



## MEETING MINUTES

**PROJECT NAME:** CRS Support/Flood Risk and Mitigation Public Information Working Group (FRMPIWG)  
**MEETING DATE:** Friday, October 28, 2022  
**LOCATION:** **Virtual GoToMeeting**  
<https://meet.goto.com/CeceMcKiernan>  
Dial: +1 (646) 749-3131  
Access code: 812-108-797 #

### IDENTIFY COMMUNITIES

- Cece McKiernan, consultant for Pinellas County welcomed everyone to the Hybrid meeting and stated she will review attendance making sure all the participating communities maintain a 50/50 staff/stakeholder split to qualify for the PPI. Cece then turned the meeting over to Maxine Moore, Floodplain Technician with Pinellas County.

### PLANNING COMMITTEE

- Maxine reminded the group that this meeting is to prepare the PPI annual report which coincides with the LMS annual report. Communities are reminded that these reports need to go to each of your individual governing Boards for approval for you to receive Community Rating System (CRS) credits. These reports can be found on the SharePoint Toolkit. Maxine started reviewing the sections for update within the PPI including the municipal members, primary and secondary committee members and asked for input from those on the call for updates or changes.

### PUBLIC INFORMATION NEEDS

- Hank Hodde, Pinellas County Resiliency Coordinator, brought the group up to speed on his office's latest efforts including the Vulnerability Assessment Phase 2 and how that pertains to stakeholder input. Pinellas also wants to become compliant with the Resilient Florida Program. Work has been funded by Restore Act in the past, but legislation has now been created to bring money from the Resiliency Trust Fund to use for mitigation activities. The County received a \$700,000 planning grant to collect data to further become compliant with the Resilient Florida Program. Filling gaps on asset data collection is primary along with exposure and sensitivity analysis. Data will be available to the entire County although initially run-on Unincorporated Pinellas County. Hank encouraged municipalities to submit for planning grants in the future to match the efforts the County is doing. Maxine asked Hank if this group could facilitate in outreach to municipalities to submit for grants. Also, external outreach for this will be discussed later in this meeting. The group agreed to assist in developing messaging for those projects.
- **Flood Zone/Evacuation Zone/Storm Surge Depth Clarity** was discussed and is part of our blue sky/after storm outreach messaging. Confusion still exists among these different classifications, but it appears that our messaging is slowly starting to work based on social media review. Storm surge will be the next topic to integrate. Several recommendations were brought forward and will be reviewed with the County for feasibility. "The Water is All Connected."
  - Hurricane Category water and Storm Surge bands in prominent and visible areas around the County.
  - Reinstating the 3D demo on the website (being updated) or putting a flat map up (may not be as accurate).

- **Flood Insurance Coverage Assessment** will be updated every 5 years. Ashley Tharp, Wright Flood, provided an update on Risk Rating 2.0. Lots of confusion on showing CRS discounts on policy holders declaration page. Unincorporated Pinellas gets a 35% discount on flood insurance premiums due to their CRS Rating of 3. PPI participating communities can get additional points on their CRS program to help with their rating and discounts for their residents on flood insurance. Area density appears to be a factor in the rising rates of flood insurance in addition to proximity to flooding sources. Maxine reminded everyone that this group has Flood Insurance Advocates as part of our stakeholders and are listed on the website [Flood Information - Pinellas County](#), please use their services.

## TARGET AUDIENCES

- Maxine reviewed the audiences currently listed in the table. She asked for additions or changes. A question came up asking if the municipalities were required to do all the projects, they are not, they can just pick what projects they want to do and will be scored for that. A question about the duplication of Home Builders on the list was raised. Any changes should be sent to Maxine or Cece so we can investigate them.

## MESSAGES AND OUTCOMES

- Maxine showed the key message spreadsheet, she explained the 10 topics that were initially chosen and how the messages can be used. Cece asked Maxine to help clarify how these can be used by anyone new to the group. These were the original messages developed in the original PPI and messages were used on flyers and handout materials. Six topics are required, and this group created four additional messages.
- There was a stakeholder question raised about water quality and environmental data and we discussed all the efforts of Pinellas County to promote the “Only rain down the drain” messaging. Also, not to play in the floodwaters. Additional message after storm based on what we are seeing from Southwest Florida and all the vibrio and deaths of rescuers. A comment to change “break” to “brake” in the “brake don’t wake” message.
- Updates to the Flood Response Program messaging toolkit are ongoing and will be made more user-friendly and less technical. It will then be moved into SharePoint so other municipalities can use it. We will have something before the next storm season.

## PROJECTS

- Maxine showed the spreadsheet that provides the project list along with columns for municipalities to tell us which projects they are working on. All yellow highlighted projects are county wide and municipalities can automatically claim credit for these projects. Send any additional participation information to us for inclusion in the Annual Report table. If you are a stakeholder and want to do a new project, please contact your municipality lead first to assess feasibility.

## EMERGENCY RESPONSE UPDATE

- Mary Burrell updated everyone on how lessons were learned during Hurricane Ian. Representatives will be at the Emergency Response Center to work with residential and businesses that may have been impacted.

## REVIEW OF LOCAL MITIGATION STRATEGY

- This group uses this process to update the floodplain management plan.
  - Updated documents including project lists and scoring sheets are due 11/30
  - Confirmation of updates due 12/17
- The LMS Working Group is currently updating the list of projects - St. Petersburg is proposing to add a project, their Fleet Management Building

- We will send everyone a link to the current LMS for review
- Pinellas County revised their Flood Warning and Response Plan and added it to the Comprehensive CMP. Maxine will contact Smita, lead for the LMS to see if it can then be removed from Appendix C.
- Remember the PPI Annual Update and the Repetitive Loss Annual Analysis must be done by the individual municipalities.

#### **ADDITIONAL NEEDS OF THE MUNICIPALITIES**

- The SharePoint was shown to everyone to remind them of the resource.
- We will do an acronym cheat sheet.

#### **PUBLIC COMMENTS**

- No public comments were made.
- Lisa Foster thanked everyone, especially our stakeholders! Maxine chimed in with agreement.

#### **REMINDERS**

- We continue to follow Sunshine Meeting Standards.
- All documents on the web must be ADA compliant per law. If a municipality or stakeholder is linking to the Pinellas County website for communication of your flood risk information, then the ADA requirement is met.

#### **ACTION ITEMS**

- Homework coming your way.
- Next Meeting in January