

Program for Public Information (PPI) Overview

Objective

To provide the public with information needed to increase flood hazard awareness and to motivate actions to reduce flood damage, encourage flood insurance coverage, and protect the natural functions of floodplains

Background

Research has shown that awareness of the flood hazard is not enough to motivate people to take action to protect themselves and their property. People need to be told repeatedly, through various means, what specific actions to take before they will change their behavior. Research has also shown that a properly run local information program is more effective in bringing about change than are national advertising or publicity campaigns.

PPI Planning Process

1. Establish a PPI Committee (two 1-1/2 hour meetings first year, then one meeting per year)
2. Assess the Community's Public Information Needs
3. Formulate Messages
4. Identify Outreach Projects to Convey the Messages
5. Examine Other Public Information Initiatives
6. Prepare the PPI Document
7. Implement, Monitor and Evaluate the Program

Types of Projects

- Informational Materials - that people pick-up (1 point per message)
 - brochures, flyers that are made available upon request or placed in a static location, such as a city hall or public library
- General Outreach Projects – reach out to people (2 points per message)
 - *Flood Hazard* magazine, *Water Quality Report* mailed to every address
 - Newspaper articles, signs and presentations
 - Social media
 - Hurricane Expos at Home Depot, shopping mall, etc.
- Targeted Outreach Projects - to a specific audience (6 points per message)
 - A letter sent to all residents of the floodplain
 - Residents or tourists along the coast
 - Residents in an area where most people speak Spanish
 - Insurance Agents, realtors, businesses, repetitive flood loss areas letter

Stakeholder Delivery (STK)

Research has shown that the credibility and visibility of outreach messages are enhanced if they are sent by numerous sources. Since most messages tend to come from the local government, extra credit is provided for messages that are clearly from stakeholders—someone or some group concerned with the community, but not a part of the local government.

Stakeholders could be:

- An insurance company that publishes a brochure on flood insurance, even if it is set out at City Hall, or displays City brochures in their offices
- A local newspaper that publishes a flood or hurricane season supplement each year;
- FEMA, if for example a FEMA brochure is used as an informational material;
- Schools that implement outreach activities;
- A local newspaper that publishes articles and editorials (although advertisements paid for by the community do not qualify for STK credit, unless other sponsors or supporters are named in the advertisement);
- A neighborhood or civic association that sponsors and hosts a presentation by a community employee;
- A utility company that includes pertinent articles in its monthly bills;
- Local Chamber of Commerce that posts PPI messages on social media

Table 3. Messages and Desired Outcomes		
	Message	Outcome
FEMA defined messages/topics (6)	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
Community defined messages/topics specific to community (4)	7. Be prepared for hurricanes	Reduced property loss from hurricanes
	8. Maintain your stormdrains	Reduced street flooding events from clogged stormdrains
	9. Be prepared for storm surge	Increased evacuation in storm events
	10. Plan for sea level rise	Increased openness to freeboard restrictions

Drive responsibly in flood events

Be prepared for hurricanes and storm surge

Post-storm services