerable populations in flood events, and because the Wellington Senior Club 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.

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.

<b>Table 1. Other Public Information Efforts</b>			
<b>Organization</b>	<b>Project</b>	<b>Subject Matter</b>	<b>Frequency</b>
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	Facebook and Twitter messages	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	Flood insurance	As needed
Neighborhood Network - Homeowners Associations	E-mail outreach to neighborhood	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 2019 PPI. Each message has a desired, measurable, outcome, as shown in Table 2.

<b>Table 2. Topics, Messages and Outcomes</b>		
<b>Topic</b>	<b>Message</b>	<b>Outcome</b>
1. Know your flood hazard	1.To find out if your property is located in a flood zone, 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.	Increase in the number of flood insurance policies in the community
3. Protect people from the hazard	3a.Do not walk through flowing water. 3b.Protect yourself from flood hazards by taking measures to ensure the safety of life.	Fewer water rescues and police citations for ignoring barricades

4. Protect your property from the hazard	To speak to Building Department staff about flood protection advice and assistance, please call (561) 791-4000.	Reduced property loss due to flooding
5. Build responsibly	If you suspect illegal floodplain development, please call (561) 753-2430.	Reduced number of building department citations
6. Protect natural floodplain functions	<i>Maintain open space and conservation areas to support natural floodplain functions.</i>	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
<b>9. Drive responsibly in flood events</b>	Do not drive through a flooded area.	Fewer stranded cars in flood events
<b>10. Take advantage of broadcasts</b>	During an emergency tune to: Wellington TV – Comcast 18 – AT&T 99.	Increased awareness of and response to storm warnings and recovery

### **Projects and Initiatives**

The PPI Committee identified 33 projects and initiatives that would be implemented during 2013. 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 has been revised in 2019 and is approved for future use. These projects are briefly described in this PPI at the end of Table 5.

### **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 City'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 city's flood insurance coverage.

Table 3: Flood Insurance Coverage by Flood Zone

#### **Insurance Zone**

As of 05/31/2019

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	38	\$25,469	\$11,135,800	0	\$0.00	\$0.00
A Zones	1	\$851	\$250,000	0	\$0.00	\$0.00
AO Zones	272	\$128,086	\$81,755,600	0	\$0.00	\$0.00
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	47	\$33,957	\$15,003,500	1	\$1,365.23	\$275.00
Preferred	3,173	\$1,246,427	\$1,052,499,000	7	\$40,388.32	\$5,710.00
Total	3,531	\$1,434,790	\$1,160,643,900	8	\$41,753.55	\$5,985.00

Table 4: Flood Insurance Coverage by Occupancy

#### **Insurance Occupancy**

As of 05/31/2019

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	3,176	\$1,191,245	\$1,042,565,000	8	\$41,753.55	\$5,985.00
2-4 Family	166	\$47,531	\$36,623,500	0	\$0.00	\$0.00
All Other Residential	39	\$18,842	\$11,332,900	0	\$0.00	\$0.00
Non Residential	150	\$177,172	\$70,122,500	0	\$0.00	\$0.00
Total	3,531	\$1,434,790	\$1,160,643,900	8	\$41,753.55	\$5,985.00

	Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
Condo	194	\$53,864	\$40,659,200	0	\$0.00	\$0.00
Non Condo	3,337	\$1,380,926	\$1,119,984,700	8	\$41,753.55	\$5,985.00
Total	3,531	\$1,434,790	\$1,160,643,900	8	\$41,753.55	\$5,985.00

Based upon the data shown above and the knowledge of the committee members, following are some of the assessments made:

- On November 5, 2017, Palm Beach County and its municipalities adopted new flood insurance rate maps (FIRMs). Accordingly, some of the information shown in the data table is not current. For example, though Table 3 indicates that there are 272 policies in AO Zones, there are no AO Zones remaining in the village. Furthermore, the size of the village's special flood hazard area has decreased very considerably, as a result of the new maps.
- 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 3,531 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 311 policies within the SFHA, there are 3,173 Preferred Risk Policies and 47 standard X Zone policies.
- 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 residencies account for by far the most insurance policies (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.
- There are only 2 repetitive loss properties and only 8 flood insurance claims paid in the village's history.

### 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. Other than the repetitive loss area and its block that has been identified as a target in the analysis above, 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, lending and insurance companies
6. Target audience #6: Homeowner associations
7. Target audience #7: Village's Facebook and Twitter Followers
8. Target audience #8: Wellington Senior Club
9. Target audience #9: Neighborhood Watch Groups

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 City 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.

### **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 August 13, 2019.

**Table 5. PPI Projects and Initiatives**

<b>Outreach Projects (OP)</b>					
<b>Message(s) (See Table 3)</b>	<b>Outcome (See Table 3)</b>	<b>Project</b>	<b>Assignment</b>	<b>Schedule</b>	<b>Stakeholder</b>
1 – 5; 7 - 10	1 – 5; 7 - 10	RLA Outreach Project	CRS Coordinator	May	
1 – 5; 7 - 10	1 – 5; 7 - 10	HOA Email	CRS Coordinator	June	
2	2	Flood Promo Letter from Mayor	CRS Coordinator	May	
1 – 5; 7 - 10	1 – 5; 7 - 10	Flood brochure w/Utility bill	CRS Coordinator	May	
1 - 10	1 - 10	Home Depot Booth	CRS Coordinator	June	
1 - 10	1 - 10	Twitter post & Video (i.e., 2018-05-12)	Public Information Officer	May	
2	2	Insurance Checkup video	CRS Coordinator	Annually	
1 - 10	1 - 10	Facebook Post (i.e., 2019-05-09)	Public Information Officer	May	
1 – 5; 7 - 10	1 – 5; 7 - 10	Realtor,lenders, insurance Email	CRS Coordinator	May - November	Chamber of Commerce
1 – 5; 7 - 10	1 – 5; 7 - 10	SFHA Letter	CRS Coordinator	At least annually	

2,7	2,7	Instagram posts		May - November	
3,7	3,7	Twitter, Facebook and Instagram posts	Chamber of Commerce	Continually	Chamber of Commerce
10	10	Twitter, Facebook and Instagram posts	Emergency Management Division	Immediately following storm event	

	1 - 10	1 - 10	Radio – 1860 AM	Emergency Management Division	Year-round	
	6	6	Publications concerning natural and beneficial functions of floodplains	Environmental Division	Year-round	
	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
	3, 7, 9	3, 7, 9	Code Red	Emergency Management Division	Year-round	
	3, 7, 9	3, 7, 9	Alert Wellington	Emergency Management Division	Year-round	
	4	4	Flood protection advice	Building Division	Year-round	
	4	4	On-site property-specific flood protection advice	Building Division	Year-round	
	2 - 4, 7, 10	2 - 4, 7, 10	Wellington Hurricane Survival Guide	Emergency Management Division	May	
Equestrian community	2	2	Distribution of letter	CRS Coordinator	June	Chamber of Commerce

**Table 5. PPI Projects and Initiatives**

Target Audience	Outreach Projects (OP)					Stakeholder
	Message(s) (See Table 3)	Outcome (See Table 3)	Project	Assignment	Schedule	
All properties in the City	1 - 10	1 - 10	Annual community flood hazard publication	CRS Coordinator	May	
	1 - 10	1 - 10	CRS Flood and Hurricane Awareness Expo	CRS Coordinator	June	Insurance agencies
	1 - 10	1 - 10	Public Library	CRS Coordinator	Year-round	
	1 - 10	1 - 10	Twitter tweets of flood	CRS Coordinator	May - November	
	1 - 10	1 - 10	Facebook postings of flood	CRS Coordinator	May - November	
	1,2	1,2	Map inquiry service	CRS Coordinator	Year-round	
	2	2	Flood insurance	CRS Coordinator	Annually	
	1 - 10	1 - 10	City website advisement	Emergency Management Division	Year-round	
	1 - 10	1 - 10	Email advisements	Emergency Management Division	May - November	
	1 - 10	1 - 10	TV advisements (Channel 18)	Emergency Management Division	At least annually	
	2,7	2,7	Electronic message board advisements	Emergency Management Division	May - November	
	3,7	3,7	Palm Beach County Dart Apps	Emergency Management Division	Continually	
	10	10	A-frames at Points of Distribution	Emergency Management Division	Immediately following storm event	



	1 - 10	1 - 10	Smart phone apps utilization	Emergency Management Division	Year-round	
	6	6	Publications concerning natural and beneficial functions of	Environmental Division	Year-round	
	6	6	"Know the Flow" publication	SFWMD	Year-round	South Florida Water Manageme
	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
	3, 7, 9	3, 7, 9	Palm Beach County website	Palm Beach County Division of Emergency Management	Year-round	Palm Beach County Division of Emergency Management
	4	4	Flood protection advice	Building Division	Year-round	
	4	4	On-site property-specific flood protection advice	Building Division	Year-round	
	2 - 4, 7, 10	2 - 4, 7, 10	Wellington Hurricane Survival Guide	Emergency Management Division	May	
Spanish population	2 - 4, 7, 10	2 - 4, 7, 10	Wellington Hurricane Survival Guide (Spanish)	Emergency Management Division	May	
Equestrian community	4,7	4,7	Service advisement in equestrian	CRS Coordinator	May - November	
Realtors, lenders and insurance agencies	2	2	Distribution of letter	CRS Coordinator	June	Chamber of Commerce

Business community	4, 5	4, 5	Participation in public/private partnership for restoration	Palm Beach County Division of Emergency Management	Year-round	Business community
Business community	3, 4, 7	3, 4, 7	EOC communications with businesses	Palm Beach County Division of Emergency Management	During EOC activation	Business community
Specified audiences, such as HOAs and healthcare facilities	1 - 4, 7	1 - 4, 7	Public presentation by Palm Beach County Emergency Management staff	Palm Beach County Division of Emergency Management	May - November	
HOAs	1-10	1-10	Email advisements	CRS Coordinator	Annually	
Repetitive Loss property areas	1 - 4	1 - 4	Repetitive Loss Areas Outreach	CRS Coordinator	June	
SFHA property owners	1 - 10	1 - 10	Outreach project to floodplain	CRS Coordinator	Annually	
Special needs individuals	1 - 6	1 - 6	Palm Beach County Special Needs Outreach	Palm Beach County Division of Emergency Management	Year-round	
Visitors to insurance offices	2	2	Flood insurance information	CRS Coordinator	Year-round	Insurance agency
Properties without mortgages	2	2	Flood insurance information	CRS Coordinator	July	Insurance agency

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	<i>Twitter PSAs</i>	Emergency Management Planning Chief	Before the storm	N/A
FRP #3	N/A	2, 3, 4, 10	2, 3, 4, 10	<i>Email PSAs</i>	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	<i>TV/ Radio PSAs</i>	Emergency Management Planning Chief	Before the storm	N/A
FRP #6	N/A	3, 4	3, 4	<i>Reverse 911 messages</i>	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	<i>EOC communications</i>	Emergency Management Planning Chief	Before the storm	N/A
FRP#9	N/A	3	3	<i>Facebook PSAs</i>	Emergency Management Planning Chief	During the storm	N/A
FRP#10	N/A	3	3	Twitter PSAs	Emergency Management Planning Chief	During the storm	N/A
FRP#11	N/A	3	3	<i>Email PSAs</i>	Emergency Management Planning Chief	During the storm	N/A

FRP#12	N/A	3	3	<i>Brochure handouts</i>	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	<i>Reverse 911 messages</i>	Emergency Management Planning Chief	During the storm	N/A
FRP#15	N/A			<i>Newspaper PSAs</i>	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	<i>Facebook PSAs</i>	Emergency Management Planning Chief	After the storm	N/A
FRP#18	N/A			<i>Twitter PSAs</i>	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			<i>Brochure handouts</i>	Emergency Management Planning Chief	After the storm	N/A
FRP#21	N/A	10	10	<i>TV/ Radio PSAs</i>	Emergency Management Planning Chief	After the storm	N/A
FRP#23	N/A			<i>Newspaper PSAs</i>	Emergency Management Planning Chief	After the storm	N/A

FRP#24	N/A	1 – 5, 10	1 – 5, 10	<i>EOC communications</i>	Emergency Management Planning Chief	After the storm	N/A
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