



Legislation Text

File #: 19-3165, **Version:** 1

ITEM: RESOLUTION NO. R2019-48 (PROGRAM FOR PUBLIC INFORMATION (PPI), INCLUDING FLOOD RESPONSE PREPARATIONS (FRP) AND FLOOD INSURANCE PROMOTION, FOR WELLINGTON'S COMMUNITY RATING SYSTEM (CRS))

A RESOLUTION OF WELLINGTON, FLORIDA'S COUNCIL ADOPTING FORMAL PROGRAM FOR PUBLIC INFORMATION, INCLUDING FLOOD RESPONSE PREPARATIONS AND FLOOD INSURANCE PROMOTION, FOR INTEGRATION INTO WELLINGTON'S COMMUNITY RATING SYSTEM, TO MEET THE NEW REQUIREMENTS OF FEMA'S COMMUNITY RATING SYSTEM; PROVIDING FOR CONFLICTS; PROVIDING FOR SEVERABILITY; AND PROVIDING AN EFFECTIVE DATE.

REQUEST: Approval of Resolution No. R2019-48 adopting FEMA-compliant public outreach elements, including a Program for Public Information (PPI), with Flood Response Preparations (FRP) and Flood Insurance Promotion, for integration into Wellington's Community Rating System (CRS) and the Village floodplain management program.

EXPLANATION: In October 2003, the Village of Wellington qualified for the Community Rating System (CRS). 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 its participation in 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 efforts using electronic media.

Wellington currently holds a Class 6 CRS rating from the Insurance Services Office (ISO). With this rating, property owners in the Special Flood Hazard Area of Wellington receive an incentive discount of 20% on their flood insurance policies.

In June 2014, the Council adopted a Program for Public Information (PPI), which has significantly enhanced and strengthened its public outreach efforts in matters pertaining to flood mitigation. The CRS Program requires that, in order to continue to reap the scoring rewards of a PPI, the community's PPI, together with its Flood Response Preparations and Flood Insurance Promotion, be updated and adopted by the Council.

Adoption of a PPI ensures greater community involvement in all aspects of public outreach and promises a more strategic, coordinated, step-by-step approach to reaching target audiences on important flood preparedness matters. Adoption of the complementary FRP element involves the drafting of advance, pre-scripted outreach messages that may be released when flood events occur. Adoption of the Flood Insurance Promotion element, which is included within the PPI, encourages residents and businesses to consider purchasing flood insurance as a means of mitigating the potential detrimental impacts of flooding. Outreach projects conducted under PPI and FRP rules can receive credit multipliers of 40% or more. This helps maintain or improve Wellington's CRS Rating, which translates into a greater benefit for our residents and businesses.

In anticipation of adoption of the updated PPI, the Village's PPI Committee met on two occasions in July to develop the attached document. In accordance with FEMA requirements, the Committee was staffed with a combination of government and non-government representatives. Pursuant to FEMA's suggestion, non-government committee members included representatives of lending institutions, insurance agencies and businesses. The Committee's report is attached for reference.

BUDGET AMENDMENT REQUIRED: NO

PUBLIC HEARING: NO

QUASI-JUDICIAL:

FIRST READING:

SECOND READING:

LEGAL SUFFICIENCY: YES

FISCAL IMPACT: NO

WELLINGTON FUNDAMENTAL: Protecting Our Investment

RECOMMENDATION: Approval of Resolution No. R2019-48 adopting FEMA-compliant public outreach elements, including a Program for Public Information (PPI), with Flood Response Preparations (FRP) and Flood Insurance Promotion, for integration into Wellington's Community Rating System (CRS) and the Village floodplain management program.