

**RESOLUTION NO. 2020- 2737**

**A RESOLUTION OF THE TOWN COMMISSION OF THE TOWN OF SURFSIDE, FLORIDA, ADOPTING THE PROGRAM FOR PUBLIC INFORMATION (PPI) RELATING TO THE NATIONAL FLOOD INSURANCE PROGRAM COMMUNITY RATING SYSTEM; PROVIDING FOR AUTHORIZATION AND IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, the Town of Surfside (the “Town”) is a coastal community within Miami-Dade County and participates in the National Flood Insurance Program (“NFIP”) Community Ratings System (“CRS”); and

**WHEREAS**, as part of its participation in the NFIP CRS, the Town is dedicated to mitigating the risk of flood-related damage in the Town; and

**WHEREAS**, the Town’s consultant, CRS Max, developed the Program for Public Information (“PPI”) attached hereto as Exhibit “A,” to raise awareness of pertinent flood hazard and flood insurance information with the Town’s residents and stakeholders; and

**WHEREAS**, by developing and adopting the PPI, the Town can maximize the number of points it scores under the NFIP CRS evaluation, which determines the Town resident’s flood insurance rates; and

**WHEREAS**, the Town Commission finds that this Resolution is in the best interest and welfare of the residents of the Town.

**NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COMMISSION OF THE TOWN OF SURFSIDE, FLORIDA, AS FOLLOWS:**

**Section 1. Recitals Adopted.** That each of the above-stated recitals are hereby adopted, confirmed, and incorporated herein.

**Section 2. Adoption of PPI.** That the PPI is approved and adopted in substantially the form attached hereto as Exhibit "A."

**Section 3. Authorization and Implementation.** That the Town Manager is hereby authorized to take any and all action necessary to implement the purposes of the PPI and this Resolution.

**Section 4. Effective Date.** That this Resolution shall be effective immediately upon adoption.

PASSED AND ADOPTED this 19<sup>th</sup> day of November, 2020.

Motion By: Commissioner Kesl

Second By: Commissioner Velasquez

**FINAL VOTE ON ADOPTION:**


Commissioner Charles Kesl Yes

Commissioner Eliana R. Salzhauer Yes

Commissioner Nelly Velasquez Yes

Vice Mayor Tina Paul Yes


Mayor Charles W. Burkett Yes

  
\_\_\_\_\_  
Charles W. Burkett, Mayor

**ATTEST:**

  
\_\_\_\_\_  
Sandra McCready, MMC  
Town Clerk

**APPROVED AS TO FORM AND LEGALITY FOR THE USE  
AND BENEFIT OF THE TOWN OF SURFSIDE ONLY:**

  
\_\_\_\_\_  
Weiss Serota Helfman Cole & Bierman, P.L.  
Town Attorney

# **Town of Surfside, Florida**

## **Program for Public Information (PPI)**

### **September 2020**

#### **Background**

The Town of Surfside has developed an outreach program over the past 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 participation with Miami-Dade County and input from volunteers and community stakeholders. In 2014, the Town of Surfside determined the importance of developing its own Program for Public Information, which was adopted in March 2015. Subsequently, the Town's public information outreach has been strengthened by implementation of the PPI.

In accordance with CRS guidelines, the Town's PPI Committee has reviewed the original PPI Report and made appropriate revisions and updates. Furthermore, the Committee is expanding the report to include Flood Insurance Promotion, as outlined in Activity 370 of the *2017 CRS Coordinator's Manual*. This report is intended to fulfill both the PPI update and the Flood Insurance Promotion requirements.

CRS is a component of the NFIP, which 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. Over the past five years, the Town has prioritized the dissemination of flood-related information to its residents and businesses.

The Town of Surfside 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 Town is pleased that its efforts to disseminate flood hazard information are not only beneficial to the Surfside community through mitigation of the hazardous effects of flooding, but are also 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 and constituents in the Town. Due to social distancing guidelines, the meetings for the five-year update were held virtually, using Zoom technology. Participation was very strong at both meetings.

The PPI Committee members include three stakeholders and two Town staff members.

## **PPI Committee - Town of Surfside Stakeholders:**

**James Corpora**, representing the **contractors** in the Town of Surfside. Mr. Corpora is a Certified General Contractor in JM Group, USA, Inc.

**Ruben Coto**, representing the **insurance** profession in the Town of Surfside. Mr. Coto is President of R. Coto and Associates, Inc. He is also Vice President of Surfside Business Association.

**Eli Tourgeman**, representing the **business** professions in the Town of Surfside. Mr. Tourgeman is President of Surfside Business Association, and Vice Chairman of the Surfside Tourist Board.

## **PPI Committee - Town of Surfside Staff:**

**Ross Prieto**, representing **floodplain management, planning and building**. Mr. Prieto serves as both the Town's Building Official and the CRS Coordinator.

**Marisol Vargas**, representing **public information**. In addition to working with Town staff to publicize pertinent information, Ms. Vargas also coordinates outreach with the Town's contracted Public Information Officer.

CRS Max Consultants, Inc. served as facilitator in both the development of the original PPI Report and this five-year update.

## **Assessment of Public Information Needs**

The Committee's first meeting was held on August 10, 2020. PPI Committee Chair, Ross Prieto, opened the meeting by thanking the members for their participation in this important effort and affirming the value of the Community Rating System to the Town of Surfside. The Committee reviewed the original PPI Report and made revisions and updates, as deemed appropriate. Perhaps the cornerstone of the Town's outreach has been its monthly newsletter, *Surfside Gazette*, which is distributed to all addresses in the community.

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:*

The Committee reviewed the areas that were previously determined to be target areas in the original PPI report and in subsequent annual evaluations. The following target areas were determined to be most appropriate:

1. Target audience #1: Business Area: The targeting of the businesses strip that runs along the Town's major corridors was determined to be an appropriate target area.
2. Target audience #2: Residents and businesses within the Repetitive Loss Areas: Any area that has been subject to repetitive losses from flooding, as defined by the NFIP, needs to be especially targeted for public information. A special outreach project, entailing an advisement to the property owners in these areas in the Town will be undertaken at least on an annual basis. The information specified in the *2017 CRS Coordinator's Manual* will be included.
3. Target audience #3: Biscaya Island Residents and Condominium Association: The Biscaya Island Condo Association and other residences on Biscaya Island are located in an area that is unique in its stormwater drainage system. Accordingly, this area needs to be addressed separately from the rest of the Town.
4. Target audience #4: Residential Waterfront Properties: The very fact that a property is located adjacent to a body of water can cause added risk of flooding. This was determined to be an appropriate target audience.

*Target Audiences:*

The Committee recognized one additional target audience, other than those characterized by target areas, that needs flood hazard and flood protection information.

5. Target audience #5: Condominium associations: Because condominium associations typically concern themselves with matters vital to their respective communities, this was determined to be an appropriate target audience.

Research has shown that a message that is propagated through a variety of sources tends to be taken more seriously than a message that is only propagated through a single source, i.e., the Town. Stakeholder and business leader Eli Tourgeman is well positioned to disseminate information to all the businesses in the Town and has done so consistently and effectively over the past years. Not only is he President of the Surfside Business Association, but he is also Vice Chairman of the Surfside Tourist Board. As such, he has the emails to all the businesses and can effectively get the word out about matters pertaining to flooding. Insurance stakeholder Ruben Coto is also in a position to disseminate information, especially as it pertains to flood insurance.

*Other Public Information Efforts*

The Committee reviewed some of the public information efforts that are conducted not only by the Town but also by other agencies. Committee members identified some of the organizations and their respective projects; these are listed in Table 1.

<b>Table 1. Other Public Information Efforts</b>			
<b>Organization</b>	<b>Project</b>	<b>Subject Matter</b>	<b>Frequency</b>
Town of Surfside	<i>Surfside Gazette</i>	Public interest	Monthly
Town of Surfside	Website	Various	Year-round as needed
Town of Surfside	Email blasts	Various subjects as deemed appropriate	As needed
Town of Surfside	Press Releases	Various	As deemed appropriate
Town of Surfside	Utilities Bills	Bills and miscellaneous inserts	Monthly
Town Building Department	Map inquiry service	Flood hazard areas, insurance 101, flood protection	Year-round
Town Public Works Department	MS4 Projects, Swale and Canal Maintenance, Illegal Dumping Signage	Take care of your storm drain Protect water quality, no illegal dumping	Year round
Town of Surfside	Cable TV Channel 77	Public interest	Year-round
Town of Surfside Parks and Recreation	Family Fun Day	Public interest	Annually
Channel 4 TV (CBS)	Hurricane Preparedness Guide	Hurricane and flood preparedness	Annually in May
Channel 7 TV (FOX)	Hurricane Preparedness Guide	Hurricane and flood preparedness	Annually in May
Miami-Dade County	Website, miscellaneous regional projects	Hurricane and flood preparedness and response	Year-round
Regional network TV and radio stations	FloodSmart commercials	Be prepared Get flood Insurance	Year-round
South Florida Water Management District	Website	Flood protection programs	Year-round
South Florida Water Management District	Brochures	Stormwater and drainage information	Year-round
Insurance agencies	Handouts on flood insurance	Flood insurance	As needed
Surfside Business Association	Email blasts and other miscellaneous projects	Business interest	As needed

Among the additional outreach projects the Town has used are the following:

- Brochures printed by the Town, including *Flood Insurance Information*
- Brochures printed by other agencies and stakeholders
- Letters and enclosures to Repetitive Loss Area addresses

### **Messages and Outcomes**

After assessing the Community's flooding information needs, the PPI Committee identified the following as the topics and priority messages for the 2020 Program for Public Information. Each message has a desired, measurable, outcome, as shown in Table 2.

<b>Table 2: Topics, Messages and Desired Outcomes</b>		
<b>Topic</b>	<b>Message</b>	<b>Outcome</b>
1. Know your flood hazard	To find out if your property is located in a flood zone, please call (305) 861-4863, Ext. 231.	More calls requesting flood map determinations
2. Insure your property for flood hazard	2a. If you don't have flood insurance for your property and its contents, contact your insurance agent.  2b. Don't wait until the next flood is coming to buy flood insurance as there is usually a 30-day waiting period before a flood insurance policy takes effect.	Increase in the number of flood insurance policies in the community
3. Protect people from the hazard	3a. Do not drive through a flooded area!  3b. Do not walk through flowing water!	Fewer water rescues and police citations for ignoring barricades
4. Protect your property from the hazard	Town Staff will offer advice and visit properties upon request to review its flood problem and explain ways to stop or prevent flood damage. Please contact the Town's Building Department at (305) 861-4863, Ext. 231.	Reduced property loss due to flooding
5. Build responsibly	The Town offers the following services to residents: consultation on the Substantial Damage/Improvement 50% rule, site specific elevations for mechanical equipment, elevation certificates, general information and brochures. Please contact the Town's Building Department at (305) 861-4863, Ext. 231.	Reduced number of building department citations
6. Protect natural floodplain functions	Sea oats and other beach plants help stabilize our sand dunes. Enjoy them, but don't pick them – it's illegal.	Improved water quality as reported in NPDES; maintenance or increase in Open Space acreage in floodplain

7. PPI: Stormdrain maintenance	A serious risk to the safety of residents is the blockage of catch basins by debris which prevents proper drainage. As a resident you can help.	Reduced street flooding events caused by clogged stormdrains
8. PPI: Sea level rise	It is important that residents and business owners be aware of the impacts of sea level rise on insurance, property values, property protection, and what each one of us as individuals can really do. One source of information can be found at <a href="http://www.cleo.institute.org">www.cleo.institute.org</a> .	Enhanced planning that accounts for sea level rise
9. PPI: Storm surge	Storm surge may flood the entire Town. Be prepared to evacuate.	Increased evacuation in storm events
10. PPI: Hurricane preparedness	Look at the Flood and Hurricane Preparedness link on the Town's website at <a href="http://www.TownofSurfsidefl.gov">www.TownofSurfsidefl.gov</a> for more important information that all residents should know.	Reduced property loss from hurricanes

### **Other Public Information Initiatives**

The Committee proposed the following recommendations for other public information initiatives.

- **Activity 340 (Hazard Disclosure):** The PPI Committee recommends advising real estate agents of the state's hazard disclosure requirement for coastal communities.
- **Activity 350 (Flood Protection Information):** The PPI Committee recommends the Town enhance its website to cover all of the 10 messages chosen by the Committee. FEMA publications and locally pertinent documents are cataloged at the Miami-Dade County Public Library.
- **Activity 360 (Flood Protection Assistance):** The PPI Committee recommends the Town 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 Town website.
- **Activity 540 (Drainage System Maintenance):** The "No dumping" regulations should be advertised in the newsletter and on social media, at least annually. It should also be advertised on the Town website, and in the Town flood hazard brochure.

### **Projects and Initiatives**

The PPI Committee identified 19 projects and initiatives that could be implemented in the current and subsequent years. Implementation for future audiences will be determined based on cost and availability of resources. These are organized by target audience and message in Table 5.

### **Flood Response Preparations**

In addition to projects that are implemented every year, the PPI Committee recommends projects that could be implemented immediately before, during and after a flood or hurricane event.



These projects are ready for reproduction and dissemination after a flood or hurricane warning. These projects are briefly described in this PPI in Table 5.

### **Implementation, Monitoring and Evaluation**

The various entities listed in Table 5 will work to implement 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 the PPI Committee members and suggestions from other Town employees and stakeholders participating in the activities. That input will be sent by e-mail to the committee members for consideration and evaluation.

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 Town 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 Town Commission. The outcomes and revisions will be submitted as part of the Town'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.

The second meeting of the PPI Committee was held on August 14, 2020. Flood Insurance Promotion was the focus of this meeting.

### ***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 07/02/2020

Community: SURFSIDE, TOWN OF      State: FLORIDA  
County: MIAMI-DADE COUNTY      CID: 120659

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	1,019	\$1,925,785	\$272,082,300	115	\$886,913.43	\$63,119.38
A Zones	0	\$0	\$0	5	\$5,437.00	\$1,050.00
AO Zones	0	\$0	\$0	0	\$0.00	\$0.00
AH Zones	0	\$0	\$0	1	\$6,700.00	\$900.00
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	1,699	\$350,392	\$375,439,400	18	\$199,684.09	\$11,951.17
Preferred	15	\$10,377	\$5,915,000	1	\$41,895.09	\$7,000.00
<b>Total</b>	<b>2,733</b>	<b>\$2,286,554</b>	<b>\$653,436,700</b>	<b>140</b>	<b>\$1,140,629.61</b>	<b>\$84,020.55</b>

Table 4: Flood Insurance Coverage by Occupancy

### Insurance Occupancy

As of 07/02/2020

Community: SURFSIDE, TOWN OF      State: FLORIDA  
 County: MIAMI-DADE COUNTY      CID: 120659

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	625	\$1,515,732	\$174,713,100	106	\$450,968.09	\$46,990.00
2-4 Family	10	\$10,435	\$2,342,500	1	\$6,700.00	\$900.00
All Other Residential	2,058	\$422,478	\$457,926,300	18	\$173,869.63	\$11,696.17
Non Residential	40	\$337,909	\$18,454,800	16	\$514,036.09	\$25,009.38
<b>Total</b>	<b>2,733</b>	<b>\$2,286,554</b>	<b>\$653,436,700</b>	<b>141</b>	<b>\$1,145,573.81</b>	<b>\$84,595.55</b>

	Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
Condo	2,059	\$416,501	\$456,124,300	16	\$171,757.32	\$11,221.17
Non Condo	674	\$1,870,053	\$197,312,400	125	\$973,816.49	\$73,374.38
<b>Total</b>	<b>2,733</b>	<b>\$2,286,554</b>	<b>\$653,436,700</b>	<b>141</b>	<b>\$1,145,573.81</b>	<b>\$84,595.55</b>

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

- Because the Town of Surfside is a narrow strip of land surrounded on both sides by water, it is especially vulnerable to flooding and needy of flood insurance.
- As a community, there is relatively strong flood insurance coverage. The town has 2,492 condominium units and 2,059 condominium policies in forces.
- The coverage of single-family residences is not as strong as that of condominiums. While there are 1,266 single family residences, there are only 625 policies in force.
- There is room for improvement in flood insurance coverage, however, in both condominium and single-family residences, considering each property often has both a policy for its building and one for its contents.
- Though the AE Zone in the City is much larger than the X Zone, there are more Standard X Zone policies (1,699) than there are AE Zone policies (1,019). There are only 15 Preferred Risk Policies.
- The fact that many condominiums are located within the X Zone helps account for the large number of Standard X policies.
- The Town has two repetitive loss properties.
- There are relatively few businesses that carry flood insurance policies. One reason for this is that the businesses are typically located within the X Zone.

## Narrative Summary

Based upon this analysis, it is encouraging to note that the number of flood insurance policies is relatively strong in the Surfside community. There is, however, need for improved coverage. 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. 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 Town 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

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:

- Target audience #1: Business Area – It was noted that policies for businesses is low and thus needs to be improved.
- Target audience #2: Residents and businesses within Repetitive Loss Areas – Considering the added risk, these properties typically need flood insurance.
- Target audience #3: Biscaya Island Residents and Condominium Association
- Target audience #4: Residential Waterfront Properties – It was noted that there are a fewer percentage of residential properties that currently carry flood insurance.
- Target audience #5: Condominium associations

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 and/or Commission: One key component of the coverage improvement plan is the letter from the Mayor and/or Commission to all properties in the

City encouraging residents and businesses to consider purchase of flood insurance. This activity will be implemented annually.

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. Flood Insurance Promotion Card: The City has developed a card encouraging flood insurance that is available to all in the Town Hall lobby and other locations.
4. Advisements on Town's TV Channel #663: The Town can take advantage of this media to highlight the importance of flood insurance.

### **Technical Assistance**

The Town is committed to providing technical assistance pertaining to advising people who have questions about flood insurance. This service will 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 Town Commission, which is anticipated on [REDACTED].

<b>Table 5. PPI Projects and Initiatives</b>							
<b>Outreach Projects (OP)</b>							
<b>OP Number</b>	<b>Target Audience</b>	<b>Message(s) (See Table 2)</b>	<b>Outcome (See Table 2)</b>	<b>Outreach Project</b>	<b>Assignment</b>	<b>Schedule</b>	<b>Stakeholder</b>
OP#1	All properties in the City	1 - 10	1 - 10	Gazette – Town's monthly newsletter	CRS Coordinator	Monthly; special flood hazard issue in May	
OP#2	N/A	2	2	Flood Insurance Promotion Card	CRS Coordinator	Available in Town Hall lobby and two other locations	
OP#3	N/A	1-4,7,9, 10	1-4,7,9, 10	Miami-Dade 2014 Hurricane Guide	N/A	Year-round	Miami-Dade County
OP#4	N/A	1 - 10	1 - 10	Family Fun Day Booth	CRS Coordinator	April	
OP#5	N/A	1 - 10	1 - 10	Block Party Booth	CRS Coordinator	Several months a year	
OP#6	All email recipients	1 - 10	1 - 10	Weekly update email	CRS Coordinator	Weekly	
OP#7	N/A	4, 7	4, 7	Wrap on Town garbage truck	CRS Coordinator	Year-round	
OP#8	N/A	4, 7	4, 7	Wrap on Town grapple truck	CRS Coordinator	Year-round	
OP#9	N/A	1 - 10	1 - 10	Government TV Channel 663	CRS Coordinator	Year-round	
OP#10	All email recipients	1 - 10	1 - 10	Gazette – Town's monthly newsletter emailed	CRS Coordinator	Monthly; special flood hazard issue in May	

<b>OP Number</b>	<b>Target Audience</b>	<b>Message(s) (See Table 2)</b>	<b>Outcome (See Table 2)</b>	<b>Outreach Project</b>	<b>Assignment</b>	<b>Schedule</b>	<b>Stakeholder</b>
OP#11	N/A	3, 4, 10	3, 4, 10	YouTube video for hurricane preparedness	Police Department	June	
OP#12	All email recipients	4, 10	4, 10	Sandless sandbag giveaway	CRS Coordinator	May	
OP#13	N/A	6, 8	6, 8	Sea level rise information flyer	CRS Coordinator	Year-round	
OP#14	Repetitive Loss Areas	1, 2, 4	1, 2, 4	Repetitive Loss - Letters	CRS Coordinator	February	
OP#15	Repetitive Loss Areas	1 – 10	1 – 10	Repetitive Loss - Fliers	CRS Coordinator	March	
OP#16	Condo Associations	1 – 10	1 – 10	Condos - Letters	CRS Coordinator	May	
OP#17	Biscaya Island Residents and Condos	1 – 10	1 – 10	Biscaya Island Residents and Condos - Letters	CRS Coordinator	May	
OP#18	Business Community	1 – 10	1 – 10	Email blast to all businesses	Surfside Business Association	May	Business community
OP#19	Residential Waterfront Properties	1 – 10	1 – 10	Residential Waterfront Properties - Letters	CRS Coordinator	May	

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	Police Department PIO	Before the storm	N/A
FRP #2	N/A	3, 4	3, 4	<i>Twitter PSAs</i>	Police Department PIO	Before the storm	N/A
FRP #3	N/A	2, 3, 4, 10	2, 3, 4, 10	<i>Email PSAs</i>	Police Department PIO	Before the storm	N/A
FRP #4	N/A	2, 3, 10	2, 3, 10	Brochure handouts	Police Department PIO	Before the storm	N/A
FRP #5	N/A	3, 4	3, 4	<i>TV/ Radio PSAs</i>	Police Department PIO	Before the storm	N/A
FRP #6	N/A	3, 4	3, 4	<i>Reverse 911 messages</i>	Police Department PIO	Before the storm	N/A
FRP #7	N/A	3, 4, 7, 10	3, 4, 7, 10	Newspaper PSAs	Police Department PIO	Before the storm	N/A
FRP#8	N/A	1, 3, 4, 7	1, 3, 4, 7	<i>EOC communications</i>	Police Department PIO	Before the storm	N/A
FRP#9	N/A	3	3	<i>Facebook PSAs</i>	Police Department PIO	During the storm	N/A
FRP#10	N/A	3	3	Twitter PSAs	Police Department PIO	During the storm	N/A
FRP#11	N/A	3	3	<i>Email PSAs</i>	Police Department PIO	During the storm	N/A
FRP#12	N/A	3	3	<i>Brochure handouts</i>	Police Department PIO	During the storm	N/A



FRP Number	Target Audience	Message(s) (See Table 3)	Outcome (See Table 3)	Project	Assignment	Schedule	Stakeholder
FRP#13	N/A	3	3	TV/ Radio PSAs	Police Department PIO	During the storm	N/A
FRP#14	N/A	3	3	<i>Reverse 911 messages</i>	Police Department PIO	During the storm	N/A
FRP#15	N/A			<i>Newspaper PSAs</i>	Police Department PIO	During the storm	N/A
FRP#16	N/A			EOC communications	Police Department PIO	During the storm	N/A
FRP#17	N/A	2, 3, 4, 5, 7	2, 3, 4, 5, 7	<i>Facebook PSAs</i>	Police Department PIO	After the storm	N/A
FRP#18	N/A			<i>Twitter PSAs</i>	Police Department PIO	After the storm	N/A
FRP#19	N/A	2, 3, 4, 5, 7	2, 3, 4, 5, 7	Email PSAs	Police Department PIO	After the storm	N/A
FRP#20	N/A			<i>Brochure handouts</i>	Police Department PIO	After the storm	N/A
FRP#21	N/A	10	10	<i>TV/ Radio PSAs</i>	Police Department PIO	After the storm	N/A
FRP#23	N/A			<i>Newspaper PSAs</i>	Police Department PIO	After the storm	N/A
FRP#24	N/A	1 – 5, 7	1 – 5, 7	<i>EOC communications</i>	Police Department PIO	After the storm	N/A