

2022 Annual Evaluation Report

Program for Public Information PPI (Activity 330)

Flood Insurance Promotion (Activity 370)

Community: Village of Royal Palm Beach, FL

Name of PPI: Program for Public Information – Village of Royal Palm Beach, FL

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Date of Report: April 25, 2023

Date Report sent to Governing Body(s): April 27, 2023

1. Date of the annual PPI committee meeting for this evaluation:

December 1, 2022

2. List of committee members that attended the annual PPI committee meeting above:

Marie Buchanan

Diane DiSanto

Bryan Merritt

Jeffrey Sullivan

Miranda Russell (VRPB PIO)

3. List the Priority audiences for your community:

Target audience #1: Properties within the Special Flood Hazard Area

Target audience #2: Properties outside the Special Flood Hazard reached via utility bill.

Target audience #3: Residents of Portosol.

Target audience #4: Residents and businesses within flood prone areas

Target audience #5: Property owners with buildings recently designated within an SFHA

Target audience #6: Homeowner associations

Target audience #7: New arrivals to the Village

Target audience #8: Chamber of Commerce

4. List the Topics and associated messages with the desired outcomes for each message:

Table 2. Messages and Desired Outcomes	
Message	Outcome
1. Know your flood hazard	More map information inquiries
2. Insure your property for flood hazard	Increase in the number of flood insurance policies
3. Protect people from the hazard	Fewer water rescues and police citations for ignoring barricades
4. Protect your property from the hazard	Reduced property loss due to flooding
5. Build responsibly	Reduced number of building department citations
6. Protect natural floodplain functions	Improved water quality as reported in NPDES
7. Be prepared for hurricanes	Reduced property loss from hurricanes
8. Maintain your storm drains	Reduced street flooding events from clogged storm drains
9. Drive responsibly in flood events	Reduced reports of stalled cars and home flooding from traffic wake
10. Know what to do after a flood	Improved and expedited post-storm recovery

5. List the projects in the PPI used to convey the above messages:

Home Depot Hurricane & Flood Expo

Message on all water utility bills directing customers to the Village's flood information website

Yellow Pages Flood Hazard Information

Vector – Mayor's email blast

Twitter and Facebook postings of flood information

Flood insurance promotion letter with flood flyer enclosed (370)

Locally produced TV shows and public service announcements

Hurricane Expo

Hurricane Preparedness Guides Published by Local TV Channels

Hurricane Preparedness Guide published by Palm Beach Post Newspaper

Publications for pick-up (brochures, etc.) concerning floodplain management

Advisements against clogging storm drains and polluting drainage system (MS4 activities)

Handouts on water flow and stormwater management

Green Market booth

Coffee with the Mayor

Code Red (Reverse 911) Messages to subscribers

Public presentations by Palm Beach County Emergency Management Staff

Town Crier Newspaper (Regional weekly paper)

Email concerning flood awareness (Target: Homeowner Associations)

Publications for pick-up (brochures, etc.) related to flooding (Target: Homeowner Associations)

Emails, social media posts and flood awareness information (Target: Chamber of Commerce)

Distribution of flood awareness material (Target: Portosol community)

Flood Awareness Information including Flood Insurance (Target audience: Businesses and Residents in Special Flood Hazard Areas)

Letter promoting flood insurance (Target: Properties in X zone)

Flood awareness information (Target: New arrivals to Village)

Flood awareness information directing all residents to flood website message on utility bill.

6. List which projects were implemented for this reporting period:

Vector – Mayor’s email blast

Twitter and Facebook postings of flood information

Flood insurance promotion letter with flood flyer enclosed (370)

Locally produced TV shows and public service announcements

Hurricane Preparedness Guides Published by Local TV Channels

Hurricane Preparedness Guide published by Palm Beach Post Newspaper

Publications for pick-up (brochures, etc.) concerning floodplain management

Advisements against clogging storm drains and polluting drainage system (MS4 activities)

Handouts on water flow and stormwater management

Public presentations by Palm Beach County Emergency Management Staff

Town Crier Newspaper (Regional weekly paper)

Email concerning flood awareness (Target: Homeowner Associations)

Publications for pick-up (brochures, etc.) related to flooding (Target: Homeowner Associations)

Emails, social media posts and flood and Hurricane awareness information (Target: All residents)

Distribution of flood awareness material (Target: Portosol community SFHA properties)

Distribution of flood awareness material (Target: Homeowner Associations)

Flood awareness information (Target: New arrivals to Village)

Flood awareness information directing all residents to flood website message on utility bill.

7. List why some projects were not implemented (if any):

Code Red (Reverse 911) Messages to subscribers – This will only be used as needed.

Flood Awareness Information including Flood Insurance (Target audience: Businesses and Residents in Special Flood Hazard Areas) – The additional of flood information to water utility bill has raised awareness. Businesses and apartment and condo residents in the SFHA are typically notified by their mortgage companies, HOA’s or POA’s when they are required to purchase flood insurance. This often results in them contacting the Village with additional questions.

Letter promoting flood insurance (Target: Properties in X zone) – we feel that this target group is able to get information promoting flood insurance through the website and other outreach efforts such as message on water utility bill.

8. List what progress was made toward the desired outcomes:

The outreach efforts continue to encourage residents to protect their properties and notify them about where to get flood information. Based on the CRS. The most recent CRS What-If dated 4/25/2023, total policies in the Village is 734 (SFHA 149, STD 585). Many residents and HOA's have contacted the Village for information related to flood status and many were required to get elevation certificates for their homes or community buildings. The elevations based on elevation certificates for many buildings, particularly condos were eligible for LOMA's. This has resulted in a net decrease in policies Village wide. The Village always recommends people take advantage of preferred risk rates and consider purchasing flood insurance even after the LOMA process is complete. Additionally, website stats show the Village's flood zone lookup webmap being accessed 1000's of times over this same time period.

The Village has qualified for a Hazard Mitigation Grant to develop a Watershed Management Plan which will help guide the Village in accessing risk and additional mitigation projects in the future.

9. List what should be changed (if anything). This should include what messages, outcomes and projects should be revised or dropped and what new ones should be initiated.

The PPI Committee does not recommend any changes in messages or outcomes.