

SARASOTA COUNTY MULTI-JURISDICTIONAL PROGRAM FOR PUBLIC INFORMATION

Sarasota County | October 2018



**Celery Fields Project
Natural Floodplain Functions
Sarasota County**

**SARASOTA COUNTY
MULTI-JURISDICTIONAL
PROGRAM FOR PUBLIC INFORMATION**

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REVISIONS

Date	Revision

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APPENDIX A – PPI PROJECTS

ATTACHMENT 1 – PPI MEETING MINUTES

ATTACHMENT 2 – FLOOD WARNING AND RESPONSE MESSAGES

1 INTRODUCTION

PURPOSE

The Sarasota PPI is multi-jurisdictional and includes all areas of Sarasota County including unincorporated Sarasota, the City of Sarasota, Town of Longboat Key, the City of North Port, and the City of Venice. Sarasota County is a community located on the west coast of Florida that has approximately 590 square miles of land and 37 miles of open shoreline along the Gulf of Mexico. There are more than 420 miles of rivers, streams and canals within the county. In addition, there are 43 named lakes covering 2,091 acres, as well as more than 70 square miles of estuaries and bays that support diverse habitats for plants and animals. The subtropical weather pattern in this region provides frequent extreme weather events including flooding from tropical depressions and hurricanes. Extreme and severe summer rains can cause flooding in various locations throughout the county. These events may pose a significant threat to life and property. As such, Sarasota County has a number of ongoing outreach efforts with goals to increase flood hazard awareness, encourage flood insurance coverage, protect people from the flood hazard, protect property, build responsibly, protect the natural functions of floodplains, encourage hurricane preparations, educate people about flood economics and inform people about how sea level rise will affect the community.

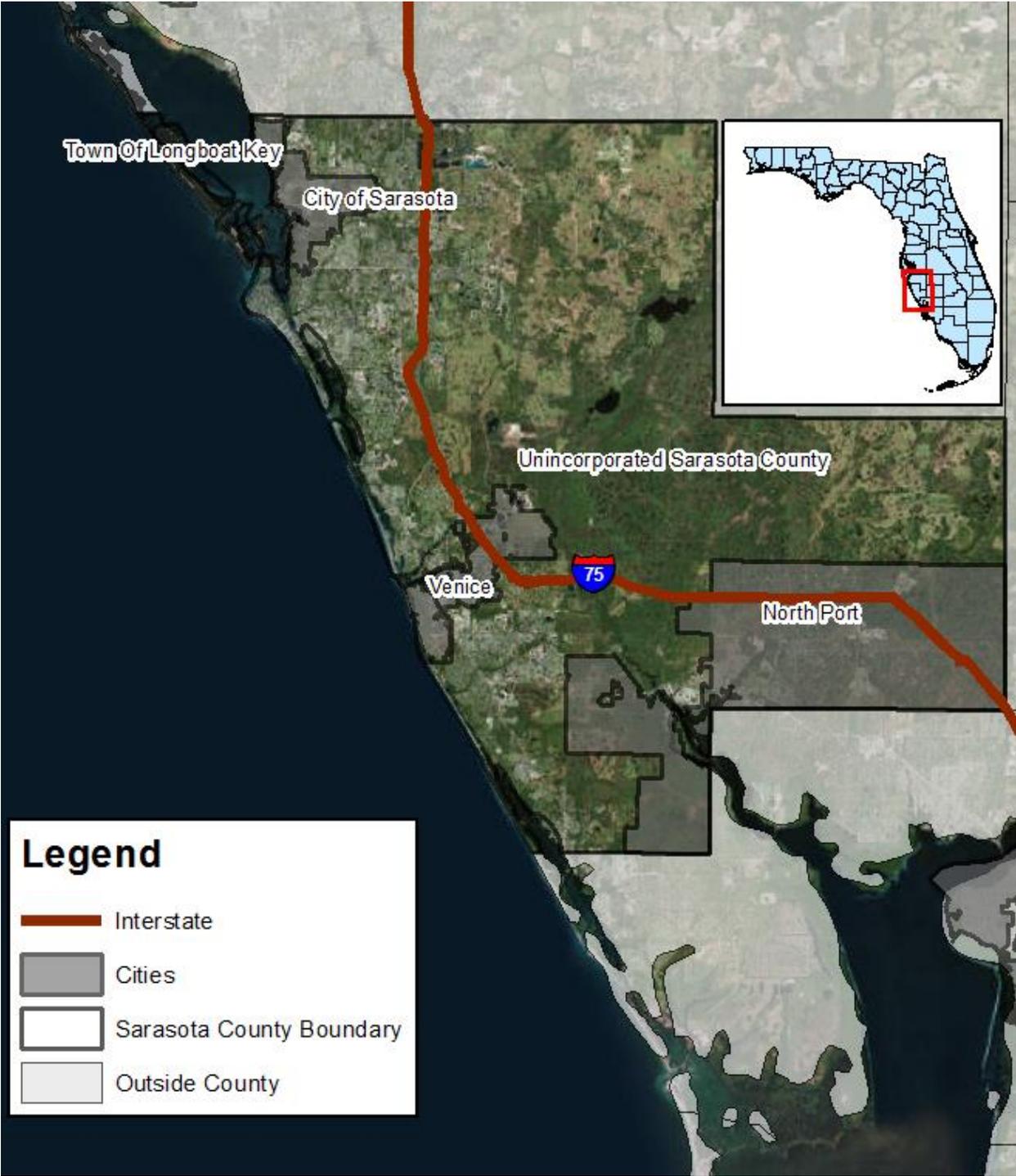
The county has been actively participating in the National Flood Insurance Program's (NFIP) Community Rating System (CRS) since 1992. The CRS program provides flood insurance premium reductions to participating communities. The reductions are based on the community's floodplain management programs, which include the public information outreach activities. The county initiated the Program for Public Information (PPI), a Federal Emergency Management Agency (FEMA) planning tool, to coordinate outreach efforts. The county's purpose in developing this plan is to improve communication and coordination of outreach efforts and provide information about flood hazards and ways to protect people, property and natural floodplain functions to residents.

There are seven steps to prepare the PPI, which include:

1. Establish a PPI committee.
2. Assess the community's public information needs, including identifying target audiences.
3. Formulate outreach messages.
4. Identify outreach projects to convey the messages.
5. Examine other public information initiatives by the county and other agencies.
6. Prepare the PPI document and adopt the PPI.
7. Implement, monitor and evaluate the PPI.

This PPI is part of Sarasota County's overall Floodplain Management Plan (FMP), which is an appendix to Sarasota County's Local Mitigation Strategy (LMS). The LMS is a state-approved multi-jurisdictional, multi-hazard plan that serves not only unincorporated Sarasota County, but also the City of Sarasota, City of Venice, City of North Port and the Town of Longboat Key. The geographic and jurisdictional scope of the Sarasota PPI includes all unincorporated areas of Sarasota County, the City of Sarasota and Town of Longboat Key, City of North Port, and the City of Venice (Figure 1-1). This PPI offers a structure in line with the Program for Public Information activity of the CRS.

Figure 1-1 Sarasota County



2 PLANNING COMMITTEE

The current plan was created and continues to be updated by a committee (Figure 2-1) consisting of Sarasota County staff as well as public stakeholders. The plan represents a collaboration of representatives from planning and development, emergency, public works and engineering services, public and private sector agencies, and residents. Committee members also include representation from real estate, mortgage and insurance industries, as well as neighborhood associations. Each year, the PPI committee will evaluate the county's flooding issues and existing outreach projects and will update and/or develop new projects.

Table 2-1 describes the committee members.

Table 2-1 Program for Public Information committee members

Government Members	Representing
Donna Bailey, dabailey@scgov.net	Floodplain Manager, Sarasota County
Ed McCrane, emccrane@scgov.net	Emer. Services, Sarasota County
Claire Aronson, caronson@scgov.net	Public Information Officer, Sarasota County
James Linkogle, jlinkogle@longboatkey.org	Floodplain Manager, Town of Longboat Key
Todd Kerkering, Richard.Kerkering@sarasotaFL.gov	Floodplain Manager, City of Sarasota
Non-Government Stakeholder Members	Representing
Neil Fleet, nfleet@amiwra.com (Stakeholder for Town of Longboat Key)	AMI-Bay Isles
Don Hermey, dhermey@mote.org (Stakeholder for City of Sarasota)	Mote Marine
Katherine Howington, katherine.howington@bankersinsurance.com	Bankers Insurance
Sherry Bitner, sherryb@verizon.net	Solutions First Mortgage
Darcy Young, darcy@sarasotabay.org	Sarasota Bay Estuary Program
Christina Pitchford, christina@yourhometownconsultant.com	Your Hometown
Pete Travis, pete.travis@torrentcorp.com	Torrent Corporation
Jessica Williams, jessica.williams@wearflood.com	Wright Flood
Sharon Gould, sharon.gould@floridamoves.com	Florida Moves
Kirsten Pedersen, kpedersen01@gmail.com	Citizen Stakeholder
Kathy Kelley Ohlrich, kkohlrich@gmail.com	Coalition of City Neighborhood Associations (CCNA)
Carl Shoffstall, carlS@Floridaplaystructures.com	Coalition of City Neighborhood Associations (CCNA)

The committee meets regularly to develop and update the plan. Table 2-2 describes the committee meetings. Key topics during the committee meetings include:

- Plan organization
- Identify priority areas for outreach
- Assessment of flood insurance coverage
- Determination of priority audiences for outreach activities
- Inventory and evaluation of other public information initiatives at the county as well as other agencies
- Development of outreach messages
- Review of possible outreach activities
- Plan implementation and update

Figure 2-1 PPI Committee



Table 2-2 PPI committee meetings

Date	Discussion Topics
May 24, 2017	Organized the committee members; discussed goals and objectives for the PPI; discussed current Community Rating System status; reviewed PPI requirements and committee responsibilities; discussed current outreach efforts and ideas.
Aug. 15, 2017	Committee discussed target audiences and areas for outreach as well as the messages to convey; reviewed progress of current outreach activities and provided input on new ways to reach target audiences through activities that can be initiated by the stakeholders.
Nov. 28, 2017	Committee reviewed the PPI messages and outcomes. The committee reviewed the projects list along with the messages and made suggestions to improve certain projects. The committee also discussed the upcoming Flood Awareness Week and how the PPI can coordinate with FFMA, FDEM, FEMA, insurance agents and realtors to deliver consistent messaging.
Feb. 13, 2018	Committee reviewed the projects list and the status of each project. Committee members will be reviewing the draft report documenting the overall PPI process.
May 14, 2018	The committee reviewed the draft PPI report, the messages for the Flood Awareness Week initiative and discussed additional outreach project ideas.

Agendas, sign-in sheets and meeting notes for the above meetings and subsequent meetings to update the plan are provided in the attachments that accompany this PPI (Attachment 1). PPI committee meetings which are advertised in newspapers and on the County’s website, and are open to the public.

3 ASSESSMENT OF PUBLIC INFORMATION NEEDS

More than 30,000 structures in Sarasota County are within FEMA's Special Flood Hazard Areas (SFHA). The county is exposed to flooding from hurricanes, tropical storms, storm surges, and stormwater runoff resulting from heavy rainfall. Watershed management plans cover all of Sarasota County and provide an excellent means to identify priority areas for floodplain management activities and areas where the buildings should carry flood insurance.

PRIORITY AREAS

Sarasota County is mostly flat, and due to its geographic location in the subtropics, the entire county is vulnerable to damage caused by flooding from tropical storms, hurricanes and heavy rainfall. As an example of this widespread issue, nearly 17 percent of paid losses for Sarasota County are for structures located outside of the SFHA. In order to identify priority areas of concern, the county has been tracking historical flooding issues using Geographic Information Systems (GIS) and is performing a Repetitive Loss Areas Analysis (RLAA) (see FMP Section 3, Historical Claims and Repetitive Loss Areas). In addition, Sarasota County has developed and maintained a comprehensive watershed management plan for all watersheds within the county. These plans include stormwater models developed to describe the flooding potential for areas within the county. The results of these plans help to identify those areas that are vulnerable to flooding from small storms or less frequent, larger storms.

Areas susceptible to flood hazards include the SFHA (Figure 3-1) and the Sarasota County Community Flood Hazard Areas (CFHA) identified through the county's watershed management plans (Figure 3-2). Other areas can also be significantly impacted by storm surge as depicted by the county's hurricane evacuation zones (Figure 3-3), with Zone A being the most vulnerable. Based on the county's assessment of flood hazards, priority areas within the community include the following:

- Coastal lands – These areas have experienced flooding and erosion resulting from severe weather systems such as hurricanes, tropical storms, intense rainfall and surge. During several hurricanes, high tides and surge have caused damage to many homes, seawalls, and roads along the Sarasota coastline.
- Phillippi Creek – This creek is one of the county's major drainage systems. The system ultimately discharges into Sarasota Bay and is tidally influenced. The area draining to this system is approximately 57 square miles and represents the most populous basin in the county. This area consists of residential, commercial and agricultural land uses. The flat topography of this drainage basin makes this area highly susceptible to flooding as well as storm surge.
- Myakka River – This river is a major drainage system within the county. Along with its tributaries, the area that drains to this system represents approximately 75 percent of the lands in the county. This river ultimately discharges into the Charlotte Harbor Estuary. The area is predominantly undeveloped, providing natural floodplain functions and habitat for a diversity of wildlife and other natural functions. Although most of the area is undeveloped, there are pockets of homes adjacent to the main river that are prone to flooding. Some of the most vulnerable areas for coastal flooding and storm surge are areas along the Myakka River in the southern portion of the county.
- Localized flooding areas of concern throughout the county were also identified through the county's watershed management plans and RLAA. These areas have been delineated in GIS (see Figures 3-3 through 3-5, and Figure 3-8 of the FMP).

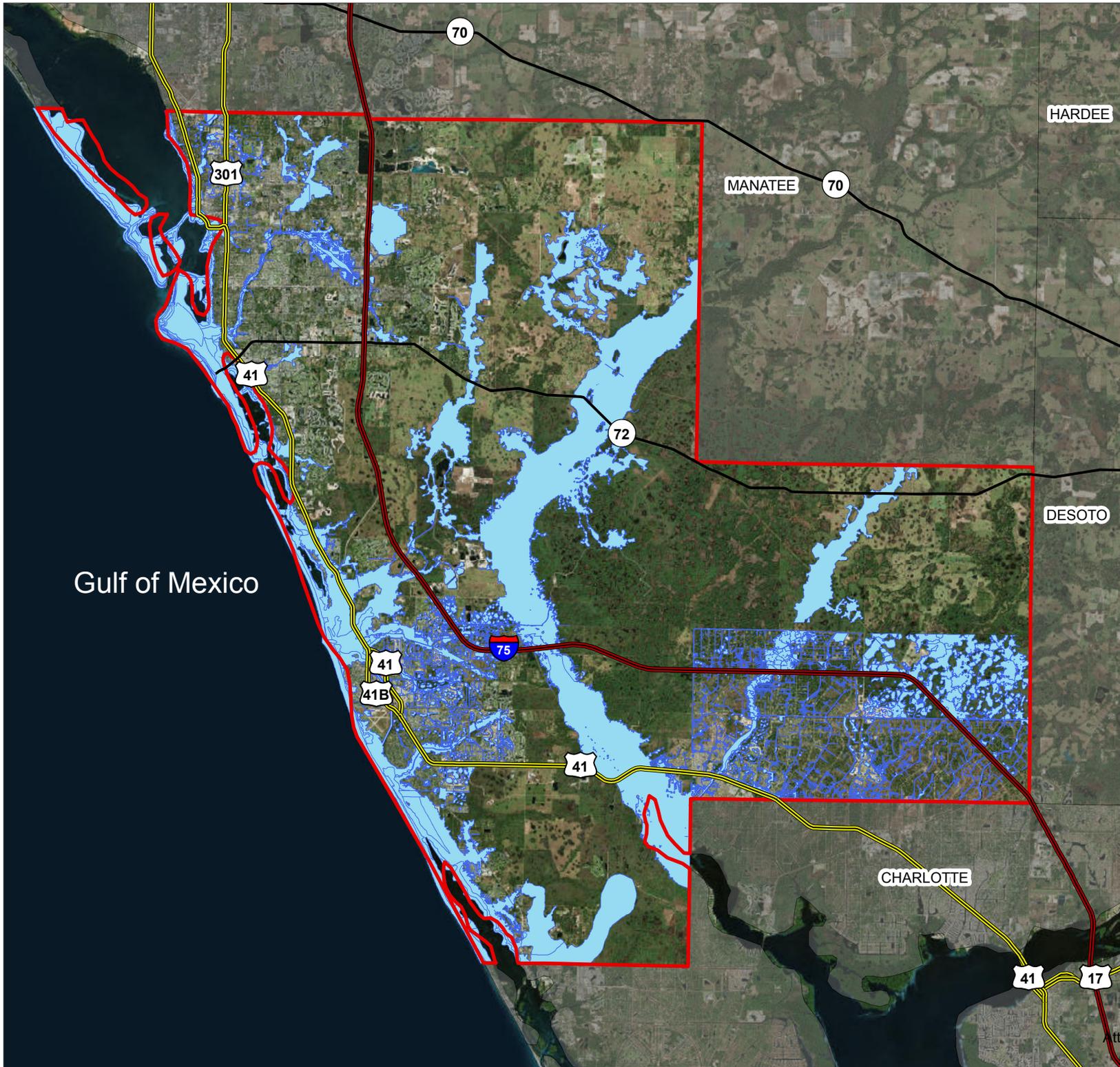
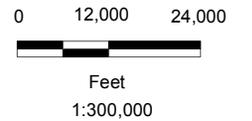


Figure 3-1
Special Flood Hazard
Areas within
Sarasota County

Sarasota County Program
for Public Information



- Sarasota Boundary
- Special Flood Hazard Area



Gulf of Mexico

Figure 3-2

Sarasota County Community Flood Hazard Areas

Sarasota County Program for Public Information



-  Sarasota County Boundary
-  Community Flood Hazard Area

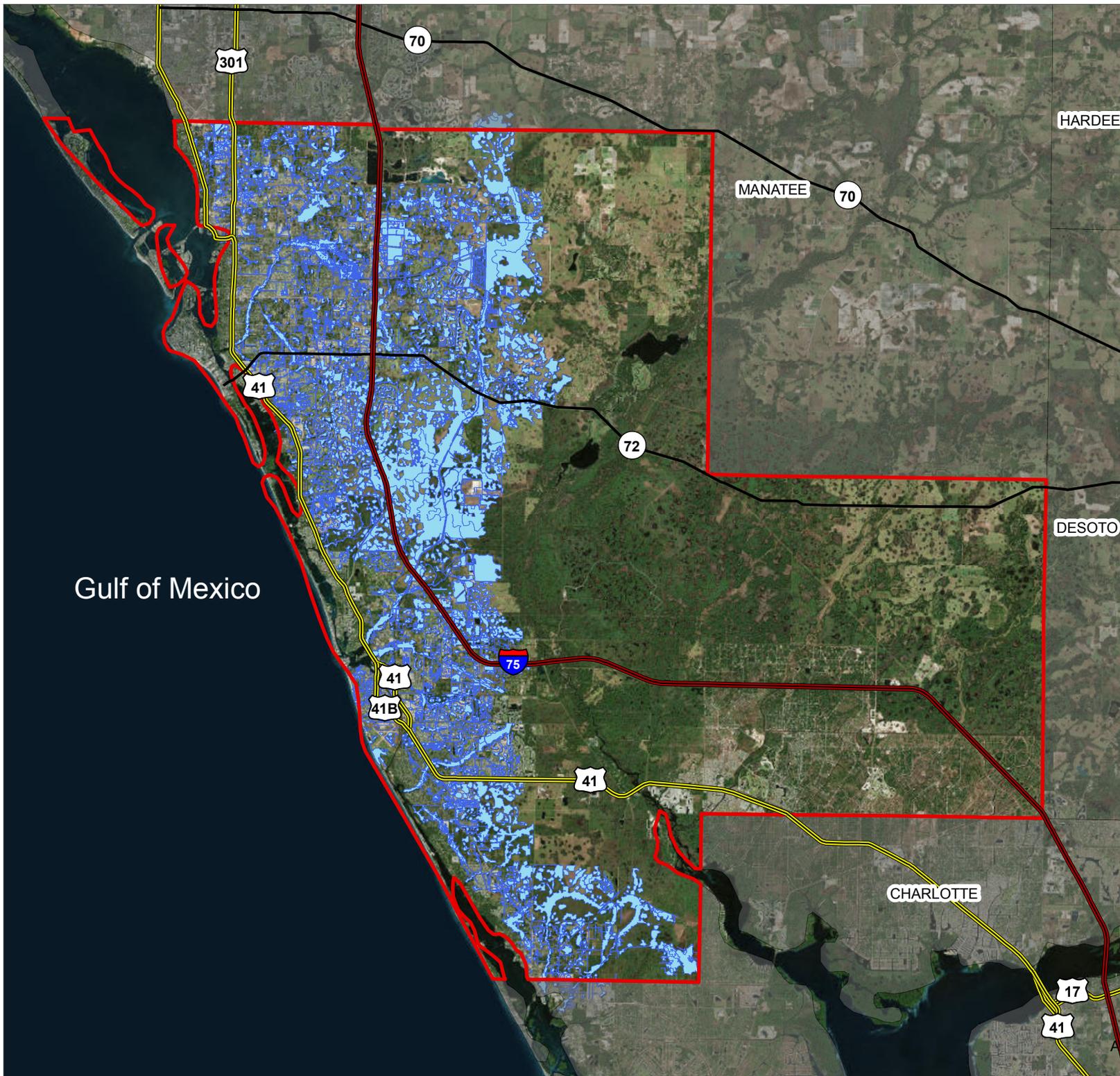
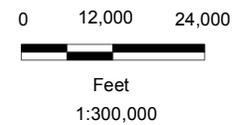
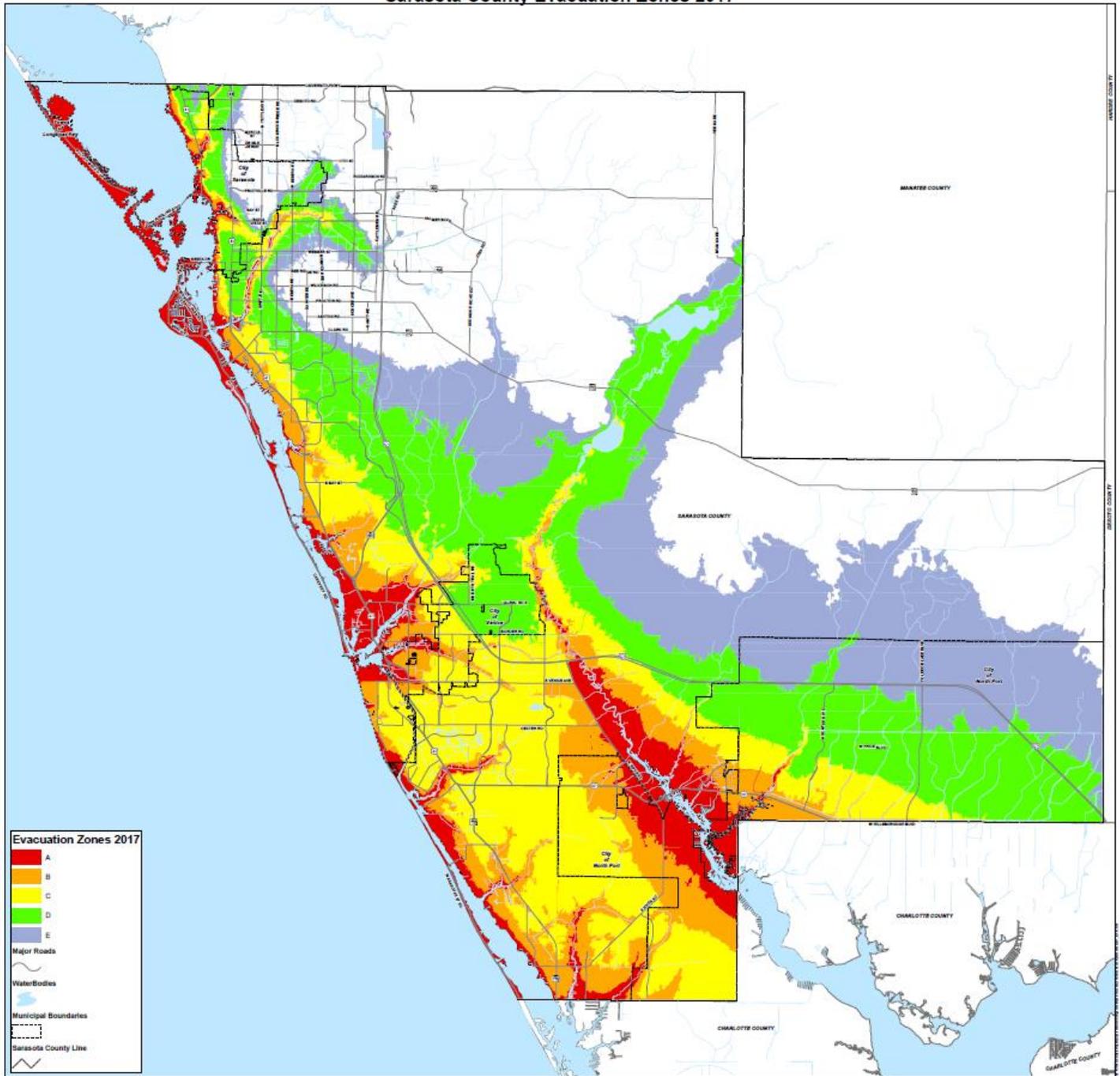


Figure 3-3 Sarasota County Hurricane Evacuation Zones
Sarasota County Evacuation Zones 2017



REPETITIVE LOSS AREAS

Sarasota County performed a repetitive loss areas analysis using the most recent repetitive loss properties data from FEMA, with the goal of reducing the number of repetitive loss properties (RLPs) within Sarasota County. A Repetitive Loss Structure is an NFIP-insured structure that has had at least two paid flood losses of more than \$1,000 each in any 10-year period since 1978. There are currently 253 RLPs for Sarasota County. A Severe Repetitive Loss (SRL) Structure is defined as a residential property that is covered under an NFIP flood insurance policy and (a) has at least four NFIP claim payments (including building and contents) over \$5,000 each, and the cumulative amount of such claims payments exceeds \$20,000; or (b) at least two separate claims payments (building payments only) have been made with the cumulative amount of the building portion of such claims exceeding the market value of the building. For both (a) and (b) above, at least two of the referenced claims must have occurred within any 10-year period, and must be more than 10 days apart. Sarasota County has twenty SRL properties. Eleven of these properties have since been mitigated either by demolition or by providing flood protection.

Sarasota County is deemed a Class C community in the Community Rating System program and is required to have a floodplain management plan or area analyses for its repetitive loss areas.

Stormwater Utility and the CRS Coordinator adhere to the data pertaining to SRLs and RLPs as protected under the Federal Privacy Act of 1974.

Sarasota County mapped the RLPs and evaluated nearby properties with the same potential for flooding. The repetitive loss areas include the properties on the repetitive loss list and all nearby properties that may experience similar flooding conditions. The repetitive loss areas were delineated based on compilation of the following data:

- Repetitive loss properties and data (e.g., number of losses and associated cost).
- LiDAR (elevation data, land slope).
- Conveyance system components (e.g., location and size of stormwater pipes, ditches, storage basins, work requests).
- Floodplains (e.g., WMP studies and FIRMs).
- Storm surge areas.
- Streetview.
- Historical flooding complaints.

Figure 3-4 illustrates the repetitive loss areas identified by the analysis. Flooding occurrences in these areas were due to significant storm events combined with structures located in or around water bodies. The terrain characteristics with respect to these structures can be described as low-lying areas with a high depth to the water table. Table 3-1 describes the causes of flooding for these repetitive loss areas as they relate to significant storms.

Sarasota County continually evaluates the repetitive loss areas, with the most recent evaluation and major update conducted in 2016/2017. The project, still in progress, consists of a desktop evaluation of existing and potential new repetitive loss areas, and a field investigation of the properties.

Figure 3-4 Repetitive Loss Areas Analysis

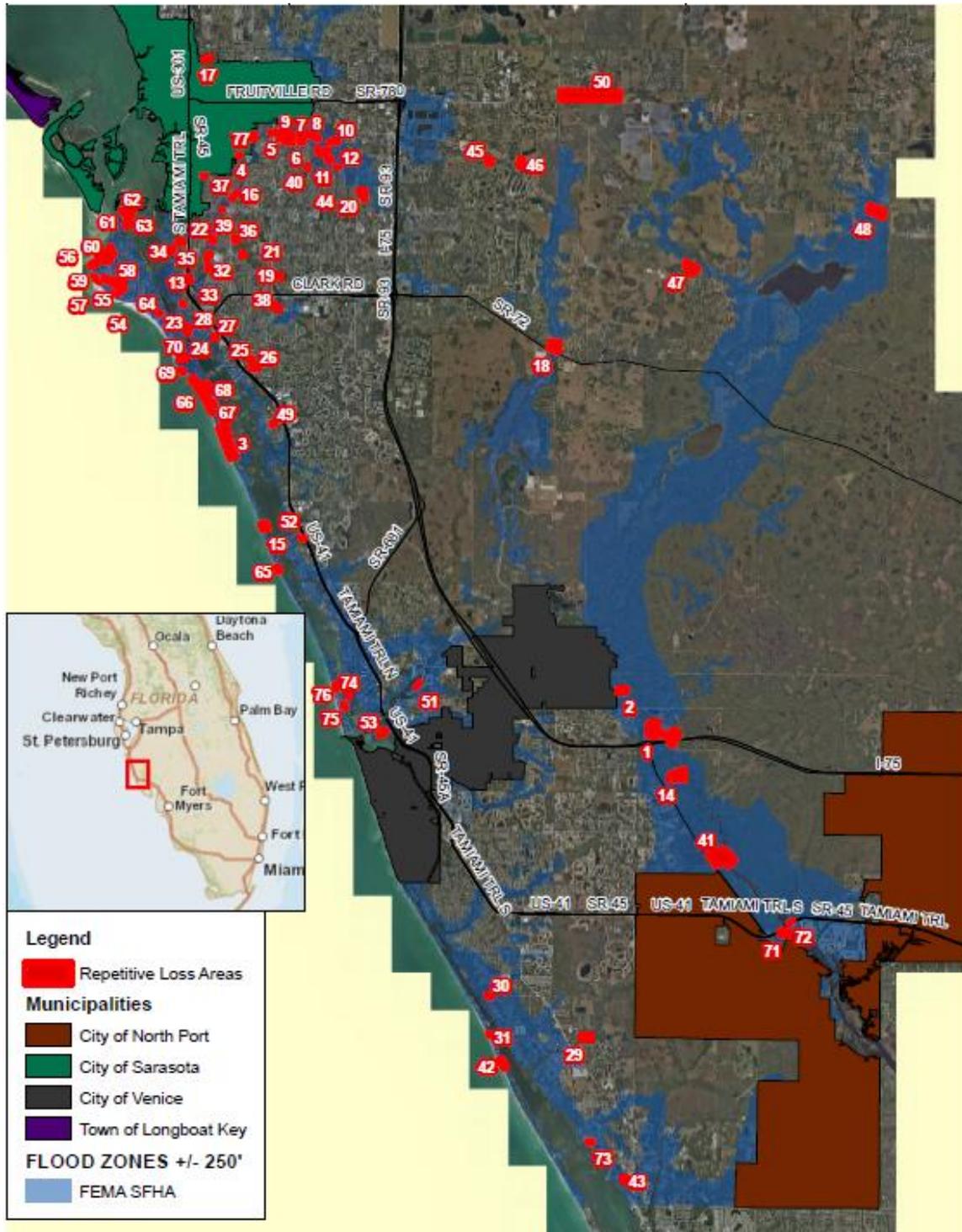


Table 3-1 Causes of Repetitive Flooding

Repetitive Loss Area Map ID	Building Count	Causes of repetitive flooding
1	61	Hurricane Gabrielle (2001): 5 to 10 inches of rainfall, storm surge, and wave action. Storms April through July (2003): 8 to 10 inches of rainfall. Waters did not recede for over 30 days in some parts of the County. Tropical Depression One (1992): Excess of 20 inches of rainfall.
2	49	Hurricane Gabrielle: 5 to 10 inches of rainfall, storm surge, and wave action. Tropical Depression One: Excess of 20 inches of rainfall.
3	171	Hurricane Gabrielle: 5 to 10 inches of rainfall, storm surge, and wave action. Tropical Storm Josephine
4	15	Tropical Depression One: Excess of 20 inches of rainfall.
5	42	Tropical Depression One: Excess of 20 inches of rainfall.
6	257	Storms April through July: 8 to 10 inches of rainfall. Waters did not recede for over 30 days in some parts of the county.
7	14	Storms April through July: 8 to 10 inches of rainfall. Waters did not recede for over 30 days in some parts of the county.
8	24	Tropical Depression One: Excess of 20 inches of rainfall.
9	11	Tropical Depression One: Excess of 20 inches of rainfall.
10	19	Tropical Depression One: Excess of 20 inches of rainfall.
11	38	Tropical Depression One: Excess of 20 inches of rainfall.
12	24	Tropical Depression One: Excess of 20 inches of rainfall. Tropical Storm Dean (1995): 9 to 11 inches of rainfall.
13	13	Subtropical Storm One (1982): Approximately 6 inches of rainfall, storm surge, and wave action.
14	36	Hurricane Gabrielle: 5 to 10 inches of rainfall, storm surge, and wave action. Storms April through July: 8 to 10 inches of rainfall. Waters did not recede for over 30 days in some parts of the county.
15	21	Subtropical Storm One: Approximately 6 inches of rainfall, storm surge, and wave action.
16	14	Tropical Depression One: Excess of 20 inches of rainfall.
17	13	Tropical Depression One: Excess of 20 inches of rainfall.
18	13	Tropical Storm Dean: 9 to 11 inches of rainfall.
19	14	Tropical Storm Dean: 9 to 11 inches of rainfall.
20	108	Tropical Depression One: Excess of 20 inches of rainfall. Tropical Storm Dean: 9 to 11 inches of rainfall.
21	23	Tropical Storm Dean: 9 to 11 inches of rainfall.
22	14	Tropical Depression One: Excess of 20 inches of rainfall. Tropical Storm Dean: 9 to 11 inches of rainfall.
23	13	Tropical Storm Dean: 9 to 11 inches of rainfall.
24	8	Tropical Depression One: Excess of 20 inches of rainfall.
25	9	Tropical Depression One: Excess of 20 inches of rainfall.
26	50	Tropical Depression One: Excess of 20 inches of rainfall.
27	9	Tropical Depression One: Excess of 20 inches of rainfall.

Repetitive Loss Area Map ID	Building Count	Causes of repetitive flooding
28	12	Tropical Storm Dean: 9 to 11 inches of rainfall.
29	12	
30	11	Tropical Depression One: Excess of 20 inches of rainfall.
31	10	
32	12	Tropical Storm Dean: 9 to 11 inches of rainfall.
33	18	Tropical Storm Dean: 9 to 11 inches of rainfall.
34	15	Tropical Depression One: Excess of 20 inches of rainfall.
35	21	Tropical Storm Dean: 9 to 11 inches of rainfall.
36	14	Tropical Storm Dean: 9 to 11 inches of rainfall.
37	15	Tropical Storm Dean: 9 to 11 inches of rainfall.
38	17	Tropical Storm Dean: 9 to 11 inches of rainfall.
39	5	Tropical Depression One: Excess of 20 inches of rainfall.
40	18	Storms April through July: 8 to 10 inches of rainfall. Waters did not recede for over 30 days in some parts of the county.
41	658	Storms April through July: 8 to 10 inches of rainfall. Waters did not recede for over 30 days in some parts of the county.
42	31	
43	21	
44	12	Tropical Depression One: Excess of 20 inches of rainfall.
45	16	Hurricane Gabrielle: 5 to 10 inches of rainfall, storm surge, and wave action.
46	15	Hurricane Gabrielle: 5 to 10 inches of rainfall, storm surge, and wave action.
47	14	
48	10	Storms April through July: 8 to 10 inches of rainfall. Waters did not recede for over 30 days in some parts of the county.
49	16	Tropical Storm Dean: 9 to 11 inches of rainfall.
50	60	
51	16	Tropical Depression One: Excess of 20 inches of rainfall.
52	16	Tropical Storm Dean: 9 to 11 inches of rainfall.
53	28	Tropical Depression One: Excess of 20 inches of rainfall.
54	10	Hurricane Elena (1985): Approximately 3 inches of rainfall, storm surge, and wave action.
55	156	Subtropical Storm One: Approximately 6 inches of rainfall, storm surge, and wave action. Hurricane Elena: Approximately 3 inches of rainfall, storm surge, and wave action. Hurricane Gabrielle: 5 to 10 inches of rainfall, storm surge, and wave action. Tropical Storm Dean: 9 to 11 inches of rainfall. Tropical Storm Josephine (1996)
56	8	Tropical Depression One: Excess of 20 inches of rainfall.
57	16	Tropical Depression One: Excess of 20 inches of rainfall.
58	17	Tropical Depression One: Excess of 20 inches of rainfall.
59	27	Hurricane Gabrielle: 5 to 10 inches of rainfall, storm surge, and wave action.

Repetitive Loss Area Map ID	Building Count	Causes of repetitive flooding
60	111	Hurricane Gabrielle: 5 to 10 inches of rainfall, storm surge, and wave action. Tropical Depression One: Excess of 20 inches of rainfall. Tropical Storm Dean: 9 to 11 inches of rainfall.
61	36	Subtropical Storm One: Approximately 6 inches of rainfall, storm surge, and wave action.
62	11	Tropical Storm Dean: 9 to 11 inches of rainfall.
63	40	Hurricane Elena: Approximately 3 inches of rainfall, storm surge, and wave action. Subtropical Storm One: Approximately 6 inches of rainfall, storm surge, and wave action. Tropical Storm Dean: 9 to 11 inches of rainfall. Tropical Storm Josephine
64	10	Hurricane Elena: Approximately 3 inches of rainfall, storm surge, and wave action. Tropical Depression One: Excess of 20 inches of rainfall.
65	17	Subtropical Storm One: Approximately 6 inches of rainfall, storm surge, and wave action.
66	54	Hurricane Elena: Approximately 3 inches of rainfall, storm surge, and wave action. Subtropical Storm One: Approximately 6 inches of rainfall, storm surge, and wave action. Tropical Depression One: Excess of 20 inches of rainfall. Tropical Storm Josephine
67	13	Tropical Depression One: Excess of 20 inches of rainfall. Un-named storm (1997): 10 inches of rainfall.
68	33	Hurricane Elena: Approximately 3 inches of rainfall, storm surge, and wave action.
69	11	Subtropical Storm One: Approximately 6 inches of rainfall, storm surge, and wave action.
70	51	Tropical Depression One: Excess of 20 inches of rainfall. Tropical Storm Dean: 9 to 11 inches of rainfall.
71	53	Hurricane Elena: Approximately 3 inches of rainfall, storm surge, and wave action. Hurricane Frances (2004): county experienced four back-to-back hurricanes between August and September 2004. Hurricane Gabrielle: 5 to 10 inches of rainfall, storm surge, and wave action. Tropical Storm Josephine Tropical Storm Keith (1988): 1 to 3 inches of rainfall, storm surge, and wave action.
72	4	Hurricane Elena: Approximately 3 inches of rainfall, storm surge, and wave action. Hurricane Frances: county experienced four back-to-back hurricanes between August and September 2004. Hurricane Gabrielle: 5 to 10 inches of rainfall, storm surge, and wave action. Tropical Storm Josephine Tropical Storm Keith: 1 to 3 inches of rainfall, storm surge, and wave action.

Repetitive Loss Area Map ID	Building Count	Causes of Repetitive Flooding
73	16	Tropical Depression One: Excess of 20 inches of rainfall.
74	17	Tropical Depression One: Excess of 20 inches of rainfall.
75	14	Storms April through July: 8 to 10 inches of rainfall. Waters did not recede for over 30 days in some parts of the county. Tropical Storm Dean: 9 to 11 inches of rainfall.
76	19	Storms April through July: 8 to 10 inches of rainfall. Waters did not recede for over 30 days in some parts of the county. Tropical Storm Dean: 9 to 11 inches of rainfall.
77	27	Tropical Depression One: Excess of 20 inches of rainfall. Tropical Storm Dean: 9 to 11 inches of rainfall.

FLOOD INSURANCE COVERAGE ASSESSMENT

There are approximately 40,000 policies currently in effect for Sarasota County. About 24,000 of those policies are for structures within the SFHA, indicating that there is a significant number of homeowners that opted to carry flood insurance even though they may not be required. However, there are approximately 30,000 structures located in the SFHA. This difference in number of total structures in the SFHA versus number of policies in the SFHA may indicate there are many homes that do not have a federally backed mortgage and are not required to carry a NFIP flood insurance policy. It should be noted that policies from private flood insurance companies are not reported to the county. Overall, most of the policies in force are for single-family homes (26,146 policies). Most of the claims come from this group, representing approximately \$21.9 million in paid losses from 1,799 claims. Overall, there have been approximately \$25.6 million in paid losses for the county. Table 3-2 and Table 3-3 describe the policy and claim statistics for Sarasota County.

Table 3-2 Policy and Claim Statistics for Pre-FIRM Structures

Zone	Policies*	Number of closed paid losses*	Closed paid losses*
A01-30, AE	9,644	1,069	\$11,740,220
A	242	207	\$3,425,560
AO	0	0	\$0
AH	0	0	\$0
AR	0	0	\$0
A99	0	0	\$0
V01-30, VE	528	173	\$2,137,250
V01-30, VE	0	0	\$0
D	2	42	\$405,490
B, C, X	2,548	169	\$2,222,122
Total	12,964	1,660	\$19,930,642

*As of 3/31/2017

Table 3-3 Policy and Claim Statistics for Post-FIRM Structures

Zone	Policies*	Number of closed paid losses*	Closed paid losses*
A01-30, AE	12,392	211	\$1,894,063
A	789	199	\$1,984,073
AO	0	0	\$0
AH	0	0	\$0
AR	0	0	\$0
A99	0	0	\$0
V01-30, VE	301	11	\$121,673
V01-30, VE	0	0	\$0
D	36	2	\$77,032
B, C, X	13,503	125	\$1,609,642
Total	27021	548	\$5,686,483

*As of 3/31/2017

The county maintains insurance for facilities that it owns, including flood insurance for facilities that are shown to be at risk for flooding.

As described by Table 3-4, there are approximately forty thousand policies compared to the approximately thirty-seven thousand structures that are located in the SFHA (see Section 6 for an analysis of the residential and commercial buildings located in the SFHA). This high percentage is contributed to the outreach efforts and regular flood information workshops that the county conducts every year. As illustrated in Figure 3-5, the flood insurance policies cover more than just buildings along the coastal areas, but also cover much of the inland areas. Sarasota County is proactive in identifying areas with flooding issues by conducting watershed management plans throughout the county, and by conducting public meetings and workshops to educate residents about their risks.

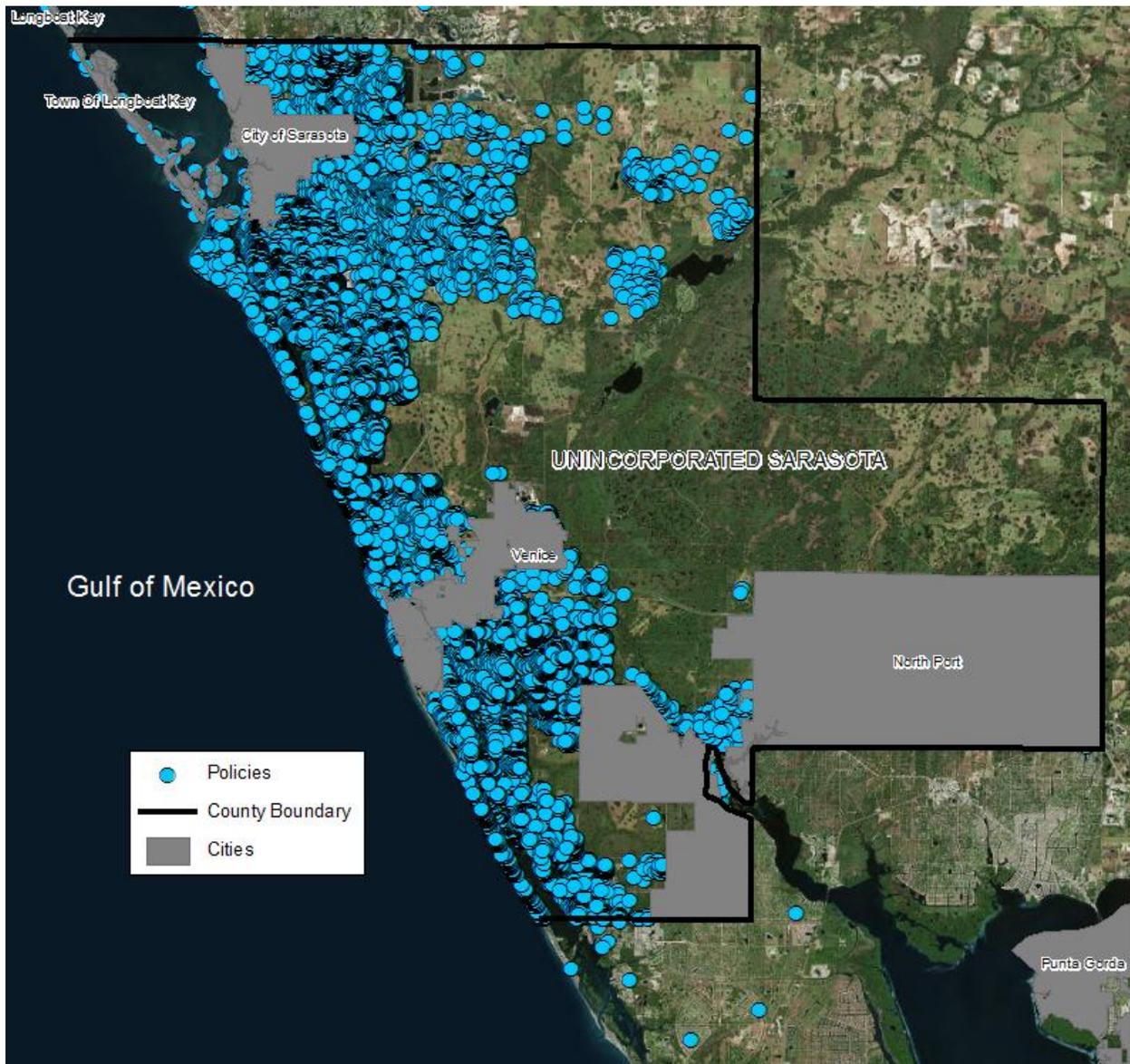
Structures in the community are at risk for flooding whether or not structures are located within a designated SFHA. As illustrated by Table 3-2 and Table 3-3, nearly 17 percent of paid losses for Sarasota County are for structures outside of the SFHA. Most of the policies in effect are for single-family homes (26,146 policies). Most of the claims come from this group, representing approximately \$21.9 million in paid losses from 1,799 claims.

Table 3-4 Policy and Claim Statistics by Occupancy Type

Occupancy type	Policies*	Closed paid losses*
Single-Family	26,146	\$21,881,591
2-4 Family	2,625	\$1,091,672
All Other Residential	10,310	\$1,210,115
Non-Residential	904	\$1,441,914
Total	39,985	\$25,625,292

*As of 3/31/2017

Figure 3-5 Flood Insurance Policies in Unincorporated Sarasota County



Sarasota County geocoded the historical claims data (Figure 3-6). This data was overlaid with other data, such as topographic information, FEMA flood zones, historical flooding complaints, and other information to identify areas within the County that are at risk for flooding. The combination of policies and claims information that the county geocoded can help the county determine, not only where flood risk exists, but also where residents do not currently have flood insurance and are in high risk areas. Section 6 illustrates the use of this data to determine homes that the County can target for outreach.

The county is in the process of improving the information that is currently in the flood insurance coverage assessment to delineate additional target audiences that will benefit from outreach relating to flood insurance. These may include homes in the SFHA that may not have flood insurance in place, homes located in the CFHA, or additional homes in areas identified to have historical flooding complaints. **A review of damaged buildings / historical claims indicate that there are areas that have potential to improve flood insurance coverage.** This data provided valuable information about which structures had flood insurance claims, as well as whether structures in the area had NFIP flood insurance policies in place or not. Figures Figure 3-7 through Figure 3-12 illustrate examples of areas that may benefit from additional outreach regarding flood insurance. These areas are in or close to floodplains and contain buildings that may not carry flood insurance. Some of these areas had previous flood insurance claims and therefore, there exists a real risk of flooding for buildings in the same area without flood insurance. Using this information the county can determine which addresses may be at risk of flooding and may not have flood insurance.

Figure 3-6 Flood Insurance Claims in Unincorporated Sarasota County

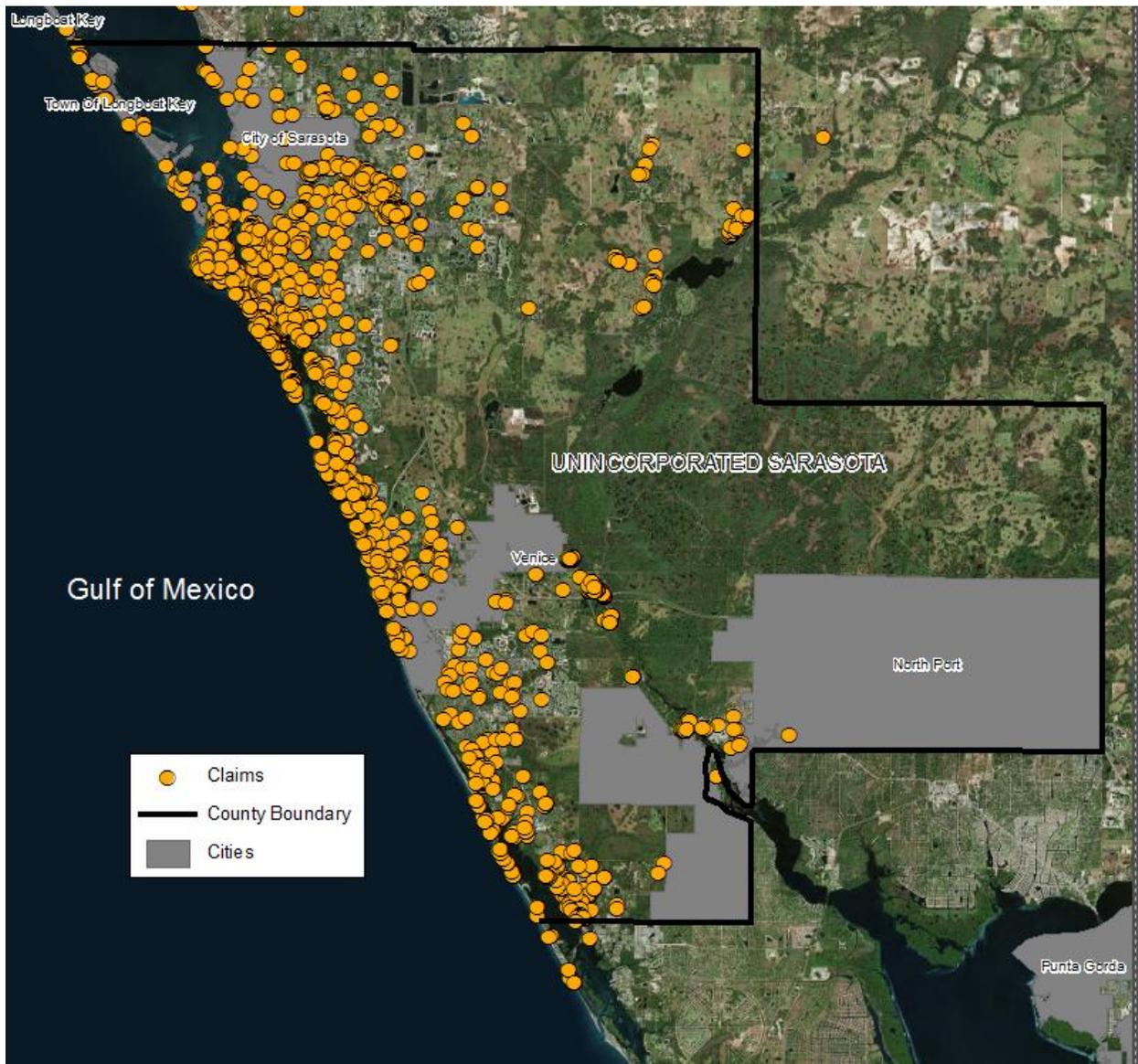


Figure 3-8 Potential Flood Insurance Coverage Improvement for Buildings - Area 2

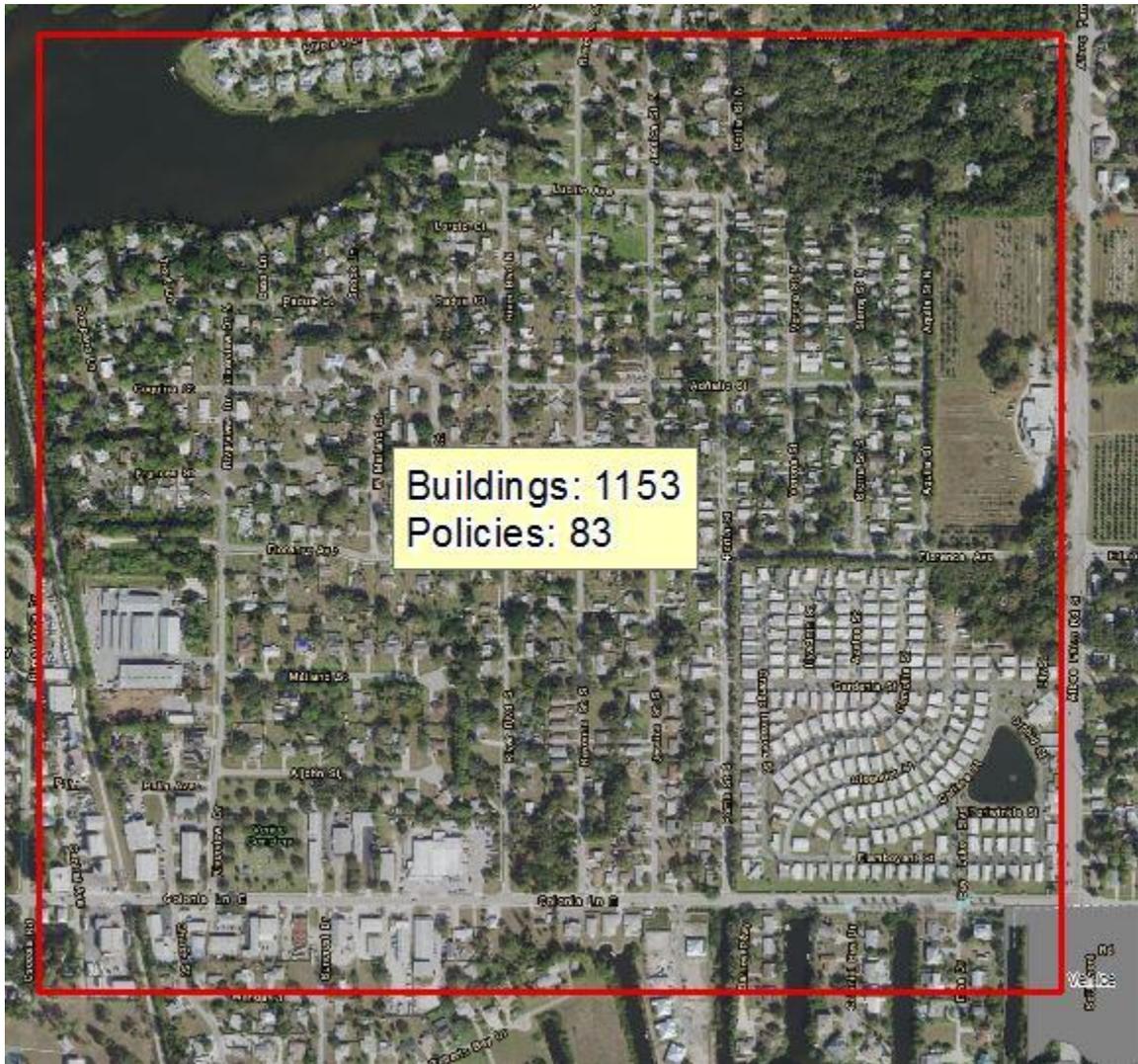


Figure 3-9 Potential Flood Insurance Coverage Improvement for Buildings - Area 3

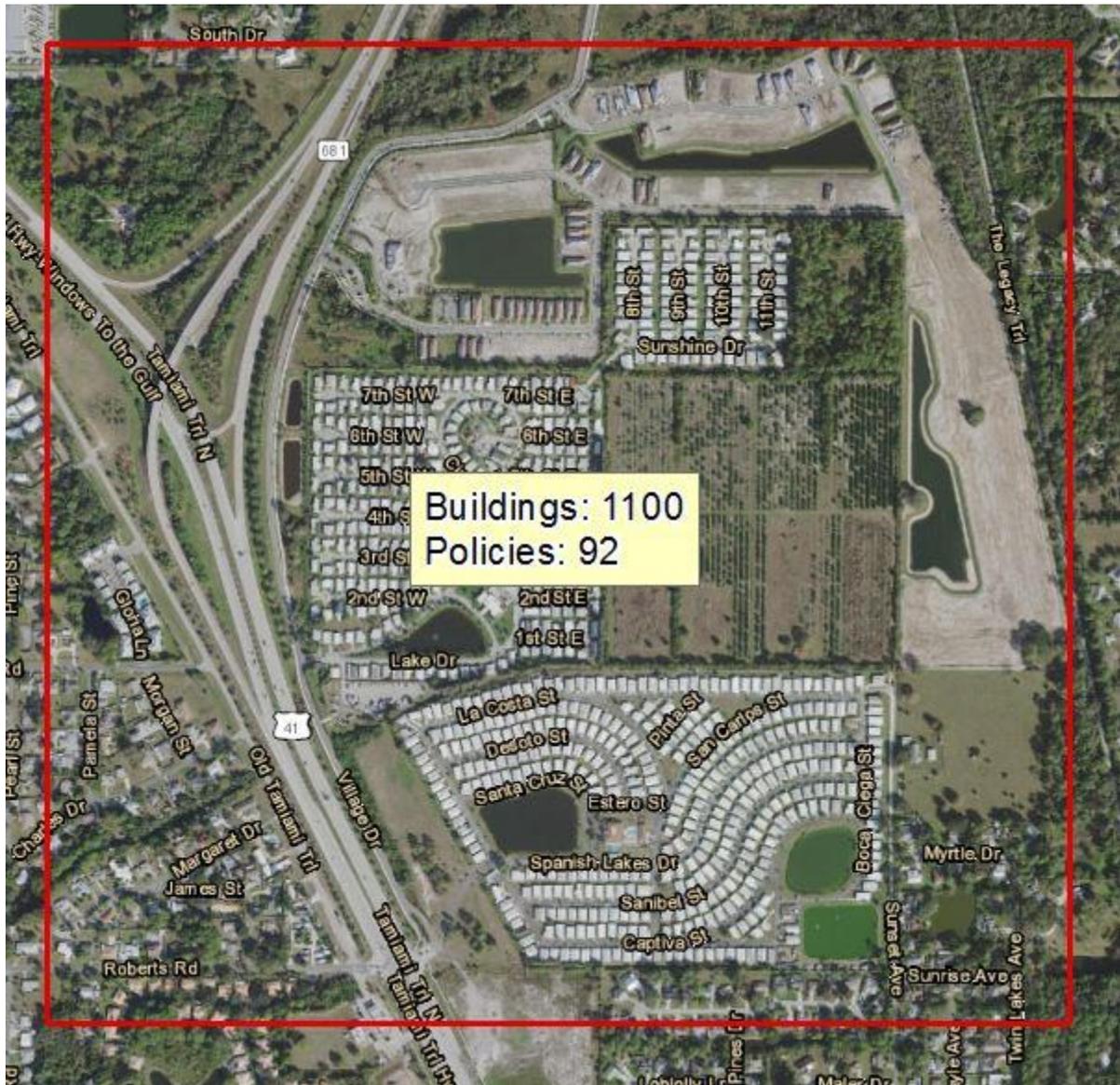


Figure 3-11 Potential Flood Insurance Coverage Improvement for Buildings - Area 5



Figure 3-12 Potential Flood Insurance Coverage Improvement for Buildings - Area 6



CURRENT PUBLIC INFORMATION EFFORTS

The PPI committee discussed ongoing efforts to prepare, implement and monitor a range of flood-related public information activities. The PPI committee reviewed these projects to assess potential revisions to improve the messaging and its reach to the intended audiences. These activities included efforts initiated by the county as well as other agencies. These projects are described below.

FLOOD FLIER

The Communications Department developed a flood flier to highlight the CRS topics. The flier was developed with the objective of remaining simple, providing concise messaging and showing available resources and contact information. The flood flier was previously advertised in the phonebook, the Herald Tribune and sent to municipalities within Sarasota County. Subjects covered in the flier include flood risk information, building responsibly, flood insurance, flood safety, flood protection, and natural floodplain functions. The flood flyer was also translated into Spanish.

PROPERTY APPRAISER RECORDS

Committee members worked with the property appraiser to add flood information on the parcel records online. Users are now able to view their FIRM information, such as FIRM panel, flood zone, floodway, Base Flood Elevation, as well as other flood hazard areas identified through the county's watershed management plans. Property records also provide a link to the county's flood zone locator website as well as contact information for the municipality in which the parcel is located.

FLOOD INFORMATION WORKSHOPS

Sarasota County currently conducts regular workshops throughout the county. These are general presentations with Q&A sessions for the public. The committee suggested that new locations should be identified for next year. In addition, there may be an opportunity for this committee to develop and incorporate more CRS messages. Subjects covered in the workshops include flood risk information and flood insurance.

PARKS FLIER

The county maintains more than 140 parks throughout the county. They manage these natural resources to preserve the beneficial functions for the community, including natural floodplain functions, wildlife protection, water quality improvement and recreation. A listing of the county's parks is included in the Section 7 of the FMP (Natural Floodplain Functions). Fliers distributed for the county parks will contain flood-related information and messages. Subjects covered in the flier include natural floodplain functions.

FLOOD PROTECTION WEBSITE

Sarasota County developed a flood protection website to provide valuable information to the public about their flood risk, ways to protect themselves, flood insurance and resources that are available at the county. The website was recently revised to be consistent with the CRS priority subjects, including knowing your flood risk, building responsibly, buying flood insurance, flood safety, flood protection and natural floodplain functions.

FLOOD ZONE LOCATOR WEBSITE

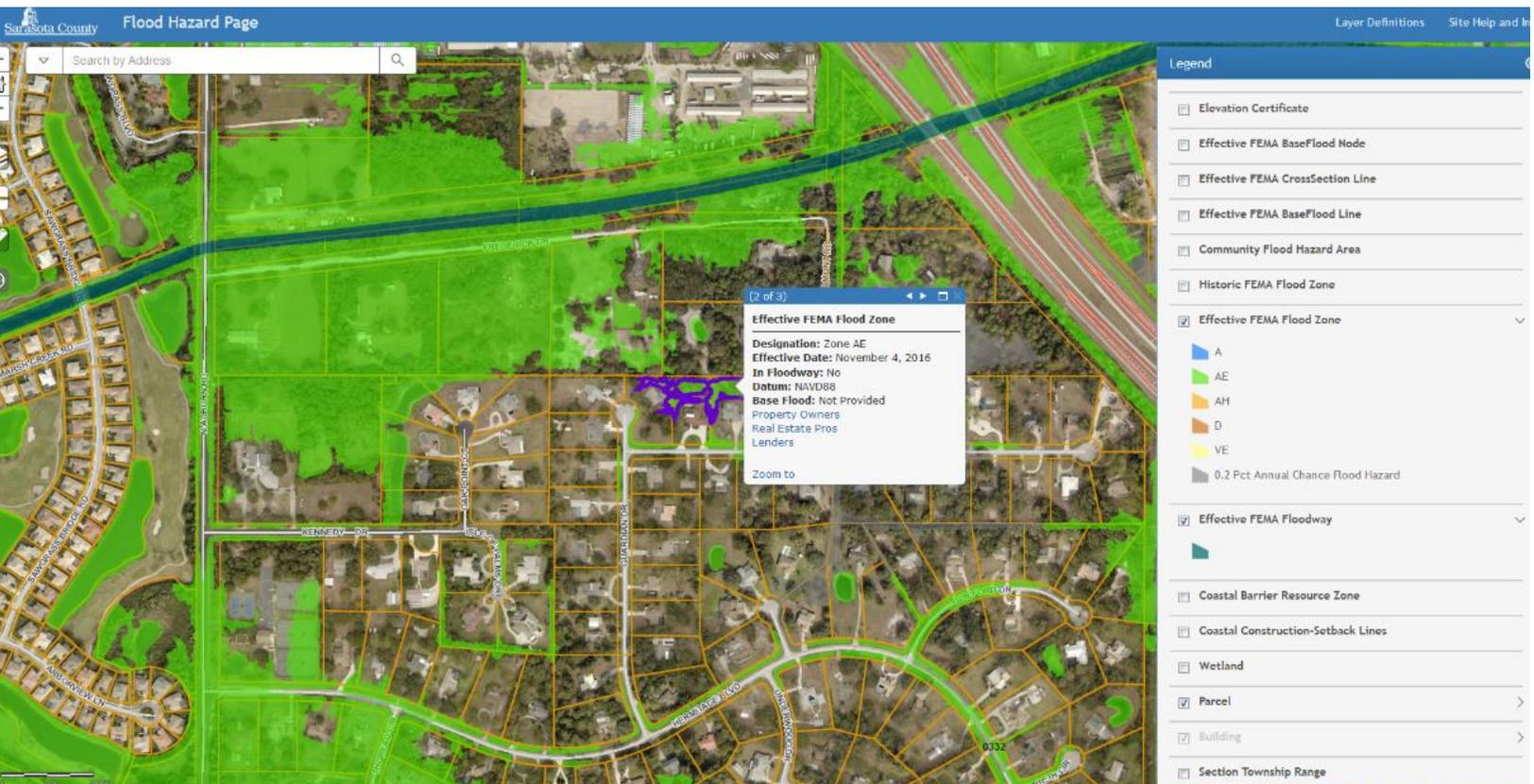
Sarasota County recently developed a web map application to provide flood risk information to users (Figure 3-13). The web map application allows users to search for their property using the map or by entering their address. The service provides the following information:

- Effective FEMA flood information (flood zone, floodway, FIRM panel, base flood elevation, etc.).
- Community Flood Hazard Areas –Flood risk areas identified by the watershed management plans.
- Wetlands.
- Parcel information.
- Elevation certificates.

FLOOD INFORMATION CALL CENTER

Sarasota County has a call center that serves as a clearinghouse for public inquiry, including questions about flood risk. Staff provides inquirers with FIRM information as well as directs callers to the right resources at the county, such as building officials, engineering or the CRS coordinator for flood insurance information.

Figure 3-13 Sarasota County Online Flood Map



REAL ESTATE DISCLOSURE

The Florida Realtors organization has developed a flood insurance notice notifying buyers about potential insurance requirements and encouraging them to consult with a flood insurance carrier to learn more about the flood risk for the property, availability of flood insurance and current and future anticipated cost of flood insurance. Subjects covered in the notice include flood insurance.

Another initiative in this region is a project by Pinellas County who recently developed a real estate disclosure brochure and training program that informs potential buyers about what flood zone the property is in and if flood insurance is required. Realtor workshops were developed to train agents on using the online flood map information service and provide valuable information to their buyers. This same concept can be used to augment the information and services that the Florida Realtors organization already provides to their customers within Sarasota County and surrounding communities. Subjects covered in the brochure and training program include flood risk information, building responsibly, flood insurance and flood protection.

COALITION OF CITY NEIGHBORHOOD ASSOCIATIONS

There is an annual presentation, usually in early May, given by the county's Emergency Operations Center. This year, notices were sent out to 43 neighborhood associations. Ed McCrane, who is a member of this PPI committee, usually presents on topics of emergency preparedness and can include flood-related topics in future presentations. Subjects covered in the presentations include flood safety and emergency preparedness.

4 TARGET AUDIENCES

The PPI committee identified target audiences, including residents and businesses for which outreach projects can be developed. More than 30,000 buildings are currently in the SFHA and there would be more if we account for the flood risks identified through the county's watershed management plans and Repetitive Loss Areas Analysis. Residents and businesses in these areas should be aware of the flood risks and insurance options. In addition to the general residents identified for at-risk areas, each of the stakeholders also identified specific audiences they had direct contact with and can provide valuable assistance for reaching those audiences. Table 4-1 describes the target audiences.

Table 4-1 Target audiences

Audience		Description
A	Residents and businesses in Repetitive Loss Areas	This audience should understand their surroundings and the likelihood of flood and insurance is strongly recommended.
B	Residents and businesses in the Special Flood Hazard Area	This audience should become aware of their high risk and insurance is strongly recommended and often required.
C	Residents and businesses in flood-prone areas	This audience should become aware of their high risk and insurance is strongly recommended.
D	Residents and businesses in the storm surge area	This audience should become aware of their high risk and insurance is strongly recommended.
E	Residents and businesses in moderate- to low-risk flood areas (Shaded X zones)	This audience should understand that although they are not in high-risk areas, there is still a potential to flood and insurance is recommended. These areas submit over 20 percent of NFIP claims and receive one-third of disaster assistance for flooding.
F	Community Association Institute (SWFL Chapter)	Membership includes condominium, cooperative and homeowner associations.
G	Home owners associations	Associations can educate their constituents about flood risk, building properly and insurance.
H	Mobile homes associations	Associations can educate their constituents about flood risk and insurance.
I	Condo owners associations	Associations can educate their constituents about flood risk and insurance.
J	Real estate professionals	These professionals are in contact with clients that are purchasing or renting properties. They will benefit from flood related outreach, and may relay information to their clients.
K	Real estate buyers	Individuals purchasing or renting property should be made aware of their flood risk and insurance options.
L	Insurance agents	These professionals are in contact with clients that are purchasing or renting properties. They will benefit from flood related outreach and may relay information to their clients.
M	Lenders	These professionals are in contact with clients that are purchasing or renting properties. They will benefit from flood related outreach, and may relay information to their clients.
N	Mortgage brokers association	These professionals have direct contact with homebuyers.

O	Speakers of Other Languages	Informational material should be made available in languages other than English.
P	Building contractors and developers	This audience should be kept apprised of floodplain regulations and available county services. They are also in the position to communicate information about building with flood risk in mind to their clients.
Q	Surveyors	Surveyors need to receive updated information about elevation certificates.
R	Architects and/or designers	Professions responsible for design of homes should be aware of flood risks and insurance requirements.
S	County leaders and/or commissioners; Barrier island elected officials	Leaders that can champion the outreach efforts and may have direct input for funding projects.
T	Youth ages K-8	This sector provides educational opportunities about flood risks.

5 MESSAGES AND OUTCOMES

The PPI committee developed key messages and intended outcomes consistent with the CRS topics, as well as additional specific messages tailored to certain audiences. Topics included the six themes that recur throughout the CRS manual: know your flood hazard; insure your property for your flood hazard; protect people from the hazard; protect your property from the hazard; build responsibly; and protect natural floodplain functions. The committee also identified additional topics that are specific to the needs of the communities in this region. These additional topics include hurricane preparedness, flood economics and sea level rise.

Specific objectives were also developed for certain audiences. These objectives were identified as unmet needs by the stakeholders as they relate to their respective professions. The objectives address issues often encountered during their interactions with clients, organizations, consumers and others. Specific objectives included:

- Architects and designers – Educate buyers about designs that will not increase insurance costs.
- County leaders and/or commissioners; Barrier island elected officials – Educate this audience about flood risks and encourage flood insurance; encourage consistent and programmatic approach to educate residents about flood risks.
- Home builders/developers – Think about long-term costs - why build low instead of high?; educate this audience about code requirements (including zoning) vs. FEMA requirements vs. risk; look at rating class options.
- Community Association Institute (West Florida Chapter) – Provide information about flood risk topics and resources available at the county.
- Mortgage brokers association – Provide information about flood risk topics and resources available at the county.
- Chamber of Commerce – Provide information about flood risk topics and resources available at the county.
- Schools – Provide education materials about flood risk.
- Consumers – Educate consumers to ask the right questions of builders. Know that savings may offset extra construction costs. Do not let flood insurance policies lapse. Understand map changes before they happen and save. Risk is not identified on a map. Know the sources of information related to flood risk including existing highwater marks.
- Homebuyers and realtors – Educate buyers and realtors to ask or relay information about flood risk.
- Homeowners associations – Use email lists to relay information about flood risk topics.
- Utility customers – Provide information about flood risk topics and available resources in utility bill inserts. Information should be short and concise.
- Mobile homes and condominium owners associations – Often, these audiences are at increased risk. Email and/or provide informational brochures to educate these audiences about flood risk topics.

Guided by the topics and objectives above, the PPI committee developed the following key messages and outcomes.

TOPIC 1: KNOW YOUR FLOOD HAZARD

In Sarasota County, flooding and other drainage problems can result after several inches of rain in a short period of time or after several days of continued rain. Certain areas within Sarasota County are classified as high flood risk areas. In addition to the flood risk areas identified on the FEMA maps, Sarasota County has also delineated other areas that are at risk for flooding that were identified through their watershed management plans. Residents and property owners need to be aware of the flood risks in their area.

KEY MESSAGES

“Find out what flood risks are in your area.”

OUTCOMES

- Better prepared and informed residents and businesses.
- Informed property owners and buyers.

TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD

Property owners in Sarasota County should take measures to protect their investment, including purchasing flood insurance. For some homeowners, flood insurance may be required if the property is located in a Special Flood Hazard Area (SFHA) and they have a government-backed loan such as a Federal Housing Administration (FHA) or Department of Veterans Affairs (VA) loan. Property owners should also be aware that even though their property may not be in a SFHA, it may still be subject to flooding and that most homeowner’s insurance do not cover flood. Homeowners who have flood insurance often recover quicker from a flooding event than those without flood insurance.

KEY MESSAGES

“Purchase flood insurance for your home or business.” Even if your home is not located in a designated SFHA that may require flood insurance, you may still be at risk for flooding.

“Purchase flood insurance for your rental.” Most renter’s insurance policies do not cover damage caused by floods. Flood insurance is available for your valuables even if you rent.

OUTCOMES

- Increased number of flood insurance policies.
- Faster recovery from flooding event.

TOPIC 3: PROTECT PEOPLE FROM FLOOD HAZARD

Floods can occur quickly and people should be prepared. There are certain steps that people can take before, during and after a storm that will help protect themselves and their family and minimize damage to their properties. Several resources can help them prepare, including preparation guides and automated alert systems.

KEY MESSAGES

“Turn around, don’t drown.” Avoid areas already flooded, especially if the water is flowing fast. Do not attempt to cross flowing streams or flooded roadways.

“Stay connected.” Sign up for the county’s CodeRED notification system, social media and be aware of the local news channel and radio stations for weather-related emergencies.

“Get a plan.” Make a plan for emergencies involving floods, hurricanes and other natural disasters. Plan for evacuation routes, locations for high ground, food, water, shelter and emergency supplies. Be sure to include preparations for pets.

OUTCOMES

- Save lives.

TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD

Approximately 30,000 structures in Sarasota County were built before there were flood regulations or flood maps (prior to December 1971, these structures are called “Pre-FIRM”). If they are in a high-risk flood zone, these structures are the most vulnerable to flood risks. There are certain measures that can be taken when constructing or improving a home to reduce the risk of flood damage. These measures include modifications to the structures themselves as well as other types of activities that do not include the structure, such as keeping drainage ditches clean and inlets clear of debris.

KEY MESSAGES

“Keep debris out of driveway culverts and ditches, and maintain your drainage swales (Only rain down the drain).”

“Elevate your equipment and/or utilities.”

OUTCOMES

- Reduced localized flooding.
- Reduced flood insurance claims.

TOPIC 5: BUILD RESPONSIBLY

Sarasota County enforces specific building regulations in the SFHA to protect people and buildings from flooding while maintaining natural floodplain functions. In addition to these areas, the county also enforces certain regulations in Community Flood Hazard Areas (CFHA) that they have identified through their own watershed management plans and field investigations. Builders should contact Sarasota County to find out what permits are required before starting the project.

KEY MESSAGES

“Get required permits before you start any home repair, improvement or construction.”

“Be aware of substantial improvements rule.”

OUTCOMES

- Increased compliance.

- Reduced flood losses.

TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS

Increased development has led to increased stormwater runoff and resulted in flooding in many areas. However, there are areas that naturally flood and benefit our community. Areas such as wetlands, preserves and other types of floodplains perform many natural functions and provide recreational benefits in the community. Residents and developers should be aware of these benefits and are encouraged to protect these resources and incorporate natural designs.

KEY MESSAGES

“Use Low Impact Development (LID), such as rain barrels, bioretention systems, green roofs, pervious materials, and non-invasive vegetation on your property.”

“Build with conservation in mind; incorporate natural systems into designs.”

OUTCOMES

- Improvement in water quality.
- Improvement in natural storage capacity.

TOPIC 7: HURRICANE PREPAREDNESS

Hurricane season starts in June and runs through November with the worst months being from late August until October. Residents should assess their risks and know their home's vulnerability to storm surge, flooding and wind. People should develop a plan for protecting themselves, their pets and their homes. Residents need to be aware of the evacuation zones and heed evacuation orders.

KEY MESSAGES

“Make a plan.”

OUTCOMES

- More residents evacuating when necessary.
- Minimized loss of life and injury.
- Minimized damage to property and belongings.

TOPIC 8: FLOOD ECONOMICS

Making homes and infrastructure more flood-proof provides positive economic, environmental and social benefits for communities. Residents should be aware of the potential costs related to damage from flood. Communities should build with the future in mind, providing benefits that include minimizing loss of property and infrastructure, enhancing the natural systems and improving public spaces to attract businesses and recreational enthusiasts.

KEY MESSAGES

“Build with the future in mind.” Consider projects that take into account the future flood conditions and enhance the natural systems.

OUTCOMES

- Improvement in building standards.
- Reduced loss of property.
- Reduced number of claims.

TOPIC 9: SEA LEVEL RISE

Being on the coast of the Gulf of Mexico, Sarasota County is very susceptible to the potential impacts of Sea Level Rise (SLR). Not only will projected increases in sea level affect homes and infrastructure along the coast of Sarasota County, but more frequent inland flooding can occur due to high tailwater conditions that can diminish the stormwater system capacity to send runoff to the Gulf.

KEY MESSAGES

“Reduce your exposure to effects of SLR.” Increased exposure to flooding in our low-lying coastal and inland areas may threaten our quality of life.

OUTCOMES

- Increased awareness and planning.
- Reduced impact to life, property, health and safety.
- Reduced impact to economy.

6 PROGRAM FOR PUBLIC INFORMATION (PPI) PROJECTS

The PPI committee evaluated existing outreach projects to determine whether they can be improved as well as identified new projects to increase flood awareness and educate residents about the resources available at the county. The committee reviewed the following projects, and the list will continue to grow with future meetings and stakeholder input.

OUTREACH PROJECTS

Flood flier – The committee continues to evaluate and refine the flood flier that is distributed to the public via print and online.

Property appraiser flood information – Sarasota County GIS staff worked with the property appraiser to develop GIS information that can be queried through the property appraiser website. The flood risk information is part of the parcel data that is available to the public.

Flood information storymap – Sarasota County is currently developing an Esri storymap as a resource for the public to be able to find information relating to flood risks in their area, download elevation certificates, learn about natural floodplain functions and other information that will help them better prepare for flood hazards.

Repetitive loss property / Repetitive loss area letter – Sarasota County sends out letters to repetitive loss properties and other properties located in a repetitive loss area (as determined from analysis of repetitive loss properties) to inform homeowners about flood risks. The letter also informs residents about what they can do to protect themselves and minimize property damage, as well as the resources that are available from the county, state and federal agencies.

Flood Awareness Week – Sarasota County and the PPI committee are coordinating with the Florida Floodplain Managers Association, local municipalities, the Sarasota Bay Estuary Program, and FEMA to formulate consistent messages to educate the public about flood risks and ways to protect themselves and their property. These messages will go out to conference attendees, social media and other media outlets during Flood Awareness Week.

Flood information workshops – Sarasota County conducts regular workshops throughout the county. There is an opportunity for the PPI committee to develop and incorporate more CRS messages. Subjects covered in the workshops include flood risk information and flood insurance.

Hazard disclosure - Real estate agencies are represented on the committee and their disclosure practice and information brochures are reviewed by the PPI committee. The real estate agents will disseminate the messages developed through this committee, including providing a brochure or the flood flier to potential buyers.

Flood protection information – The PPI committee will review the county's website to be sure additional messages (above the six general topics) and flood warning messages are coordinated with other warning messages. This project will also add specific pages regarding flood-related hazards for sea level rise and flood economics. **The PPI committee discussed additional messages, including topics for hurricane preparedness, flood economics, and sea level rise.**

Coastal erosion map – Sarasota County developed a coastal erosion map that will be published on their flood map website. The information will be used to disclosed coastal erosion hazards to the public and planning agencies.

Flood protection assistance – The PPI committee will review the county’s property protection advice (PPA), property advice provided after a site visit (PPV) and financial assistance advice (FAA) procedures. The committee will also review ways to publicize the county’s services for PPA, PPV and FAA.

Open space preservation – The PPI committee will review educational materials (brochures, signs, field trips, etc.) in open space areas that also have identified natural floodplain functions.

Drainage system maintenance – The PPI committee will review the messages for regulations prohibiting dumping in streams and ditches currently on the county’s website and flood flier.

Social media – Sarasota County posts on its Facebook, Twitter accounts information about various topics, including flood-related issues. These platforms present a great opportunity to relay information about flood risks and get the messages out. These platforms can be used during regular operations as well as distribute important safety information during a hazard event.

Each of the projects above were developed to deliver messages associated with one or more of the flood topics identified in Section 5 (Messages and Outcomes). Table 6-1 describes the flood topics that are covered by each project.

Table 6-1 Flood topics covered by PPI projects

Project	Know your flood hazard	Insure your property for your flood hazard	Protect people from the flood hazard	Protect your property from flood hazard	Build responsibly	Protect natural floodplain functions	Hurricane preparedness	Flood economics	Sea level rise
Flood flier	✓	✓	✓	✓	✓	✓	✓		
Property appraiser flood information	✓								
Flood information storymap	✓	✓	✓	✓	✓	✓			
Repetitive loss property / repetitive loss area letter	✓	✓	✓	✓	✓	✓			
Coastal erosion map	✓				✓	✓		✓	
Flood Awareness Week	✓	✓	✓	✓	✓	✓	✓	✓	✓
Flood information workshops	✓	✓	✓	✓	✓	✓	✓	✓	✓
Hazard disclosure	✓	✓	✓	✓	✓				
Flood protection information	✓	✓	✓	✓	✓	✓	✓	✓	✓
Flood protection assistance	✓	✓		✓	✓	✓			

Open space preservation						✓			
Drainage system maintenance				✓					
Social media	✓	✓	✓	✓	✓	✓	✓	✓	✓

Specific information about each project, including the audience, specific messages and outcomes, distribution methods, stakeholders, and assigned staff are provided in Appendix A. In addition to the messages and outcomes, the committee also recognized that there needs to be a way to measure the success of these projects and came up with possible indicators for the effectiveness of these messages. These indicators are also included in the project descriptions in Appendix A.

DISTRIBUTION METHODS

Sarasota County uses several methods to publicize the flood information and the services that the county offers. These methods include newspaper advertisements, websites, social media, utility bill inserts, fliers, brochures and presentations to the public. Certain methods are more costly than others, while others may be more effective in publicizing the information. The publicity and distribution methods for each project will depend on the type of project, how much information needs to be included, cost of implementation and target audience. Direct mail that includes too much information can be lost to the audience and ultimately thrown in the trash, especially if that mail is accompanied by other advertisements and clippings often included in the mail these days. This method is also costly.

Today, most people are using the internet get their news. Traditional sources of information like newspapers or magazines have declined in use over the last decade. According to a recent article by Aaron Smith (*Older Adults and Technology Use*, 2014) describing a recent study by the Pew Research Center, even the older population (i.e., seniors) are increasingly turning to the internet for information. Other studies have shown that the internet is more popular than newspapers and radio as a news source, ranking just behind TV. Americans today routinely get their news from multiple sources and a mix of platforms. More than nine in ten American adults (92 percent) get news from multiple platforms on a typical day, with half of those using four to six platforms daily, according to a 2010 article by Kristen Purcell, Lee Rainie, Amy Mitchell, Tom Rosenstiel and Kenneth Olmstead titled *Understanding the Participatory News Consumer*.

Although Sarasota County does use the direct mail method, the preferred method would:

- Minimize the probability of information being discarded.
- Increase the frequency of distribution.
- Minimize cost so that resources can be used to increase frequency of distribution and/or provide for multiple distribution methods instead/

Based on the criteria above and recent trends in technologies, the PPI committee concluded that the most effective way to reach the community is through a combination of communication tools, including:

- Sarasota County flood Information website.
- Sarasota County's social media (Facebook and Twitter).
- Email blasts to neighborhood associations.
- Utility bill inserts.

- Informational kiosks and events throughout the county.
- Direct mail to select target audiences.
- Flood and hurricane information events.
- Newspaper advertising.
- Television crawls.

FLOOD RESPONSE PROJECTS

The Sarasota County Flood Warning and Response Plan (FWRP) establishes a framework through which Sarasota County may prepare for, respond to and recover from saltwater or freshwater flooding conditions. Part of the FWRP's goal is to develop messages and dissemination tools centered on flood warning and response. These were prepared in advance and will not be delivered until a flood is impending or occurs. The PPI committee has reviewed several of the flood response messages as part of developing the flood information storymap outreach project. The committee will continue to review the other flood response messages and dissemination methods to ensure that the messages are concise and delivered in the most effective and efficient manner. Dissemination methods include:

- Media releases.
- Access Sarasota TV crawls.
- Web / social media.
- Contact center.
- Email/Constant Contact.
- Sarasota County website.
- CodeRed.
- Emergency Alert System (EAS).
- Wireless Emergency Alerts (WEA).
- Door hangers.
- FEMA Flood Insurance Claims handbook.
- Build Back Safer and Stronger brochure.
- FEMA After the Flood flier.
- ICC Flood Cleanup brochure.
- Filing Your Flood Insurance Claim flier.

Attachment 2 contains the Flood Warning and Response messages reviewed.

EXAMINATION OF OTHER PUBLIC INFORMATION INITIATIVES

The PPI committee looked at other public information activities in addition to outreach projects, including how best to set up a website on flood protection (CRS activity 350). In addition to the six priority CRS topics, Sarasota County will include information relating to hurricane preparedness, flood economics and Sea Level Rise. The county will also provide links to real-time gage data and post elevation certificates on the website.

The PPI committee also examined the types of technical assistance that are needed throughout the community and the best ways to publicize these flood protection services (CRS activities 320, 350 and 360). As a result, the county's flood protection website will list specific methods that can be used to protect a property or home. In addition, these services and contact information for these services will be listed on the flood fliers, county websites, newspaper advertisements, television crawls and social media. Resources for technical assistance will also be described and listed in letters sent to repetitive loss properties and other properties located in repetitive loss areas.

Projects developed through the PPI committee will ultimately enhance the county's CRS rating. Projects that can be related back to creditable activities in the CRS include:

ACTIVITY 320 – MAP INFORMATION SERVICE

Property appraiser flood information – This project provides valuable FIRM information to the public pertaining to the parcel of interest. This service is made available online and links to the county's web map service which is publicized on a brochure. The brochure will be distributed annually through several media outlets.

Flood information storymap – The Storymap provides FIRM information, access to available elevation certificates, and other hazard information. This will improve the County's ability to query and distribute the information the public. This service will be made available online and will be linked to the County's web map service, which is publicized on a brochure will be distributed annually through several media outlets.

ACTIVITY 340 – HAZARD DISCLOSURE

Hazard disclosure project – Real estate professionals will have access to the County's flood information tools and provide valuable FIRM information to potential buyers. The committee discussed ways to disseminate the flood risks to potential buyers and reviewed several disclosure forms and brochures, which realtors will provide to potential buyers. The committee reviewed a brochure developed and used by other communities that may be used to help develop a similar one for Sarasota County. Outreach can also be performed through realtor organizations for training on what resources are available at the county. Real estate professionals are contacted at least annually and representatives are members of this PPI committee.

ACTIVITY 350 – FLOOD PROTECTION INFORMATION

Flood protection information website – The PPI committee will review the county's website to be sure additional messages (above the six general topics) and flood warning messages are coordinated with other warning messages. The committee decided to add 3 additional topics. These topics included:

- Hurricane preparedness.
- Flood economics.
- Sea level rise.

The committee discussed several messages to convey to the public with regards to the three topics and decided on the appropriate messages as discussed in Section 5. The flood protection website will be publicized via a brochure that will be distributed annually through several media outlets.

Flood information storymap – The storymap enhances the county's existing flood protection information website by providing FIRM information, access to available elevation certificates and other hazard information that is much easier to understand. This service will be made available online and will be linked to the county's web map service which is publicized on a brochure. The brochure will be distributed annually through several media outlets.

ACTIVITY 360 – FLOOD PROTECTION ASSISTANCE

Flood protection assistance – The PPI committee will review the county's property protection advice (PPA), property advice provided after a site visit (PPV), and financial assistance advice (FAA) procedures. The committee will also review ways to publicize the county's services for PPA, PPV and FAA on an annual basis.

Repetitive loss property / repetitive loss area letter – The committee will review the current repetitive loss property/areas letters to identify improvements that can be made to disseminate information about flood protection assistance services that the county offers. The letter is sent out annually to property owners.

ACTIVITY 370 – FLOOD INSURANCE PROMOTION

Flood information storymap – Sarasota County performed a flood insurance coverage assessment to determine the level of coverage and needs. The county promotes flood insurance through its flood workshops. The PPI committee also developed messages to promote flood insurance and these messages were incorporated into the county's flood information storymap.

ACTIVITY 540 – DRAINAGE SYSTEM MAINTENANCE

Drainage system maintenance – The PPI committee will review and suggest improvements to the messages for regulations prohibiting dumping in streams and ditches currently on the county's website and flood flier that is distributed annually to media outlets and at events.

7 IMPLEMENTATION, MONITORING AND EVALUATION

The PPI committee meets quarterly to implement, monitor and evaluate the progress of the projects. The committee evaluates each project's effectiveness and revises the project as necessary to achieve the desired goals. The project sheets (Appendix A) are updated as necessary to reflect changes to the status or implementation of the projects. The PPI committee develops an annual evaluation noting the status of existing projects and/or provide information on new initiatives. The annual evaluation will be incorporated into the PPI report, which will serve as a living document that is updated on an annual basis. Table 7-1 summarizes the status of the PPI projects.

Each year the updated PPI is approved by the committee and submitted to the Sarasota County Commission.

Table 7-1 Status of PPI projects

Project	Status	Last Updated
Flood Flier	Completed; Developed in both English and Spanish.	October 2017
Property appraiser flood information	Completed; Under review for possible revisions to include link to the appropriate sections of the flood protection information website.	January 2018
Flood information storymap	In progress; Site developed in testing environment; Currently being reviewed by the PPI committee.	May 2018
Repetitive loss property / repetitive loss area letter	In progress; Will be reviewed by the PPI committee.	May 2018
Coastal erosion map	Completed the coastal erosion mapping that will be published on the flood map website.	May 2018
Flood Awareness Week	In progress; Coordinating with FFMA and FEMA for consistent messaging.	May 2018
Flood information workshops	Ongoing; PPI committee will review additional information to present at workshops.	May 2018
Hazard disclosure	Ongoing. Reviewing disclosure brochures and other ways to disseminate information to potential buyers.	May 2018
Flood protection information	Complete; Site currently under development by USF.	July 2018
Flood protection assistance	In-progress; Messages and contact information being incorporated into flood	May 2018

Project	Status	Last Updated
	flier, Storymap and flood protection website; PPI committee will review target audience for messaging (i.e., Repetitive loss properties and areas). Committee will review procedures for providing services for property protection and financial assistance advisory.	
Open space preservation	Not started	May 2018
Drainage system maintenance	In progress; Messages incorporated into other project initiatives.	May 2018
Social media	Ongoing; Will review messages for Flood Awareness Week.	May 2018

8 PPI ADOPTION

The Sarasota County PPI was adopted by the Sarasota County Commission on MMMMDD, YYYY.
The PPI committee submits an annual update to the board.

APPENDIX A

PPI projects

Key Sheet - Target Audiences

Audience	Description
A Residents and businesses in Repetitive Loss Areas	This audience should understand their surroundings and the likelihood of flood and insurance is strongly recommended.
B Residents and businesses in the Special Flood Hazard Area	This audience should become aware of their high risk and insurance is strongly recommended and often required.
C Residents and businesses in flood-prone areas	This audience should become aware of their high risk and insurance is strongly recommended.
D Residents and businesses in the storm surge area	This audience should become aware of their high risk and insurance is strongly recommended.
E Residents and businesses in moderate- to low-risk flood areas (Shaded X zones)	This audience should understand that although they are not in high risk areas, there is still a potential to flood and insurance is recommended. These areas submit over 20 percent of NFIP claims and receive one-third of disaster assistance for flooding.
F Community Association Institute (SWFL Chapter)	Membership includes condominium, cooperative and homeowner associations. The association can disseminate flood hazard information to their members.
G Home owners associations	Associations can educate their constituents about flood risk, building properly and insurance.
H Mobile homes associations	Associations can educate their constituents about flood risk and insurance.
I Condo owners associations	Associations can educate their constituents about flood risk and insurance.
J Real estate professionals	These professionals are in contact with clients that are purchasing or renting properties. They will benefit from flood-related outreach and may relay information to their clients.
K Real estate buyers	Individuals purchasing or renting property should be made aware of their flood risk and insurance options.
L Insurance agents	These professionals are in contact with clients that are purchasing or renting properties. They will benefit from flood-related outreach and may relay information to their clients.
M Lenders	These professionals are in contact with clients that are purchasing or renting properties. They will benefit from flood-related outreach and may relay information to their clients.
N Mortgage brokers association	These professionals have direct contact with homebuyers.
O Speakers of other languages	Informational material should be made available in languages other than English.
P Building contractors and developers	This audience should be kept apprised of floodplain regulations and available county services. They are also in the position to communicate information about building with flood risk in mind to their clients.
Q Architects and/or designers, engineers	Professions responsible for design of homes should be aware of flood risks and insurance requirements.
R Surveyors	Surveyors need to receive updated information about elevation certificates.
S County leaders and/or commissioners; Barrier island elected Officials	Leaders that can champion the outreach efforts and may have direct input for funding projects.
T Youths in grades K-8	This sector provides educational opportunities about flood risks.

Key Sheet - Messages and Outcomes

Topic		Message		Outcome	
1	Know your flood hazard	A1	Find out your flood risk.	A1	Better prepared and informed residents and businesses.
2	Insure your property for your flood hazard	B1	Purchase flood insurance for your home, business, or rental.	B1	Increased number of flood insurance policies.
3	Protect people from flood hazard	C1	Turn around, don't drown.	C1	Save lives.
		C2	Stay Connected. Subscribe to County services and social media to receive alerts. Stay tuned to local news channels and radio stations.		
4	Protect your property from flood hazard	D1	Keep debris out of driveway culverts and ditches, and maintain your drainage swales (Only Rain Down the Drain).	D1	Reduced localized flooding.
		D2	Elevate your equipment/utilities.	D2	Reduced loss of property and flood insurance claims.
5	Build responsibly	E1	Get required permits before you start any home repair, improvement, or construction.	E1	Increased compliance and reduced flood loss.
		E2	Be aware of substantial improvements rule.		
6	Protect natural floodplain functions	F1	Keep our waters clean.	F1	Improvement in water quality and natural storage capacity.
		F2	Use Low Impact Development (LID), such as rain barrels, bioretention systems, green roofs, pervious materials, and non-invasive vegetation on your property.		
		F3	Build with conservation in mind; incorporate natural systems into designs.		
7	Hurricane preparedness	G1	Know your evacuation zone.	G1	More residents evacuating when necessary.
		G2	Have a plan.	G2	Minimized damage and injury.
		G3	Storm surge can occur without hurricane force winds		
8	Flood economics	H1	Floods can be costly to individuals, families and communities.	H1	Improvement in building standards.
		H2	Build with the future in mind.	H2	Reduced loss of property.
		H3	Insurance rates are not static.	H3	Reduced number of claims.
9	Sea level rise	I1	Plan for SLR.	I1	Increased awareness and planning.
				I2	Reduced impact to life, property, health and safety.
				I3	Reduced impact to economy.

OUTREACH PROJECT - SARASOTA COUNTY FLOOD FLIER ENGLISH

PROJECT DESCRIPTION	The Communications Department developed a flood flier to highlight the CRS topics. The flier was developed with the objective of remaining simple, providing concise messaging and showing available resources and contact information. The flood flier was previously advertised in the phonebook, the Herald Tribune and sent to municipalities within Sarasota County. Topics covered in the flier include flood risk information, building responsibly, flood insurance, flood safety, flood protection, and natural floodplain functions.
WHEN WILL THIS PROJECT BE IMPLEMENTED?	Begin date: October 2017 End date: Ongoing
WHO IS THE TARGET AUDIENCE?	All residents
WHAT CRS TOPICS ARE COVERED?	<input checked="" type="checkbox"/> TOPIC 1: KNOW YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 3: PROTECT PEOPLE FROM THE FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 5: BUILD RESPONSIBLY <input checked="" type="checkbox"/> TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS <input type="checkbox"/> TOPIC 7: HURRICANE PREPAREDNESS <input type="checkbox"/> TOPIC 8: FLOOD ECONOMICS <input type="checkbox"/> TOPIC 9: SEA LEVEL RISE
WHAT ARE THE MESSAGES?	A1, B1, C1, C2, D1, D2, E1, E2, F1, G1, G2
WHAT ARE THE OUTCOMES?	A1, B1, C1, D1, D2, E1, F1, G1, G2
WHO IS RESPONSIBLE FOR THE PROJECT?	Donna Bailey, CFM CRS Specialist Sarasota County Government 1001 Sarasota Center Blvd. Sarasota, FL 34240 941-861-0917 (office); 941-525-8915 (cell) Email: dabailey@scgov.net
HOW WILL THIS PROJECT BE DISTRIBUTED?	<ul style="list-style-type: none"> - Advertise in phonebook, once/year - Publish in Herald Tribune, once/year - Send to municipalities, once/year - Online

ARE THERE RELATED
CRS ACTIVITIES?

320 – This flier helps to publicize the county’s map information service. The committee determined what map information to provide.
360 – The flier publicizes the county’s flood protection services, including providing property protection advice (PPA) and site visits (PPV).
370 – The flier advises people to buy flood insurance.
540 – The flier encourages residents to keep swales and drainage ditches clear of debris to ensure water flow, and publicizes the county’s flood protection website to learn more about maintaining drainage systems.
610 – The flier publicizes the radio stations for emergency content and encourages residents to stay safe. It publicizes and reinforces the "Turn around, don’t drown" campaign.

WHAT
STAKEHOLDERS ARE
INVOLVED?

Lenders, realtors, insurance agents

WHICH
JURISDICTIONS ARE
INVOLVED IN THIS
PROJECT?

- Sarasota County
- City of Sarasota
- Town of Longboat Key
- City of North Port
- City of Venice

WHAT ARE THE
POSSIBLE SUCCESS
INDICATORS?

- Increased web traffic.
- Increased number of FEMA policies.
- Increased subscribers to the county’s alert system and social media.

WHAT IS THE
PROJECT STATUS?

OCTOBER 2017
Flier completed.

Anywhere it Rains it Can Flood

Hurricanes, tropical storms and heavy rainfall can occur any time in Sarasota County, making YOUR property subject to flooding.

1. Find out what your flood hazard is.
View flood maps at www.scgov.net/FloodMaps.

6. Protect natural floodplain functions.
Keep swales and drainage ditches clear of debris to ensure water flow.



Only rain down the drain!

5. Build responsibly.
Find out what permits are required. Be aware of substantial improvement rules.



2. Buy flood insurance.
Contact your agent for rates and coverage options or visit www.floodsmart.gov.



3. Stay safe.
Tune to radio stations 1450 AM or 970 AM for up-to-date flood and emergency information.



Turn around, don't drown.

4. Protect your property from flood hazards.
Raise electrical system components.

Call Sarasota County at 941-861-5000 for a property protection consultation or site visit to evaluate your drainage and retrofitting options. Visit www.scgov.net/FloodProtection.



Be prepared.

- Know your hurricane evacuation zones.
- Inventory and photograph everything in your home or business.
- Make a flood emergency plan.

Everything you need to know is in the Sarasota County Disaster Planning Guide available at www.scgov.net/AllHazards.

OUTREACH PROJECT - SARASOTA COUNTY FLOOD FLIER SPANISH

PROJECT DESCRIPTION	<p>The Communications Department developed a flood flier to highlight the CRS topics. The flier was developed with the objective of remaining simple, providing concise messaging and showing available resources and contact information. The flood flier was previously advertised in the phonebook, the Herald Tribune and sent to municipalities within Sarasota County. Topics covered in the flier include flood risk information, building responsibly, flood insurance, flood safety, flood protection and natural floodplain functions.</p> <p>A large segment of the population speaks Spanish. The flier was translated into Spanish.</p>
WHEN WILL THIS PROJECT BE IMPLEMENTED?	<p>Begin date: October 2017 End date: Ongoing</p>
WHO IS THE TARGET AUDIENCE?	<p>Spanish speaking population</p>
WHAT CRS TOPICS ARE COVERED?	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> TOPIC 1: KNOW YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 3: PROTECT PEOPLE FROM THE FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 5: BUILD RESPONSIBLY <input checked="" type="checkbox"/> TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS <input type="checkbox"/> TOPIC 7: HURRICANE PREPAREDNESS <input type="checkbox"/> TOPIC 8: FLOOD ECONOMICS <input type="checkbox"/> TOPIC 9: SEA LEVEL RISE
WHAT ARE THE MESSAGES?	<p>A1, B1, C1, C2, D1, D2, E1, E2, F1, G1, G2</p>
WHAT ARE THE OUTCOMES?	<p>A1, B1, C1, D1, D2, E1, F1, G1, G2</p>
WHO IS RESPONSIBLE FOR THE PROJECT?	<p>Donna Bailey, CFM CRS Specialist Sarasota County Government 1001 Sarasota Center Blvd. Sarasota, FL 34240 941-861-0917 (office); 941-525-8915 (cell) Email: dabailey@scgov.net</p>
HOW WILL THIS PROJECT BE DISTRIBUTED?	<ul style="list-style-type: none"> - Advertise in phonebook, once/year - Publish in Herald Tribune, once/year - Send to municipalities, once/year

- Online

ARE THERE RELATED CRS ACTIVITIES?	<p>320 – This flier helps to publicize the county’s map information service. The committee determined what map information to provide.</p> <p>360 – The flier publicizes the county’s flood protection services, including providing property protection advice (PPA) and site visits (PPV).</p> <p>370 – The flier advises people to buy flood insurance.</p> <p>540 – Tje flier encourages residents to keep swales and drainage ditches clear of debris to ensure water flow, and publicizes the County’s flood protection website to learn more about maintaining drainage systems.</p> <p>610 – The flier publicizes the radio stations for emergency content and encourages residents to stay safe. Publicizes and reinforces the "Turn around, don’t drown" campaign.</p>
WHAT STAKEHOLDERS ARE INVOLVED?	<p>Lenders, realtors, insurance agents</p>
WHICH JURISDICTIONS ARE INVOLVED IN THIS PROJECT?	<ul style="list-style-type: none">- Sarasota County- City of Sarasota- Town of Longboat Key- City of North Port- City of Venice
WHAT ARE THE POSSIBLE SUCCESS INDICATORS?	<ul style="list-style-type: none">- Increased web traffic.- Increased number of FEMA policies.- Increased subscribers to county’s alert system and social media
WHAT IS THE PROJECT STATUS?	<p>OCTOBER 2017</p> <p>Flier completed.</p>

Dondequiera Que Llueva Puede Inundarse

Los huracanes, tormentas tropicales y fuertes lluvias pueden suceder en cualquier momento en el Condado de Sarasota, SU propiedad está sujeta a inundaciones.

1. Averigüe cuál es el peligro de inundación en su propiedad.
Vea los mapas de inundaciones en www.scgov.net/FloodMaps.

6. Proteja las funciones naturales de las zonas de desagüe.
Mantenga las grietas y las zanjas de drenaje libres de escombros para asegurar el flujo de agua.

¡Solo debe haber lluvia en el desagüe!

5. Construya responsablemente.
Averigüe qué permisos se requieren. Tenga en cuenta las reglas de mejoras sustanciales.

Este preparado.

- Conozca sus zonas de evacuación de huracanes.
- Inventariar y fotografiar todo en su casa o negocio.
- Haga un plan de emergencia contra inundaciones.

Todo lo que necesita saber está en la Guía de Planificación de Desastres del Condado de Sarasota disponible en www.scgov.net/AllHazards.

2. Compre seguro contra inundaciones.
Comuníquese con su agente para obtener tarifas y opciones de cobertura o visite www.floodsmart.gov.

3. Manténgase a salvo.
Sintonice las estaciones de radio 1450 AM o 970 AM para obtener información actualizada sobre las inundaciones y emergencias.

Dese vuelta, no se ahogue.

4. Proteja su propiedad de los peligros de inundación.
Mantenga elevados los componentes del sistema eléctrico.

Llame al Condado de Sarasota al 941-861-5000 para solicitar una consulta y revisar sus opciones en la protección de su propiedad. Visite www.scgov.net/FloodProtection.

OUTREACH PROJECT - SARASOTA COUNTY COASTAL EROSION MAPPING

PROJECT DESCRIPTION	Coastal erosion / mean high water mark mapping application.
WHEN WILL THIS PROJECT BE IMPLEMENTED?	Begin date: 08/2016 End date: April 2018
WHO IS THE TARGET AUDIENCE?	Coastal residential & commercial property owners, buyers, developers
WHAT CRS TOPICS ARE COVERED?	<input checked="" type="checkbox"/> TOPIC 1: KNOW YOUR FLOOD HAZARD <input type="checkbox"/> TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 3: PROTECT PEOPLE FROM THE FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 5: BUILD RESPONSIBLY <input checked="" type="checkbox"/> TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS <input type="checkbox"/> TOPIC 7: HURRICANE PREPAREDNESS <input type="checkbox"/> TOPIC 8: FLOOD ECONOMICS <input type="checkbox"/> TOPIC 9: SEA LEVEL RISE
WHAT ARE THE MESSAGES?	A1; E1; E2; F3; H2
WHAT ARE THE OUTCOMES?	A1; C1; D2; E1; H1; H2; H3; I1; I2; I3
WHO IS RESPONSIBLE FOR THE PROJECT?	Donna Bailey, CFM CRS Specialist Sarasota County Government 1001 Sarasota Center Blvd. Sarasota, FL 34240 941-861-0917 (office); 941-525-8915 (cell) Email: dabailey@scgov.net
HOW WILL THIS PROJECT BE DISTRIBUTED?	Website – GIS maps
ARE THERE RELATED CRS ACTIVITIES?	320 – MI5

WHAT STAKEHOLDERS ARE INVOLVED?	
WHICH JURISDICTIONS ARE INVOLVED IN THIS PROJECT?	<ul style="list-style-type: none"> - Sarasota County - City of Sarasota - Town of Longboat Key - City of Venice
WHAT ARE THE POSSIBLE SUCCESS INDICATORS?	<ul style="list-style-type: none"> - Reduced loss of property. - Reduced number of claims. - Reduced compliance issues.
WHAT IS THE PROJECT STATUS?	<p>2018 Ongoing</p>

OUTREACH PROJECT - SARASOTA COUNTY FLOOD AWARENESS WEEK

PROJECT DESCRIPTION	Sarasota County Flood Awareness Week
WHEN WILL THIS PROJECT BE IMPLEMENTED?	Begin date: April 2018 End date: Annually
WHO IS THE TARGET AUDIENCE?	All residents
WHAT CRS TOPICS ARE COVERED?	<input checked="" type="checkbox"/> TOPIC 1: KNOW YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 3: PROTECT PEOPLE FROM THE FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 5: BUILD RESPONSIBLY <input checked="" type="checkbox"/> TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS <input checked="" type="checkbox"/> TOPIC 7: HURRICANE PREPAREDNESS <input checked="" type="checkbox"/> TOPIC 8: FLOOD ECONOMICS <input checked="" type="checkbox"/> TOPIC 9: SEA LEVEL RISE
WHAT ARE THE MESSAGES?	A1, B1, C1, C2, D1, D2, E1, E2, F1, F2, F3, G1, G2, G3, H1, H2, H3, I1
WHAT ARE THE OUTCOMES?	A1, B1, C1, D1, D2, E1, F1, G1, G2, H1, H2, H3, I1, I2, I3
WHO IS RESPONSIBLE FOR THE PROJECT?	Donna Bailey, CFM CRS Specialist Sarasota County Government 1001 Sarasota Center Blvd. Sarasota, FL 34240 941-861-0917 (office); 941-525-8915 (cell) Email: dabailey@scgov.net
HOW WILL THIS PROJECT BE DISTRIBUTED?	- Through social media online and through local events
ARE THERE RELATED CRS ACTIVITIES?	330 – outreach 540 – Publicity 610 - Publicity

<p>WHAT STAKEHOLDERS ARE INVOLVED?</p>	
<p>WHICH JURISDICTIONS ARE INVOLVED IN THIS PROJECT?</p>	<ul style="list-style-type: none"> - Sarasota County - City of Sarasota - Town of Longboat Key - City of North Port - City of Venice
<p>WHAT ARE THE POSSIBLE SUCCESS INDICATORS?</p>	<ul style="list-style-type: none"> - Increased number of FEMA policies. - Better prepared and informed residents and businesses. - Reduced loss of property. - Reduced number of claims. - Better water quality.
<p>WHAT IS THE PROJECT STATUS?</p>	<p>MAY 2018 The project is complete</p>

STATE IN BRIEF

ORLANDO
Man gets life sentence in synthetic opioid death

A Pennsylvania man has been sentenced to life in prison for supplying synthetic opioids to a woman who died in Florida.

Court records show that 43-year-old Jeremy Achey was sentenced Friday in Orlando federal court. He was convicted in January of conspiracy to distribute and distribution of controlled substances.

Authorities say Achey was one of the largest synthetic drug distributors on Alphabay Market, a "Darknet" marketplace for illicit substances. Records show Achey mailed thousands of packages containing synthetic drugs to hundreds of customers throughout the United States.

Prosecutors say Achey sold one gram of Tetrahydrofuran fentanyl, a synthetic analogue of fentanyl, in February 2017 to a 24-year-old Orlando woman, who later died of an overdose.

TAMPA
Student allegedly had gun at school

Authorities say a Florida junior high student has been charged with bringing a handgun to school.

A Hillsborough County Sheriff's Office news release says the 13-year-old boy was arrested Thursday afternoon at Dowdell Middle School in Tampa.

The release says a witness told school staff that the boy had the gun in his backpack and then placed it inside a large tractor tire near the school's bike rack. A school resource officer reported finding a loaded Bersa Thunder .380 semi-auto handgun.

Officials say the boy fled the area before being arrested, but his mother returned him to the school later Thursday.

The mother refused to allow the boy to speak with officials. He was taken to Hillsborough County Juvenile Assignment.

KEY WEST
Guilty plea in theft of an antique gold bar

One of two men accused of stealing a Key West

museum's 17th-century gold bar in 2010 has pleaded guilty.

Appearing Friday at Key West's federal courthouse, Richard Steven Johnson, of Rio Linda, California, pleaded guilty to conspiring to steal an object of cultural heritage and stealing a major artwork.

The 74.85-ounce gold bar valued at \$556,000 was found in 1980 on a 1622 Spanish galleon wreck site off the Florida Keys by late shipwreck

salvor Mel Fisher.

Until the theft, the bar was displayed in an acrylic case at the Mel Fisher Maritime Museum where visitors could touch it. Investigators proved that Johnson broke the case.

Johnson's sentencing date was not set. Alleged co-conspirator Jarred Alexander Goldman, Palm Beach Gardens, Florida, is scheduled for trial next month.

No information is available regarding the bar's status.



This August 2010 photo shows a 17th-century gold bar, valued at \$550,000, at the Mel Fisher Maritime Heritage Museum in Key West. One of two men accused of stealing the gold bar has pleaded guilty.

[ROB O'NEAL / THE KEY WEST CITIZEN VIA AP]

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Charter Spectrum

dish NETWORK

CHANNEL 39 6 & 400HD 9 & 509HD 20 & 1020HD CHANNEL 39 SNNTV.COM

Flood Awareness Week 2018

Go to scgov.net for more information.

Anywhere it Rains it Can Flood

Hurricanes, tropical storms and heavy rainfall can occur any time in Sarasota County, making YOUR property subject to flooding.

1. Find out what your flood hazard is.
View flood maps at scgov.net/FloodMaps.

2. Buy flood insurance.
Contact your agent for rates and coverage options or visit floodsmart.gov.

3. Stay safe.
Tune to radio stations 1450 AM or 970 AM for up-to-date flood and emergency information.

Turn around, don't drown.

4. Protect your property from flood hazards.
Raise electrical system components.

Call Sarasota County at 941-861-5000 for a property protection consultation or site visit to evaluate your drainage and retrofitting options. Visit scgov.net/FloodProtection.

Sarasota County
scgov.net | 941.861.5000

Be prepared.

- Know your hurricane evacuation zones.
 - Inventory and photograph everything in your home or business.
 - Make a flood emergency plan.
- Everything you need to know is in the Sarasota County Disaster Planning Guide available at scgov.net/AllHazards.



TOWN OF LONGBOAT KEY

2018 FLOOD AND HURRICANE AWARENESS NEWSLETTER

Flood Hazards – How to protect yourself and your property

Flood Hazard Area

Longboat Key residents live within a floodplain. Additionally, all of Longboat Key is designated as a Special Flood Hazard Area since our community is subject to a one percent or greater chance of flooding in any year. Your property may be vulnerable to flooding from heavy storms. Contact the Longboat Key Planning, Zoning & Building Department (941-316-1966) or the Public Works Department (941-316-1988) to find out which flood zone your property is in according to the Federal Emergency Management Agency (FEMA) Flood Insurance Rate Maps (FIRMS).

Flood Warning

Longboat Key, Manatee, and Sarasota

Warnings are issued via television and radio. Tune in to these media for instructions during times of possible severe weather. The Town of Longboat Key CodeRED Emergency Notification System provider delivers automated telephone notifications to registered participants.

Register your information for the CodeRED Emergency Notification System online at www.longboatkey.org (click on Residents, CodeRED). RE-REGISTER to update your settings if you initially registered prior to March 2016.

Hurricane evacuation maps are printed in the Sarasota and Bradenton phone books. Sarasota and Manatee County Hurricane Evacuation Maps are also available at the Police Department at 5460 Gulf of Mexico Drive, Fire Department at 5490 Gulf of Mexico Drive, Town Hall and Building Department at 501 Bay Isles Road, and at the Public Works Department located at 600 General Harris Street.

Flood Safety

Being aware of what steps you can take to minimize your loss prior to a flood is the first step to safety.

- Listen for weather updates and stay informed.
- Keep portable radio, flashlight and fresh batteries on hand.
- Turn off gas and electricity. (Call service provider for assistance.)
- Clear your yard, porch or patio of all loose objects.
- Moor your boat securely.
- Store enough drinking water for 5 days in clean containers.
- Know your evacuation route; know where to go.
- Have a backup plan if the storm track changes.

Caution: Do not drive or walk through a flooded area. Drowning is the number one cause of flood related deaths. Statistically, more people drown in their cars than any place else during flood events. Currents can be deceptive; six inches of moving water can sweep you off your feet. Don't drive around road barriers, the road may be washed out or there may be downed power lines. The number two killer during flood events is electrocution. Electrical current can flow through water. Report downed power lines to FPL (1-800-4-OUTAGE or 1-800-468-8243).

Don't Forget Your Pets!

If you must evacuate do not leave your animals behind. Evacuate them to a pre-arranged safe location if they cannot stay with you during the evacuation period. (Remember, pets are only allowed at pet friendly designated shelters.) If there is a possibility that disaster may strike while you are away from home, there are precautions you can take to increase your pet's chance of survival but they are not a substitute for evacuating with your pets. For more information, contact the Humane Society of the United States, Disaster Services, 2100 L Street NW, Washington DC 20037 (www.hsus.org), 202-452-1100.

Hurricane Evacuation

You may be advised to leave the island between 30 and 72 hours before a hurricane strikes. Because of expected off island heavy rains and gale force wind conditions, evacuation during daylight hours is strongly recommended. Evacuation routes may be flooded 24 hours before a hurricane hits. Although forcible evacuation is legal, Longboat Key Public Safety Departments will not force you to evacuate against your will. Any person who wishes to remain on the Key after evacuation has been ordered will be asked to give the Police Department the name of their next of kin. After Town Staff evacuates the Key and flooding begins, there may be no water and sewer service, nor telephone or electric power service. All buildings, regardless of height, will be subject to severe damage and, quite possibly, total destruction. Persons residing in condominiums above the first floor are advised that they are just as much at risk as are those residing in single family homes. Please note that elevators in multi-floor buildings may not function. By calling one number, 511, motorists everywhere in the State can find out about construction updates, lane closures, traffic incidents, severe weather reports and Amber and Silver Alerts. For more information about this new Statewide service, please visit: <http://www.fl511.com/>.

Property Protection

Moving outdoor furniture and relocating downstairs furniture to upper stories or higher locations may minimize loss. Sandbags can be placed to help slow down flood waters reaching your possessions. Retrofitting is a way to minimize loss prior to floods occurring. This involves building flood walls, elevating structures, etc. The Longboat Key Planning, Zoning & Building Department can assist property owners in retrofitting techniques and in how to select a contractor.

Flood Insurance

Regular homeowner insurance policies do not cover losses due to flooding. The Federal Insurance Administration (FIA) makes flood insurance available to everyone in the Town through private insurance agents. This is because the Town of Longboat Key participates in the National Flood Insurance Program (NFIP) which is administered by the FIA. For most individuals a home and its contents are their greatest investments. More information is available at <http://www.floodsmart.gov/floodsmart/>.

We strongly urge you to buy flood insurance to protect yourself from a devastating loss. Through the efforts of Town staff participating in the Community Rating System (CRS) Programs, citizens are eligible for up to a 25% discount on flood insurance rates. Continued citizen support of these programs and their requirements will help mitigate against future loss as well. Information about Federally backed flood policies is available to everyone in the Town through private insurance agents. Property owners can insure their buildings and contents, and renters can insure their possessions.

Further Information and Flood Zone Determination

As a public service, the Town of Longboat Key will provide you with the following information upon request:

- Where your property on Longboat Key lies within one of the respective Manatee or Sarasota County maps within the Special Flood Hazard Area (SFHA) as shown on the current Flood Insurance Rate Map (FIRM).
- Additional flood insurance risk data for a site, such as the FIRM zone and the base flood elevation requirements, including any additional freeboard requirement above the Base Flood Elevation (BFE) shown on the FIRM.
- We have a handout on the flood insurance purchase requirement that can help people who need a mortgage or loan for a property in the SFHA.
- The Town maintains elevation certificates for new and substantially improved structures in the SFHA.
- The Town updates the Flood Insurance Rate Maps as needed when revisions are made to the maps.
- The Town also has information in addition to the FIRM information, problems not shown on the FIRM, special flood related hazards, historical flood information, and natural floodplain functions.
- To obtain flood zone and flood protection assistance information, please contact the Planning, Zoning & Building Department (941-316-1966) located at 501 Bay Isles Road on Longboat Key from 8:00 am to 5:00 pm, Monday through Friday. There is no charge for this service.

A variety of pamphlets and other information are available, as well as copies of the Flood Insurance Rate Maps. Realtors, Insurance Agents or property owners can also obtain copies of Elevation Certificates on file for Longboat Key properties. When available, Flood Elevation certificates for a particular address are accessible at [www.longboatkey.org/Planning Zoning & Building Department/Elevation Certificates](http://www.longboatkey.org/PlanningZoning&BuildingDepartment/ElevationCertificates). Additionally, the Manatee County Central Library (941-748-5555) and

Sarasota County Selby Public Library (941-861-1100) have reference sections devoted to floodplain management, protection and information.

Disaster Mitigation Efforts

The Town participates with both Sarasota and Manatee County Local Mitigation Strategy (LMS) groups. These groups are designed to insure our municipality is prepared for all types of disasters. The LMS insures the Town is eligible for disaster mitigation funding after a declared event. The LMS also includes the Town's primary Floodplain Management Plan. Both the LMS document and the Annual Report on the Town's Floodplain Management Plan are available at Town Hall for review. Please take an opportunity to visit, and/or call the Public Works Department at (941) 361-6411, ext. 2213 for additional information.

How Can I Help Our Community?

Do your part in helping to preserve the storm drainage systems. Do not throw anything into drainage structures, ditches, swales, or streams. This is a violation of Town Ordinances. Often grass clippings, mulches, branches and debris can accumulate and clog or plug storm water flow through the system and potentially contribute to flooding.

Who Can I Call If I See:

- Illegal dumping? (941) 316-1976 Police Community Services
- Debris or blockages in a drainage system? (941) 316-1988 Public Works
- Construction work without a permit? (941) 316-1966 Planning, Zoning & Building

Home Improvements

Be aware that for any structure in the Town of Longboat Key, local ordinances, as well as Federal and State Laws and Codes, require that:

- Any structure that is damaged to more than 50% of its market value, OR
- Any structure where improvements are planned where the cost of improvements to the structure is more than 50% of its market value, OR
- Any combination of the two above; then, ...

The repair or improvements must be built to meet current floodplain Codes including, in some cases, elevation of the structure to the required flood elevation. These requirements will be explained to you when you apply for building permits. Contact the Planning, Zoning & Building Department (941-316-1966) for more information.

Repetitive Loss Properties

For the purposes of identifying properties facing significant risk of flooding, the NFIP defines a Repetitive Loss Property as "one that has had two or more losses of greater than \$1,000 each within any 10-year period."

Compared to the occurrence of a fire, people in floodplains are 27 times more likely to experience a flood during a 30-year mortgage.

Some repetitive loss buildings have been replaced or properly elevated. Some owners of repetitive loss properties have simply dropped National Flood Insurance coverage for economic or coverage limitation reasons.

If you want more information regarding aspects of owning a repetitive loss property, what measures can be taken to help prevent loss, or retrofitting and mitigation efforts to bring your property into compliance, please contact the Planning, Zoning & Building Department at (941) 316-1966.

Town staff members are available to conduct site visits, when requested, to discuss flooding, drainage problems and retrofitting options. You can also contact Florida Division of Emergency Management (FDEM), or State Floodplain Management Office (floods@em.myflorida.com, 850-413-9960), or the FDEM Website: www.floridadisaster.org.

TOWN OF LONGBOAT KEY 2018 SUMMER EDITION

Public Works Department
600 General Harris Street
Longboat Key, FL 34228
Phone: 941-361-6411, ext. 2213
Email: jlinkogle@longboatkey.org
www.longboatkey.org

TOWN COMMISSION

George Spoll, Mayor
Ed Zunz, Vice Mayor
Randy Clair, District 1
Ken Schneier, District 3
Jack Daly, District 4
Jim Brown, At Large
Irwin Pastor, At Large

Tom Harmer, Town Manager

Register your **CodeRED Emergency Notification information** online at www.longboatkey.org (Click on Residents, CodeRED). Did you register **PRIOR** to March 2016? You should **RE-REGISTER** to opt-in for Severe Weather Warnings. The additional service warns residents by cell phone, text, and/or email when the National Weather Service issues tornado, flooding, or other severe weather warnings.

2018 FLOOD-HURRICANE AND DISASTER AWARENESS SEMINAR

"The Aftermath of "IRMA-Geddon"

The annual disaster preparedness seminar is to be held on Thursday, May 31 from 3:15pm to 6:00pm at the Longboat Key Club Harbourside Ballroom, 3000 Harbourside Drive, Longboat Key. The keynote speaker is Elizabeth Cuevas-Neunder, President of the Puerto Rican Chamber of Commerce of Florida. Invited speakers are Bob Harrigan, ABC7 News Chief Meteorologist, and Sarasota and Manatee County Emergency Managers. RSVP required to the Chamber of Commerce at 383-2466. First 125 pre-registered attendees will receive a giveaway bag with a ticket for a door prize and a virgin Hurricane drink. Light appetizers served, compliments of The Resort at Longboat Key Club. Disaster Preparedness Seminar is sponsored by Aqua Plumbing & Air.

Longboat Key Receives Deeper Discount for Community Rating System

The National Flood Insurance Program's (NFIP) Community Rating System (CRS) is a voluntary incentive program that recognizes and encourages Community Floodplain management activities that exceed the minimum NFIP requirements. For CRS participating communities, flood insurance premium rates are discounted in increments of 5% (i.e., a Class 1 community would receive a 45% premium discount, while a Class 9 community would receive a 5% discount). Longboat Key is now a Class 5 CRS participating community with a **25%** premium discount. Check with your insurance agent at renewal time to insure you are getting the proper discount. CRS Coordinator James Linkogle will be happy to answer any of your questions and is available at (941) 361-6411, ext. 2213.

DATE	POST
4/28/18 Facebook	Did you know that most areas in Sarasota County are potentially prone to some amount of flooding from excessive rainfall or tidal influences? Property owners need to know their flood risk. Go to https://ags2.scgov.net/SarcoFlood/ to find yours.
4/28/18 Twitter	Did you know that most areas in Sarasota County are potentially prone to some amount of flooding from excessive rainfall or tidal influences? Property owners need to know their flood risk. Go to https://ags2.scgov.net/SarcoFlood/ to find yours.
4/29/18 Facebook	Flood insurance is available to everyone regardless if you rent, own or have a business. Flood insurance is not included in your property insurance policy, but flood insurance for full coverage begins at \$450 a year for a \$250,000 structure and \$100,000 contents. Premiums are based on your flood risk. For more information, visit https://www.fema.gov/national-flood-insurance-program .
4/29/18 Twitter	Did you know that flood insurance is available to everyone regardless if you rent, own or have a business? Flood insurance is not included in your property insurance policy. Premiums are based on your flood risk. For more information, visit https://www.fema.gov/national-flood-insurance-program .
4/30/18 Facebook	Stay safe. Intense or excessive rainfall can overtop canals and ditches, flooding streets. Remember to turn around, don't drown, as driving in flooded streets can stall your car and cause wave action to further flood structures along the road. Prepare ahead for bad weather and make a flood emergency plan today. For more information, visit http://www.nws.noaa.gov/os/water/tadd/ .
4/30/18 Twitter	Stay safe. Intense or excessive rainfall can overtop canals and ditches, flooding streets. Remember to turn around, don't drown, as driving in flooded streets can stall your car. Prepare ahead for bad weather and make a flood emergency plan today. For more information, visit http://www.nws.noaa.gov/os/water/tadd/ .
5/1/18 Facebook	Protect your property from flood hazards. Insurance is your first level of protection. Other methods include installing flood vents where appropriate or raising electrical system components. For more

	information on how to protect your property, visit scgov.net/floodprotection or call 941-861-5000.
5/1/18 Twitter	Protect your property from flood hazards. Insurance is your first level of protection. Other methods include installing flood vents where appropriate or raising electrical system components. For more information on how to protect your property, visit scgov.net/floodprotection or call 941-861-5000.
5/2/18 Facebook	Build responsibly. Avoid building in floodplains. Before you build, find out what the regulations are and what permits are required. Be aware of substantial improvement rules, which are there to correct structures built before regulations and flood mapping. These apply when a structure is below a known base flood elevation. For more information, visit scgov.net/floodprotection .
5/2/18 Twitter	Before you build, find out what the regulations are and what permits are required. For more information, visit scgov.net/floodprotection .
5/3/18 Facebook	Protect our natural floodplain functions. Keep swales and drainage ditches clear of debris to ensure water flow. Report the dumping of materials to 941-861-5000. Learn more about natural floodplains at scgov.net/floodprotection .
5/3/18 Twitter	Protect our natural floodplain functions. Keep swales and drainage ditches clear of debris to ensure water flow. Report the dumping of materials to 941-861-5000. Learn more about natural floodplains at scgov.net/floodprotection .
5/4/18 Facebook	Most areas in Sarasota County are prone to some amount of flooding from coastal flooding, including sea level rise. Learn about scientific predictions for rising sea levels in Sarasota County and potential impacts on our coastal community. https://coast.noaa.gov/digitalcoast/tools/slr
5/4/18 Twitter	Most areas in Sarasota County are potentially prone to some amount of flooding from coastal flooding, including sea level rise. Learn about scientific predictions for rising sea levels in Sarasota County and potential impacts on our coastal community. https://coast.noaa.gov/digitalcoast/tools/slr
5/5/18 Facebook	What would it cost if Sarasota County lost its infrastructure or pristine beaches due to flooding? In 2014, the economic value of Sarasota Bay was reported at \$11.8

	<p>billion.</p> <p>But there are ways to help. Mitigation through insurance, retrofitting, relocation or elevating saves a community \$6 for every \$1 spent. For more information about federal grant programs for mitigating your structure, visit fema.gov/grants.</p>
<p>5/5/18 Twitter</p>	<p>What would it cost if Sarasota County lost its infrastructure or beaches due to flooding? In 2014, the economic value of Sarasota Bay was reported at \$11.8 billion.</p> <p>But mitigation can save a community \$6 for every \$1 spent. For more information, visit fema.gov/grants.</p>

OUTREACH PROJECT - SARASOTA COUNTY FLOOD INFORMATION STORYMAP

PROJECT DESCRIPTION	Sarasota County is currently developing an Esri storymap as a resource for the public to be able to find information relating to flood risks in their area, download elevation certificates, learn about natural floodplain functions, and other information that will help them better prepare for flood hazards.
WHEN WILL THIS PROJECT BE IMPLEMENTED?	Begin date: October, 2017 End date: Ongoing
WHO IS THE TARGET AUDIENCE?	All residents
WHAT CRS TOPICS ARE COVERED?	<input checked="" type="checkbox"/> TOPIC 1: KNOW YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 3: PROTECT PEOPLE FROM THE FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 5: BUILD RESPONSIBLY <input checked="" type="checkbox"/> TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS <input type="checkbox"/> TOPIC 7: HURRICANE PREPAREDNESS <input type="checkbox"/> TOPIC 8: FLOOD ECONOMICS <input type="checkbox"/> TOPIC 9: SEA LEVEL RISE
WHAT ARE THE MESSAGES?	A1, B1, C1, C2, D1, D2, E1, E2, F1
WHAT ARE THE OUTCOMES?	A1, B1, C1, D1, D2, E1, F1
WHO IS RESPONSIBLE FOR THE PROJECT?	Donna Bailey, CFM CRS Specialist Sarasota County Government 1001 Sarasota Center Blvd. Sarasota, FL 34240 941-861-0917 (office); 941-525-8915 (cell) Email: dabailey@scgov.net
HOW WILL THIS PROJECT BE DISTRIBUTED?	<ul style="list-style-type: none"> - Social media - Publicized at annual events and workshops - Online

ARE THERE RELATED
CRS ACTIVITIES?

320 – The storymap provides FIRM information, access to available elevation certificates, and other hazard information. This will improve the county’s ability to query and distribute the information the public.

350 – The storymap enhances the county’s existing flood protection information website by providing FIRM information, access to available elevation certificates, and other hazard information that is much easier to understand.

WHAT
STAKEHOLDERS ARE
INVOLVED?

Lenders, realtors, insurance agents

WHICH
JURISDICTIONS ARE
INVOLVED IN THIS
PROJECT?

- Sarasota County

WHAT ARE THE
POSSIBLE SUCCESS
INDICATORS?

- Increased web traffic.
- Increased number of FEMA policies.
- Increased subscribers to County’s alert system and social media.

WHAT IS THE
PROJECT STATUS?

JULY, 2018
Draft storymap completed.

OUTREACH PROJECT - SARASOTA COUNTY FLOOD PROTECTION ASSISTANCE

PROJECT DESCRIPTION	Notify the public that flood protection assistance is available.
WHEN WILL THIS PROJECT BE IMPLEMENTED?	Begin date: January 2016 End date: On going
WHO IS THE TARGET AUDIENCE?	All residents of unincorporated Sarasota County
WHAT CRS TOPICS ARE COVERED?	<input checked="" type="checkbox"/> TOPIC 1: KNOW YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 3: PROTECT PEOPLE FROM THE FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 5: BUILD RESPONSIBLY <input checked="" type="checkbox"/> TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS <input type="checkbox"/> TOPIC 7: HURRICANE PREPAREDNESS <input type="checkbox"/> TOPIC 8: FLOOD ECONOMICS <input type="checkbox"/> TOPIC 9: SEA LEVEL RISE
WHAT ARE THE MESSAGES?	A1, B1, C2, D1, D2, E1, E2, F3, H1, H2, H3
WHAT ARE THE OUTCOMES?	A1, B1, C1, D1, D2, E1, F1, H1, H2, H3
WHO IS RESPONSIBLE FOR THE PROJECT?	Desiree Companion, CFM CRS Coordinator Sarasota County Government 1001 Sarasota Center Blvd. Sarasota, FL 34240 941-861-0802 (office) Email: dcompani@scgov.net
HOW WILL THIS PROJECT BE DISTRIBUTED?	- Online through our website
ARE THERE RELATED CRS ACTIVITIES?	360 – PPA, PPV, FAA

WHAT
STAKEHOLDERS ARE
INVOLVED?

WHICH
JURISDICTIONS ARE
INVOLVED IN THIS
PROJECT?

- Sarasota County

WHAT ARE THE
POSSIBLE SUCCESS
INDICATORS?

- Reduced loss of property.
- Reduced number of claims.
- Protection of natural functioning floodplains.

WHAT IS THE
PROJECT STATUS?

MAY 2018
The project is complete

OUTREACH PROJECT - SARASOTA COUNTY FLOOD PROTECTION INFORMATION WEBSITE

PROJECT DESCRIPTION	Flood protection information – Sarasota County Water Atlas http://www.sarasota.wateratlas.usf.edu/flood-protection#flood-protection
WHEN WILL THIS PROJECT BE IMPLEMENTED?	Begin date: 2017 End date: ongoing – pages updated as necessary
WHO IS THE TARGET AUDIENCE?	All residents
WHAT CRS TOPICS ARE COVERED?	<input checked="" type="checkbox"/> TOPIC 1: KNOW YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 3: PROTECT PEOPLE FROM THE FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 5: BUILD RESPONSIBLY <input checked="" type="checkbox"/> TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS <input checked="" type="checkbox"/> TOPIC 7: HURRICANE PREPAREDNESS <input checked="" type="checkbox"/> TOPIC 8: FLOOD ECONOMICS <input checked="" type="checkbox"/> TOPIC 9: SEA LEVEL RISE
WHAT ARE THE MESSAGES?	A1, B1, C1, C2, D1, D2, E1, E2, F1, F2, F3, G1, G2, G3, H1, H2, H3, I1
WHAT ARE THE OUTCOMES?	A1, B1, C1, D1, D2, E1, F1, G1, G2, H1, H2, H3, I1, I2, I3
WHO IS RESPONSIBLE FOR THE PROJECT?	Donna Bailey, CFM CRS Specialist Sarasota County Government 1001 Sarasota Center Blvd. Sarasota, FL 34240 941-861-0917 (office); 941-525-8915 (cell) Email: dabailey@scgov.net
HOW WILL THIS PROJECT BE DISTRIBUTED?	- Main webpages for flood protection

ARE THERE RELATED
CRS ACTIVITIES? 330 - Outreach
320 – Map information service
350 – Flood protection information
360 – Publicity
540 – Publicity
610 - Publicity

WHAT
STAKEHOLDERS ARE
INVOLVED?

WHICH
JURISDICTIONS ARE
INVOLVED IN THIS
PROJECT? - Sarasota County

WHAT ARE THE
POSSIBLE SUCCESS
INDICATORS? - Reduced loss of property.
- Reduced number of claims.
- Reduced compliance issues.
- Increased FEMA flood policies.
- Water quality.
- Safer community.

WHAT IS THE
PROJECT STATUS? **2018**
The project is complete

OUTREACH PROJECT - SARASOTA COUNTY FLOOD ZONE WORKSHOPS

PROJECT DESCRIPTION	Public flood zone workshops
WHEN WILL THIS PROJECT BE IMPLEMENTED?	Begin date: 2015 End date: ongoing
WHO IS THE TARGET AUDIENCE?	ALL
WHAT CRS TOPICS ARE COVERED?	<input checked="" type="checkbox"/> TOPIC 1: KNOW YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 3: PROTECT PEOPLE FROM THE FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 5: BUILD RESPONSIBLY <input checked="" type="checkbox"/> TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS <input checked="" type="checkbox"/> TOPIC 7: HURRICANE PREPAREDNESS <input checked="" type="checkbox"/> TOPIC 8: FLOOD ECONOMICS <input checked="" type="checkbox"/> TOPIC 9: SEA LEVEL RISE
WHAT ARE THE MESSAGES?	A1, B1, C1, C2, D1, D2, E1, E2, F1, F2, F3, G1, G2, G3, H1, H2, H3, I1
WHAT ARE THE OUTCOMES?	A1, B1, C1, D1, D2, E1, F1, G1, G2, H1, H2, H3, I1, I2, I3
WHO IS RESPONSIBLE FOR THE PROJECT?	Des Companion CFM CRS Coordinator Sarasota County Government 1001 Sarasota Center Blvd. Sarasota, FL 34240 941-861-0802 (office) Email: dcompani@scgov.net
HOW WILL THIS PROJECT BE DISTRIBUTED?	- Through various libraries, HOAs and interest groups

ARE THERE RELATED
CRS ACTIVITIES? 330 - outreach
320 – Map Information Service
350 – Flood Protection Information
360 – Publicity
540 – Publicity
610 - Publicity

WHAT
STAKEHOLDERS ARE
INVOLVED? Lenders, Realtors, Insurance Agents

WHICH
JURISDICTIONS ARE
INVOLVED IN THIS
PROJECT? - Sarasota County
- City of Sarasota
- City of North Port

WHAT ARE THE
POSSIBLE SUCCESS
INDICATORS? - Reduced loss of property.
- Reduced number of claims.
- Reduced compliance issues.
- Increased FEMA flood policies.
- Water quality.
- Safer community.

WHAT IS THE
PROJECT STATUS? **2018**
Ongoing

FLOOD ZONE WORKSHOPS

Attention residents, lenders, insurance and real estate agents!

You're invited to attend a flood zone workshop.

You'll learn about your flood risks, zones, maps, regulations, mandatory insurance purchase requirements and why flood zone maps are continuously updated.

All workshops are from 10:15 a.m. to noon. No registration required.



North Port Library

13800 Tamiami Trail, North Port

Tuesday, Jan. 30

Tuesday, Feb. 20

Tuesday, March 20

Tuesday, April 17

Tuesday, Sept. 25



Elsie Quirk Library

100 Dearborn St., Englewood

Wednesday, Jan. 24

Thursday, March 29

Wednesday, Sept. 12

Thursday, Oct. 11

Thursday, Nov. 8



Jacaranda Library

4143 Woodmere Park Blvd., Venice

Tuesday, Jan. 9

Thursday, Feb. 22

Thursday, March 15

Wednesday, Sept. 26

Wednesday, Oct. 17



Fruitville Library

100 Coburn Road, Sarasota

Thursday, Feb. 15

Wednesday, April 4

Tuesday, Oct. 9

Tuesday, Nov. 13



Selby Library

1331 First St., Sarasota

Tuesday, Jan. 23

Tuesday, Feb. 13

Tuesday, May 8

Tuesday, Sept. 18

Gulf Gate Library

7112 Curtiss Ave., Sarasota

Tuesday, March 6

Wednesday, Sept. 19

Tuesday, Oct. 16



Want to schedule a presentation for your organization?

Call the Sarasota County Contact Center at 941-861-5000 and ask for Des Companion.

2018 schedule


Sarasota County
scgov.net | 941.861.5000

OUTREACH PROJECT - SARASOTA COUNTY HAZARD DISCLOSURE

PROJECT DESCRIPTION	Hazard disclosure / Special Flood Hazard Area (SFHA) with a direct link to the flood protection webpages. flood zone locator application: ags3.scgov.net/sarcoflood
WHEN WILL THIS PROJECT BE IMPLEMENTED?	Begin date: 2016 End date: ongoing – maps updated as necessary
WHO IS THE TARGET AUDIENCE?	All residents
WHAT CRS TOPICS ARE COVERED?	<input checked="" type="checkbox"/> TOPIC 1: KNOW YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 3: PROTECT PEOPLE FROM THE FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 5: BUILD RESPONSIBLY <input checked="" type="checkbox"/> TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS <input checked="" type="checkbox"/> TOPIC 7: HURRICANE PREPAREDNESS <input checked="" type="checkbox"/> TOPIC 8: FLOOD ECONOMICS <input checked="" type="checkbox"/> TOPIC 9: SEA LEVEL RISE
WHAT ARE THE MESSAGES?	A1, B1, C1, C2, D1, D2, E1, E2, F1, G1, G2, G3, H1, H2, H3, I1
WHAT ARE THE OUTCOMES?	A1, B1, C1, D2, E1, G1, G2, H1, H2, H3, I1, I2, I3
WHO IS RESPONSIBLE FOR THE PROJECT?	Donna Bailey, CFM CRS Specialist Sarasota County Government 1001 Sarasota Center Blvd. Sarasota, FL 34240 941-861-0917 (office); 941-525-8915 (cell) Email: dabailey@scgov.net
HOW WILL THIS PROJECT BE DISTRIBUTED?	- Part of our flood zone locator application
ARE THERE RELATED CRS ACTIVITIES?	322 - MI5 400 – Flood mapping

WHAT STAKEHOLDERS ARE INVOLVED?	
WHICH JURISDICTIONS ARE INVOLVED IN THIS PROJECT?	<ul style="list-style-type: none"> - Sarasota County - City of Sarasota - Town of Longboat Key - City of North Port - City of Venice
WHAT ARE THE POSSIBLE SUCCESS INDICATORS?	<ul style="list-style-type: none"> - Reduced loss of property. - Reduced number of claims. - Reduced compliance issues. - Increased FEMA flood policies.
WHAT IS THE PROJECT STATUS?	<p>2017</p> <p>The project is complete</p>

OUTREACH PROJECT - SARASOTA COUNTY HAZARD DISCLOSURE

PROJECT DESCRIPTION	Hazard disclosure / Community Flood Hazard Area (CFHA) with a direct link to the Flood protection webpages. flood zone locator application: ags3.scgov.net/sarcoflood
WHEN WILL THIS PROJECT BE IMPLEMENTED?	Begin date: 2016 End date: ongoing – maps updated as necessary
WHO IS THE TARGET AUDIENCE?	All residents
WHAT CRS TOPICS ARE COVERED?	<input checked="" type="checkbox"/> TOPIC 1: KNOW YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 3: PROTECT PEOPLE FROM THE FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 5: BUILD RESPONSIBLY <input checked="" type="checkbox"/> TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS <input checked="" type="checkbox"/> TOPIC 7: HURRICANE PREPAREDNESS <input checked="" type="checkbox"/> TOPIC 8: FLOOD ECONOMICS <input checked="" type="checkbox"/> TOPIC 9: SEA LEVEL RISE
WHAT ARE THE MESSAGES?	A1, B1, C1, C2, D1, D2, E1, E2, F1, G1, G2, G3, H1, H2, H3, I1
WHAT ARE THE OUTCOMES?	A1, B1, C1, D2, E1, G1, G2, H1, H2, H3, I1, I2, I3
WHO IS RESPONSIBLE FOR THE PROJECT?	Donna Bailey, CFM CRS Specialist Sarasota County Government 1001 Sarasota Center Blvd. Sarasota, FL 34240 941-861-0917 (office); 941-525-8915 (cell) Email: dabailey@scgov.net
HOW WILL THIS PROJECT BE DISTRIBUTED?	- Part of our flood zone locator application
ARE THERE RELATED CRS ACTIVITIES?	322 - MI5 400 – Flood mapping

WHAT STAKEHOLDERS ARE INVOLVED?	
WHICH JURISDICTIONS ARE INVOLVED IN THIS PROJECT?	<ul style="list-style-type: none"> - Sarasota County - City of Sarasota
WHAT ARE THE POSSIBLE SUCCESS INDICATORS?	<ul style="list-style-type: none"> - Reduced loss of property. - Reduced number of claims. - Reduced compliance issues. - Increased FEMA flood policies.
WHAT IS THE PROJECT STATUS?	<p>2017 The project is complete</p>

OUTREACH PROJECT - SARASOTA COUNTY PROPERTY APPRAISER FLOOD DISPLAY

PROJECT DESCRIPTION	Flood information displayed on the tax assessor database/property appraiser online records.
WHEN WILL THIS PROJECT BE IMPLEMENTED?	Begin date: September 2017 End date: Ongoing / data is updated and uploaded daily
WHO IS THE TARGET AUDIENCE?	All residents and non-residents
WHAT CRS TOPICS ARE COVERED?	<input checked="" type="checkbox"/> TOPIC 1: KNOW YOUR FLOOD HAZARD <input type="checkbox"/> TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD <input type="checkbox"/> TOPIC 3: PROTECT PEOPLE FROM THE FLOOD HAZARD <input type="checkbox"/> TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD <input type="checkbox"/> TOPIC 5: BUILD RESPONSIBLY <input type="checkbox"/> TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS <input type="checkbox"/> TOPIC 7: HURRICANE PREPAREDNESS <input type="checkbox"/> TOPIC 8: FLOOD ECONOMICS <input type="checkbox"/> TOPIC 9: SEA LEVEL RISE
WHAT ARE THE MESSAGES?	A1
WHAT ARE THE OUTCOMES?	A1
WHO IS RESPONSIBLE FOR THE PROJECT?	Donna Bailey, CFM CRS Specialist Sarasota County Government 1001 Sarasota Center Blvd. Sarasota, FL 34240 941-861-0917 (office); 941-525-8915 (cell) Email: dabailey@scgov.net
HOW WILL THIS PROJECT BE DISTRIBUTED?	- Online through the Property Appraiser's website

ARE THERE RELATED CRS ACTIVITIES? 310 – Elevation certificates are available on the direct link to the flood zone locator program.
 320 - Map Information Service.
 340 – Hazard disclosure – realtors use this service to advise their clients.
 410 – Flood hazard mapping.
 440 – This flood display links directly to the county’s map flood zone locator program. The committee determined what map information to display on the property appraiser website.

WHAT STAKEHOLDERS ARE INVOLVED?	Realtors, lenders and insurance agents
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WHICH JURISDICTIONS ARE INVOLVED IN THIS PROJECT?	<ul style="list-style-type: none"> - Sarasota County - City of Sarasota - Town of Longboat Key - City of Venice - City of North Port
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WHAT ARE THE POSSIBLE SUCCESS INDICATORS?	<ul style="list-style-type: none"> - Increased web traffic. - Increased number of FEMA policies.
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WHAT IS THE PROJECT STATUS?	SEPTEMBER 2017 Project completed.
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Projects / Progress

Property Appraiser Flood Information Display

<https://ags3.scgov.net/parcels/>

Property record information last updated on: 11/8/2017

FEMA Flood Zone (Data provided by Sarasota County Government as of 11/6/2017)

FIRM Panel	Floodway	SFHA	Flood Zone **	Community	Base Flood Elevation (ft)	CFHA *
0133F	OUT	IN	VE	125150	14	OUT
0133F	OUT	IN	VE	125150	13	OUT

* If your property is in a SFHA or CFHA, use the [map](#) to determine if the building footprint is within the flood area.

** For more information on flood and flood related issues specific to this property, call (941) 954-4127
For general questions regarding the flood map, call (941) 861-5000.

OUTREACH PROJECT - SARASOTA COUNTY RL NOTIFICATION LETTER

PROJECT DESCRIPTION	Sarasota County repetitive loss area notification letter. City of Sarasota repetitive loss area notification letter.
WHEN WILL THIS PROJECT BE IMPLEMENTED?	Begin date: January 2017 End date: Ongoing / this is an annual letter
WHO IS THE TARGET AUDIENCE?	Property owners in the repetitive loss areas
WHAT CRS TOPICS ARE COVERED?	<input checked="" type="checkbox"/> TOPIC 1: KNOW YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 3: PROTECT PEOPLE FROM THE FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 5: BUILD RESPONSIBLY <input checked="" type="checkbox"/> TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS <input type="checkbox"/> TOPIC 7: HURRICANE PREPAREDNESS <input type="checkbox"/> TOPIC 8: FLOOD ECONOMICS <input type="checkbox"/> TOPIC 9: SEA LEVEL RISE
WHAT ARE THE MESSAGES?	A1, B1, C1, C2, D1, D2, E1, E2, F1, G2, G3
WHAT ARE THE OUTCOMES?	A1, C1, D2, E1, G1, G2, H1, H2, H3, I1
WHO IS RESPONSIBLE FOR THE PROJECT?	<p>Sarasota County Donna Bailey, CFM CRS Specialist Sarasota County Government 1001 Sarasota Center Blvd. Sarasota, FL 34240 941-861-0917 (office); 941-525-8915 (cell) Email: dabailey@scgov.net</p> <p>City of Sarasota Todd Kerkering, CEM, CFM, FPEM Emergency Manager City of Sarasota 2099 Adams Lane Sarasota, FL 34237 (941) 363-5811 Email: Richard.Kerkering@sarasotaFL.gov</p>

HOW WILL THIS
PROJECT BE
DISTRIBRUTED?

- Annually through postal mail.

ARE THERE RELATED
CRS ACTIVITIES?

- 330 – Outreach, Topics 1-7
- 540 - Publicity
- 610 - Publicity

WHAT
STAKEHOLDERS ARE
INVOLVED?

WHICH
JURISDICTIONS ARE
INVOLVED IN THIS
PROJECT?

- Sarasota County
- City of Sarasota

WHAT ARE THE
POSSIBLE SUCCESS
INDICATORS?

- Increased number of FEMA policies.
- Decreased permits for flood repair.

WHAT IS THE
PROJECT STATUS?

LETTER IS DUE ANNUALLY.

OUTREACH PROJECT - SARASOTA COUNTY SOCIAL MEDIA OUTREACH

PROJECT DESCRIPTION	Sarasota County maintains Facebook, Twitter, and YouTube pages to inform the public about various topics including flood related issues. These platforms present a great opportunity to relay information about flood risks and to get the messages out. These platforms can be used during regular operations as well as distribute important safety information during a hazard event.
WHEN WILL THIS PROJECT BE IMPLEMENTED?	Begin date: 2016 End date: ongoing – Social Media messages are blasted on a schedule through a CRS Communications Plan
WHO IS THE TARGET AUDIENCE?	ALL
WHAT CRS TOPICS ARE COVERED?	<input checked="" type="checkbox"/> TOPIC 1: KNOW YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 2: INSURE YOUR PROPERTY FOR YOUR FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 3: PROTECT PEOPLE FROM THE FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 4: PROTECT YOUR PROPERTY FROM FLOOD HAZARD <input checked="" type="checkbox"/> TOPIC 5: BUILD RESPONSIBLY <input checked="" type="checkbox"/> TOPIC 6: PROTECT NATURAL FLOODPLAIN FUNCTIONS <input checked="" type="checkbox"/> TOPIC 7: HURRICANE PREPAREDNESS <input checked="" type="checkbox"/> TOPIC 8: FLOOD ECONOMICS <input checked="" type="checkbox"/> TOPIC 9: SEA LEVEL RISE
WHAT ARE THE MESSAGES?	A1, B1, C1, C2, D1, D2, E1, E2, F1, F2, F3, G1, G2, G3, H1, H2, H3, I1
WHAT ARE THE OUTCOMES?	A1, B1, C1, D1, D2, E1, F1, G1, G2, H1, H2, H3, I1, I2, I3
WHO IS RESPONSIBLE FOR THE PROJECT?	Donna Bailey, CFM CRS Specialist Sarasota County Government 1001 Sarasota Center Blvd. Sarasota, FL 34240 941-861-0917 (office); 941-525-8915 (cell) Email: dabailey@scgov.net
HOW WILL THIS PROJECT BE DISTRIBUTED?	- Social Media / Facebook and Twitter

ARE THERE RELATED CRS ACTIVITIES?	330 – Outreach
	320 – Map Information Service
	350 – Flood Protection Information
	360 – Publicity
	540 – Publicity
	610 – Publicity

WHAT STAKEHOLDERS ARE INVOLVED?

WHICH JURISDICTIONS ARE INVOLVED IN THIS PROJECT?	- Sarasota County
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WHAT ARE THE POSSIBLE SUCCESS INDICATORS?	- Reduced loss of property
	- Reduced number of claims
	- Reduced compliance issues
	- Increased FEMA flood policies
	- Water quality

WHAT IS THE PROJECT STATUS?	2018 Ongoing
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ATTACHMENT 1

PPI Meeting Minutes



AGENDA

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE KICK-OFF MEETING

May 24, 2017 @ 10:30 a.m. – 12:00 p.m
 Sarasota County Operations Center, BOB, Conference Room 7
 1001 Sarasota Center Blvd., Sarasota, FL 34240
 GoTo Meeting login: <https://global.gotomeeting.com/join/239719189>
 Call in number: (872) 240-3311; Access Code: 239-719-189

INVITEES:

Official Members	Representing
Donna Bailey, dabailey@scgov.net Ed McCrane, emccrane@scgov.net Kirsten Pedersen, kpedersen@scgov.net James Linkogle, jlinkogle@longboatkey.org Todd Kerkering, Richard.Kerkering@sarasotaFL.gov	Public Utilities, Sarasota County Emer. Services, Sarasota County Communications, Sarasota County Public Works, Town of Longboat Key Emergency Services, City of Sarasota
Stakeholder Members	Representing
Katherine Howington, katherine.howington@bankersinsurance.com Sherry Bitner, sherryb@verizon.net Darcy Young, darcy@sarasotabay.org Neil Fleet, nfleet@amiwra.com Don Hermey, dhermey@mote.org Christina Pitchford, christina@yourhometownconsultant.com Pete Travis, pete.travis@torrentcorp.com Jessica Williams, jessica.williams@wearflood.com Sharon Gould, sharon.gould@floridamoves.com Kathy Kelley Ohlrich, kkohlrich@gmail.com Carl Shoffstall, carlS@Floridaplaystructures.com	Bankers Insurance Solutions First Mortgage Sarasota Bay Estuary Program AMI-Bay Isles Mote Marine Your Hometown Torrent Corporation We Are Flood Florida Moves CCNA CCNA
Additional Resource Staff	Representing
Kelly Westover, kwestover@scgov.net Buster Chapin, Gerald.Chapin@sarasotaFL.gov	Sarasota County City of Sarasota
Consultants	Representing
Cece McKiernan, cece@mckiernanconsulting.us Khan Bouphe, kbouphe@jonesedmunds.com	McKiernan Consulting JEA



- 10:30 AM – Call meeting to order – Introduction of participants and purpose for PPI
- 11:00 AM – Highlight current outreach efforts
- 11:30 AM – Ongoing outreach efforts not listed (group)
- 11:45 PM – Presentation of suggested targeted outreach projects
- 11:55 PM – Next steps and next meetings – 8/15 & 9/19 (both 10:00 – 11:30)
- 12:00 PM - Adjourn



Sign-In Sheet - 05/24/2017

**SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE
KICK-OFF MEETING**

<u>Attendees</u>	<u>Representing</u>	<u>Email</u>	<u>Signature</u>
Donna Bailey	SC Public Utilities	dabailey@scgov.net	
Ed McCrane	SC Emergency Management	emccrane@scgov.net	
Kirsten Pedersen	SC Communications	kpedersen@scgov.net	
James Linkogle	Town of Longboat Key	jlinkogle@longboatkey.org	
Todd Kerkering	City of Sarasota	Richard.Kerkering@sarasotaFL.gov	
Buster Chapin	City of Sarasota	Gerald.Chapin@sarasotaFL.gov	
Kelly Westover	SC Public Utilities	kwestover@scgov.net	KW
Katherine Howington	Bankers Insurance (Insurance)	katherine.howington@bankersinsurance.com	
Sherry Bitner	Solutions First Mortgage (Lender)	sherryb@verizon.net	
Darcy Young	Sarasota Bay Estuary Program	darcy@sarasotabay.org	
Neil Fleet	AMI-Bay Isles	nfleet@amiwra.com	
Don Hermey	Mote Marine Laboratory & Aquarium	dhermey@mote.org	RM on the phone

Christina Pitchford	Your Hometown (Realtor)	christina@yourhometownconsultant.com
Pete Travis	Torrent Corporation (Insurance)	pete.travis@torrentcorp.com
Jessica Williams	We Are Flood (Insurance)	jessica.williams@weareflood.com
Sharon Gould	Florida Moves (Realtor)	sharon.gould@floridamoves.com
Kathy Kelly Ohlrich	CCNA	kkohlrich@gmail.com
Carl Shoffstall	CCNA	carls@Floridaplaystructures.com
Khan Boupaha	Jones Edmunds	kboupha@jonesedmunds.com
Cece McKiernan	McKiernan Consulting	cece@mckiernanconsulting.us
Susan Gray	SARASOTA COUNTY	
GILLIAN CARMEN		

[Handwritten signatures and scribbles]

Kelly

Kathy Kelly Ohlrich

A. Bay

Cec McKiernan

Susan Gray

GILLIAN CARMEN

PHONE:



NOTES

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE KICK-OFF MEETING

May 24, 2017 @ 10:30 a.m. – 12:00 p.m
 Sarasota County Operations Center, BOB, Conference Room 7
 1001 Sarasota Center Blvd., Sarasota, FL 34240
 GoTo Meeting login: <https://global.gotomeeting.com/join/239719189>
 Call in number: (872) 240-3311; Access Code: 239-719-189

ATTENDEES:

Official Members	Representing
Donna Bailey, dabailey@scgov.net	Public Utilities, Sarasota County
Kirsten Pedersen, kpedersen@scgov.net	Communications, Sarasota County
James Linkogle, jlinkogle@longboatkey.org	Public Works, Town of Longboat Key
Todd Kerkering, Richard.Kerkering@sarasotaFL.gov	Emergency Services, City of Sarasota
Stakeholder Members	Representing
Sherry Bitner, sherryb@verizon.net	Solutions First Mortgage
Darcy Young, darcy@sarasotabay.org	Sarasota Bay Estuary Program
Don Hermey, dhermey@mote.org	Mote Marine
Christina Pitchford, christina@yourhometownconsultant.com	Your Hometown
Pete Travis, pete.travis@torrentcorp.com	Torrent Corporation
Jessica Williams, jessica.williams@weareflood.com	We Are Flood
Kathy Kelley Ohlrich, kkohlrich@gmail.com	CCNA
Gillian Carney, GCarney@Venicegov.com	City of Venice
Additional Resource Staff	Representing
Kelly Westover, kwestover@scgov.net	Sarasota County
Susan Gray, sgray@scgov.net	Sarasota County
Consultants	Representing
Cece McKiernan, cece@mckiernanconsulting.us	McKiernan Consulting
Khan Boupha, kboupha@jonesedmunds.com	Jones Edmunds & Associates

Introductions and Objective

- a) Ongoing efforts to prepare, implement, and monitor a range of flood related public information activities.
- b) Half of committee members have to be shareholders. Current makeup of the committee includes representation by County staff; Real Estate Board; Mortgage Industry; Insurance Industry; Neighborhood Association; and Estuary Program Staff.

Highlight current outreach efforts

- a) Project List included in the Agenda
- b) Communications developed a flood flyer to highlight the CRS topics
 - o This flood flyer should remain simple – the messages should be concise and show available resources and contact information.
 - o The flood flyer was previously advertised in the phone book, the Herald Tribune, and sent to municipalities within Sarasota County.
 - o Kirsten suggested the committee evaluate the flyer.
- c) Donna Bailey mentioned that the County Property Appraiser might be able to add flood information directly on the parcel records online.
- d) Sarasota County currently conducts regular workshops throughout the County. These are general presentations with Q&A. Kelly Westover suggested new locations be identified for next year. In addition, there may be an opportunity for this committee to develop and incorporate more CRS messages.

Ongoing outreach efforts not listed (group)

- b) Realtor materials that address flood information
- c) Real estate disclosure project
- d) Parks flyers to include flood messages
- e) CCNA – there is an annual presentation in early May given by EOC (Ed McCrane)
 - o Email notices were sent out to 43 neighborhood associations

Presentation of suggested targeted outreach projects

- a) ‘On hold’ messaging at the call center that could contain flood information
- b) Have the flood flyer translated into Spanish
- c) Workshops that are directed to specific audiences such as realtors and insurance
- d) Jessica Williams suggested educating realtors about available resources
 - o Association can recommend realtors to attend the flood workshops
 - o Get flyers out to members
- e) Stakeholder members can disseminate messages through their organizations
- f) Coordination of outreach efforts with the Neighborhood Environmental Stewardship Team (NEST)

Next steps and next meetings – 8/15 & 9/19 (both 10:00 – 11:30)

- a) Continue to collect current outreach information
- b) Consider additional outreach and targets
- c) Compile flood response projects
- d) Develop topics/messages & link to measureable outcomes.

Adjourn



AGENDA

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE MEETING

August 15, 2017 @ 10:00 a.m. – 11:30 a.m.

Sarasota County Operations Center, BOB, Conference Room 1

1001 Sarasota Center Blvd., Sarasota, FL 34240

GoTo Meeting login: <https://global.gotomeeting.com/join/504280893>

Call in number: (646) 749-3131; Access Code: 504-280-893

INVITEES:

Official Members	Representing
Donna Bailey, dabailey@scgov.net	Public Utilities, Sarasota County
Ed McCrane, emccrane@scgov.net	Emer. Services, Sarasota County
Pat Haire, phaire@scgov.net	Communications, Sarasota County
James Linkogle, jlinkogle@longboatkey.org	Public Works, Town of Longboat Key
Todd Kerkering, Richard.Kerkering@sarasotaFL.gov	Emergency Services, City of Sarasota
Stakeholder Members	Representing
Katherine Howington, katherine.howington@bankersinsurance.com	Bankers Insurance
Sherry Bitner, sherryb@verizon.net	Solutions First Mortgage
Darcy Young, darcy@sarasotabay.org	Sarasota Bay Estuary Program
Neil Fleet, nfleet@amiwra.com	AMI-Bay Isles
Don Hermey, dhermey@mote.org	Mote Marine
Christina Pitchford, christina@yourhometownconsultant.com	Your Hometown
Pete Travis, pete.travis@torrentcorp.com	Torrent Corporation
Jessica Williams, jessica.williams@weareflood.com	We Are Flood
Sharon Gould, sharon.gould@floridamoves.com	Florida Moves
Kirsten Pedersen, kpedersen01@gmail.com	Sarasota County Citizen Stakeholder
Kathy Kelley Ohlrich, kkohlrich@gmail.com	CCNA
Carl Shoffstall, carlS@Floridaplaystructures.com	CCNA
Additional Resource Staff	Representing
Kelly Westover, kwestover@scgov.net	Sarasota County
Buster Chapin, Gerald.Chapin@sarasotaFL.gov	City of Sarasota
Consultants	Representing
Cece McKiernan, cece@mckiernanconsulting.us	McKiernan Consulting
Khan Boupha, kboupha@jonesedmunds.com	Jones Edmunds

- 10:00 AM – Call meeting to order – Introduction of participants and purpose of meeting
- 10:10 AM – Review PPI checklist
- 10:20 AM – Recap of current outreach efforts and new projects
- 10:40 AM – Development of target audiences
- 11:00 AM – Development of target messages and outcomes
- 11:25 AM – Next steps and next meeting – 9/19 (10:00 – 11:30)
- 11:30 AM - Adjourn



Sign-In Sheet

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE MEETING

August 15, 2017 @ 10:00 p.m. – 11:30 p.m

Sarasota County Operations Center, BOB, Conference Room 1

1001 Sarasota Center Blvd., Sarasota, FL 34240

GoTo Meeting login: <https://global.gotomeeting.com/join/504280893>

Call in number: (646) 749-3131; Access Code: 504-280-893

Attendees	Representing	Email	Signature
Donna Bailey	SC Public Utilities	dabailey@scgov.net	
Ed McCrane	SC Emergency Management	emccrane@scgov.net	
Pat Haire	SC Communications	phaire@scgov.net	
James Linkogle	Town of Longboat Key	jlinkogle@longboatkey.org	
Todd Kerkering	City of Sarasota	Richard.Kerkering@sarasotaFL.gov	
Buster Chapin	City of Sarasota	Gerald.Chapin@sarasotaFL.gov	
Kelly Westover	SC Public Utilities	kwestover@scgov.net	
Katherine Howington	Bankers Insurance (Insurance)	katherine.howington@bankersinsurance.com	
Sherry Bitner	Solutions First Mortgage (Lender)	sherryb@verizon.net	
Darcy Young	Sarasota Bay Estuary Program	darcy@sarasotabay.org	

Neil Fleet	AMI-Bay Isles	nfleet@amiwra.com	
Don Hermev	Mote Marine Laboratory & Aquarium	dhermev@mote.org	
Christina Pitchford	Your Hometown (Realtor)	christina@yourhometownconsultant.com	
Pete Travis	Torrent Corporation (Insurance)	pete.travis@torrentcorp.com	
Jessica Williams	We Are Flood (Insurance)	jessica.williams@wearflood.com	
Sharon Gould	Florida Moves (Realtor)	sharon.gould@floridamoves.com	
Khan Boupaha	Jones Edmunds	kboupha@jonesedmunds.com	
Cece McKiernan	McKiernan Consulting	cece@mckiernanconsulting.us	
Kirsten Pedersen	Public stakeholder (resident)	kpedersen01@gmail.com	
Kathy Kelley Ohirich	CCNA	kkohirich@gmail.com	
Carl Shoffstall	CCNA	carlS@Floridaplaystructures.com	
mollyk.holland	SC West	mkholland@scgov.net	

SARASOTA COUNTY FLOODPLAIN MANAGEMENT PROGRAM

MEETING DATE:

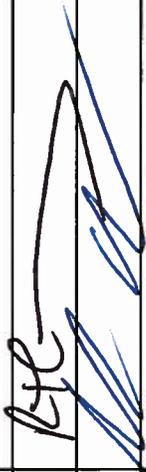
August 15, 2017

MEETING LOCATION:

Sarasota County Emergency Operation Center

SUBJECT:

Floodplain Management Plan Committee Meeting

NAME	REPRESENTING	EMAIL	SIGNATURE
Kathy Croteau	Sarasota County, Planning and Development Services, Building Dept.	kcroteau@scgov.net	
Kelly Westover	Sarasota County, Public Utilities CRS	kwestover@scgov.net	
Donna Bailey	Sarasota County, Public Utilities CRS	dbailey@scgov.net	
Ed McCrane	Sarasota County, Emergency Services	emccrane@scgov.net	
Allen Parsons	Sarasota County, Planning and Development Services	aparsons@scgov.net	Phone
John King	Rampart Homes, Construction Industry	sales@ramparthomesinc.com	
Elizabeth Wong	City of North Port	ewong@cityofnorthport.com	
Kathleen Weeden	City of Venice	kathleen.weeden@venicegov.com	
Gillian Carney	City of Venice	Gcarney@venicegov.com	
James Linkogle	Town of Long Boat Key	jlinkogle@longboatkey.org	
Buster Chapin	City of Sarasota	gerald.chapin@sarasotagov.com	
Todd Kerkering	City of Sarasota	Richard.Kerkering@sarasotagov.com	
Sal Depaolis	ASCE Chapter President	sdepaolis@wraengineering.com	
Norm Robertson	ASCE Chapter Vice President	Norman.Robertson@atkinglobal.com	
Kim Clayback	City of Bradenton	Kim.Clayback@cityofbradenton.com	
Dawn Turner	SWFWMD	Dawn.Turner@swfwmd.state.fl.us	Phone

NAME	REPRESENTING	EMAIL	SIGNATURE
Scott Letasi	SWFWM	scott.letasi@swfwmd.state.fl.us	
Mike Klosterman	Sarasota Memorial Healthcare Facilities	michael-klosterman@smh.com	
Michael Andreas	Security & Emergency Mgmt., Sarasota County Schools	michael.andreas@sarasotacountyschools.net	
Jim Bugyis	Sarasota Memorial Healthcare Facilities	jim-bugyis@smh.com	
Tammi Canelli	Sarasota County, SC Emergency Services	tcanelli@scgov.net	
Howard Berna	Sarasota County, Resource Protection	hberna@scgov.net	
Sherry Phillips-Smith	Sarasota County, EIT - GIS	sphillip@scgov.net	
Lin Kurant	Sarasota County, Real Property	lkurant@scgov.net	
Jon Robinson	Sarasota County, Parks, Rec and Natural Resources	jmroblins@scgov.net	
Kirsten Pedersen	Sarasota County Citizen Stakeholder	kpedersen@scgov.net	
Susan Gray	Sarasota County, Stormwater Administration Assistant	sgray@scgov.net	
Bob Laura	Sarasota County, Public Utilities Stormwater	rlaura@scgov.net	<i>Bob Laura</i>
Khan Boupha	Jones Edmunds	kboupha@jonesedmunds.com	<i>Khan Boupha</i>
Arthur "Skip" Preece	Captiva Gardens HOA	skipprece@aol.com	
J.P. Marchand	Resident	jp.marchand@swfwmd.state.fl.us	
Cheryl Swenny	Sarasota County	cswenny@scgov.net	
<i>NEIL FLEET</i>	<i>ADVANCED MANAGEMENT FLEETMANIPRA.COM</i>		<i>Neil Fleet</i>



NOTES

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE MEETING

August 15, 2017 @ 10:00 a.m. – 11:30 a.m.

Sarasota County Operations Center, BOB, Conference Room 1

1001 Sarasota Center Blvd., Sarasota, FL 34240

GoTo Meeting login: <https://global.gotomeeting.com/join/504280893>

Call in number: (646) 749-3131; Access Code: 504-280-893

Attendees:

Official Members	Representing	Present
Donna Bailey, dabailey@scgov.net	Public Utilities, Sarasota County	Y
Ed McCrane, emccrane@scgov.net	Emer. Services, Sarasota County	Y
Pat Haire, phaire@scgov.net	Communications, Sarasota County	Y
James Linkogle, jlinkogle@longboatkey.org	Public Works, Town of Longboat Key	Y
Todd Kerkering, Richard.Kerkering@sarasotaFL.gov	Emergency Services, City of Sarasota	Y
Stakeholder Members	Representing	
Katherine Howington, katherine.howington@bankersinsurance.com	Bankers Insurance	Y
Sherry Bitner, sherryb@verizon.net	Solutions First Mortgage	Y
Darcy Young, darcy@sarasotabay.org	Sarasota Bay Estuary Program	Y
Neil Fleet, nfleet@amiwra.com	AMI-Bay Isles	Y
Don Hermey, dhermey@mote.org	Mote Marine	N
Christina Pitchford, christina@yourhometownconsultant.com	Your Hometown	Y
Pete Travis, pete.travis@torrentcorp.com	Torrent Corporation	Y
Jessica Williams, jessica.williams@weareflood.com	We Are Flood	Y



Sharon Gould, sharon.gould@floridamoves.com	Florida Moves	N
Kirsten Pedersen, kpedersen01@gmail.com	Sarasota County Citizen Stakeholder	Y
Kathy Kelley Ohlrich, kkohlrich@gmail.com	CCNA	Y
Carl Shoffstall, carlS@Floridaplaystructures.com	CCNA	N
Additional Resource Staff	Representing	
Kelly Westover, kwestover@scgov.net	Sarasota County	Y
Susan Gray, sgray@scgov.net	Stormwater Administration Assistant	Y
Buster Chapin, Gerald.Chapin@sarasotaFL.gov	City of Sarasota	N
Consultants	Representing	
Cece McKiernan, cece@mckiernanconsulting.us	McKiernan Consulting	Y
Khan Bouphe, kbouphe@jonesedmunds.com	Jones Edmunds	Y

- 10:00 AM – Call meeting to order – Introduction of participants and purpose of meeting
- 10:10 AM – Review PPI checklist
- 10:20 AM – Recap of current outreach efforts and new projects
- 10:40 AM – Development of target audiences
- 11:00 AM – Development of target messages and outcomes
- 11:25 AM – Next steps and next meeting – 9/19 (10:00 – 11:30)
- 11:30 AM – Adjourn

Introductions were made by members in person and on the phone. The purpose of the meeting was explained by Cece McKiernan and Khan Bouphe through a presentation that covered the bulleted points. The end of the presentation included an exercise where all members worked together to come up with audiences and messages for the 6 main topics. Highlights of the discussions included:

- Floodsmart is down. Existing flyers may have to be revised in the future. For now, the link will redirect to FEMA’s version of the website.

- James L. asked whether individual phone numbers should be listed under each topic on the flyer. Donna indicated that the process goes through a clearinghouse. There is one phone number to call, and inquirers will be directed to the appropriate department.
- Kirsten suggested a program that PGT had implemented for intellectual leaders – the sharing of information between companies and with the general public.
- Christina suggested a program the real estate sector used for outreach called “RASM on the road”. Christina also brought real estate disclosure forms realtors can use for disclosure that will give the PPI program stakeholder credit.
- Ed McCrane let us know there is a conference room at the EOC available for training sessions that seats from 300 – 400 people.
- Sherry Bitner (on phone) suggested something as simple as adding a link to flood insurance in your signature line can provide outreach.

During the exercise, the group identified target audiences. In addition to the general residents identified for at-risk areas, each of the stakeholders also identified specific audiences to which they had direct contact and can provide valuable assistance for reaching those audiences. These target audiences and the respective messages included:

The possible audiences & messages included:

AUDIENCES	MESSAGES
Architects and/or Designers	How to educate buyers on designs that will not increase insurance costs
County leaders and/or Commissioners; Barrier Island Elected Officials	Educate about flood risks and encourage flood insurance; Encourage consistent and programmatic approach to educate residents about flood risks
Home Builders/Developers	Why build low instead of high?; Educated audience about Code Requirements (including zoning) vs FEMA requirements vs risk; Rating Class options;
Community Association Institute (SWFL Chapter)	Outreach for flood risk topics and available resources at the county
Mortgage Brokers Association	Outreach for flood risk topics and available resources at the

	county
Chamber of Commerce	Outreach for flood risk topics and available resources at the county
Schools	Education materials about flood risk
Mortgage Broker Associations	Des gives workshops through this sector to educate about flood risk and the County's resources
Consumers	<p>Educate consumers to ask the right questions of builders. Know that savings may offset extra construction costs.</p> <p>Don't let your policy lapse.</p> <p>Understand map changes before they happen and save \$\$.</p> <p>Risk is not ID'ed on a map.</p> <p>Sources of information for highwater marks.</p>
Home Buyers / Realtors	Educate buyers / realtors to ask or relay information about flood risk.
Home Owners Associations	Email lists can be used to relay information about flood risk topics
Utility Customers	Provide information about flood risk topics and available resources in utility bill inserts.
Mobile homes and condo owner's associations	Email/informational brochures to educate about flood risk topics

The group also discussed some projects that are in progress as well as new project ideas. These projects included:

- Map changes workshops (completed)
 - Next time, may consider having an insurance professional at the map outreach meetings to provide changes in rate information.
- Flood flyer (completed)

- Property Appraiser Records (in-progress)
 - Flood information will be displayed on the property records
 - Information developed by the County's GIS department
 - Disclaimer will be added as the information is for the parcel and not necessarily for a particular structure.
- County flood risk website
 - Add subject "Don't let flood insurance coverage lapse"
 - Group should provide other ideas to include on the County's site
- Flood Map website
 - Develop a story map to not only display the flood information, but convey what it means
 - Keep web map simple for general public
 - Map services can be a tool for realtors
 - Training/presentations for realtors by realtors



AGENDA

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE MEETING

November 28, 2017 @ 10:00 a.m. – 11:30 a.m.

Sarasota County Operations Center, BOB, Conference Room 1

1001 Sarasota Center Blvd., Sarasota, FL 34240

GoTo Meeting login: <https://global.gotomeeting.com/join/637580949>

Call in number: (872) 240-3212; Access Code: 637-580-949

INVITEES:

Official Members	Representing
Donna Bailey, dabailey@scgov.net	Public Utilities, Sarasota County
Ed McCrane, emccrane@scgov.net	Emer. Services, Sarasota County
Pat Haire, phaire@scgov.net	Communications, Sarasota County
James Linkogle, jlinkogle@longboatkey.org	Public Works, Town of Longboat Key
Todd Kerkering, Richard.Kerkering@sarasotaFL.gov	Emergency Services, City of Sarasota
Stakeholder Members	Representing
Katherine Howington, katherine.howington@bankersinsurance.com	Bankers Insurance
Sherry Bitner, sherryb@verizon.net	Solutions First Mortgage
Darcy Young, darcy@sarasotabay.org	Sarasota Bay Estuary Program
Neil Fleet, nfleet@amiwra.com	AMI-Bay Isles
Don Hermey, dhermey@mote.org	Mote Marine
Christina Pitchford, christina@yourhometownconsultant.com	Your Hometown
Pete Travis, pete.travis@torrentcorp.com	Torrent Corporation
Jessica Williams, jessica.williams@weareflood.com	We Are Flood
Sharon Gould, sharon.gould@floridamoves.com	Florida Moves
Kirsten Pedersen, kpedersen01@gmail.com	Sarasota County Citizen Stakeholder
Kathy Kelley Ohlrich, kkohlrich@gmail.com	CCNA
Carl Shoffstall, carlS@Floridaplaystructures.com	CCNA
Additional Resource Staff	Representing
Kelly Westover, kwestover@scgov.net	Sarasota County
Buster Chapin, Gerald.Chapin@sarasotaFL.gov	City of Sarasota
Consultants	Representing
Cece McKiernan, cece@mckiernanconsulting.us	McKiernan Consulting
Khan Boupha, kboupha@jonesedmunds.com	Jones Edmunds



- 10:00 AM – Call meeting to order – Introduction of participants and purpose of meeting
- 10:10 AM – Review PPI checklist
- 10:20 AM – Summarize Messages and Target Audiences
- 11:00 AM – PPI Projects
- 11:25 AM – Next steps and next meeting
- 11:30 AM – Adjourn



Sign-In Sheet

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE MEETING

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<u>Attendees</u>	<u>Representing</u>	<u>Email</u>	<u>Signature</u>
Donna Bailey	SC Public Utilities	dabailey@scgov.net	
Ed McCrane	SC Emergency Management	emccrane@scgov.net	
Pat Haire	SC Communications	phaire@scgov.net	
James Linkogle	Town of Longboat Key	jlinkogle@longboatkey.org	
Todd Kerkering	City of Sarasota	Richard.Kerkering@sarasotaFL.gov	on the phone
Buster Chapin	City of Sarasota	Gerald.Chapin@sarasotaFL.gov	
Kelly Westover	SC Public Utilities	kwestover@scgov.net	
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Darcy Young	Sarasota Bay Estuary Program	darcy@sarasotabay.org	

Neil Fleet	AMI-Bay Isles	nfleet@amiwra.com
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Christina Pitchford	Your Hometown (Realtor)	christina@yourhometownconsultant.com
Pete Travis	Torrent Corporation (Insurance)	pete.travis@torrentcorp.com
Jessica Williams	We Are Flood (Insurance)	jessica.williams@wearreflood.com <i>Jessica Williams</i>
Sharon Gould	Florida Moves (Realtor)	sharon.gould@floridamoves.com
Khan Boupha	Jones Edmunds	kboupha@jonesedmunds.com <i>K. Boupha</i>
Cece McKiernan	McKiernan Consulting	cece@mckiernanconsulting.us <i>Cece McKiernan</i>
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Kathy Kelley Ohrich	CCNA	kkohrich@gmail.com
Carl Shoffstall	CCNA	carlS@Floridaplaystructures.com
<i>4</i> Claire Aronson	<i>SC Communicator</i>	<i>Caronsen@sc.gov.net</i> <i>Claire Aronson</i>



NOTES

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE MEETING

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Pat Haire, phaire@scgov.net	Communications, Sarasota County
James Linkogle, jlinkogle@longboatkey.org	Public Works, Town of Longboat Key
Todd Kerkering, Richard.Kerkering@sarasotaFL.gov	Emergency Services, City of Sarasota
Stakeholder Members	Representing
Sherry Bitner, sherryb@verizon.net	Solutions First Mortgage
Neil Fleet, nfleet@amiwra.com	AMI-Bay Isles
Jessica Williams, jessica.williams@weareflood.com	We Are Flood
Additional Resource Staff	Representing
Claire Aronson, caronson@scgov.net	Communications, Sarasota County
Bob Laura, rlaura@scgov.net	Watershed Engineering
Consultants	Representing
Cece McKiernan, cece@mckiernanconsulting.us	McKiernan Consulting
Khan Bouphe, kbouphe@jonesedmunds.com	Jones Edmunds

1. 10:00 AM – Call meeting to order – Introduction of participants and purpose of meeting

Cece called the meeting to order.

There was a brief introduction of participants both in person and on the telephone. Cece then discussed the purpose of the meeting.

2. 10:10 AM – Review PPI checklist

A quick review of the PPI checklist including where we are now and what steps are left.

3. 10:20 AM – Summarize Messages and Target Audiences

We discussed how we can track messaging to be sure the messages are effective. Website counter, post-storm count of permits vs violations? James also discussed the need to track substantial improvements. What about the building department? Plan reviewers? Todd recommended looking at the percentage of code violations to the number of permits if that information is readily available in the permit system.

4. 11:00 AM – PPI Projects

- a) Sherry suggested links in the language of the website.*
- b) Sherry did notice the new flood information on the property appraiser page and thought that it was a great addition. Future revisions may include a link to the web story map when it is completed to provide more information.*
- c) James suggested method of providing information by prompting the audience with specific questions and linking to the “answers” to appropriate information.*
- d) We discussed the Flood Awareness Week and how we might coordinate with FFMA, FDEM, insurance agents and realtors.*
- e) Khan talked about the story-map. He reviewed a brief survey he created and implemented at his office to illustrate the lack of knowledge about flood related information the general public has.*
- f) Pat suggested creating a survey that will evaluate the answers (for example, if a person did not know the correct zone or does not know what Pre- and Post-FIRM mean, provide a link showing the user what they didn’t know). She also suggested a contact person shown at the end so if a user had questions, they can speak with someone. Khan will work on something that can be incorporated into the story-map.*
- g) Jessica inquired whether such a survey can be made available to her and folks in her industry. The information may prove valuable in terms of prompting and educating the realtor industry.*
- h) Ed McCrane talked about the County considering changing the language of evacuation zones to evacuation levels in an attempt to separate the confusion between evacuation zones and flood zones.*

- i) *Khan discussed the project brainstorming: committee members were encouraged to ask themselves these questions as we develop projects. Projects may not be implemented immediately, but it will be good to have a list of projects/ideas to pull from.*

5. 11:25 AM – Next steps and next meeting

Khan will send a template of the story-map next week for distribution to the committee members for comments along with the notes from today's meeting and a copy of the power-point presentation. We will look for a time in January for the next meeting and will let the committee members know. We are aiming to take this PPI plan to the Board for adoption in early Spring 2018.

6. 11:30 AM – Adjourn



AGENDA

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE MEETING

February 13, 2018 @ 10:00 a.m. – 11:30 a.m.

Sarasota County Operations Center, BOB, Conference Room 1

1001 Sarasota Center Blvd., Sarasota, FL 34240

GoTo Meeting login: <https://global.gotomeeting.com/join/954821653>

Call in number: (646) 749-3122; Access Code: 954-821-653

INVITEES:

Official Members	Representing
Donna Bailey, dabailey@scgov.net	Public Utilities, Sarasota County
Ed McCrane, emccrane@scgov.net	Emer. Services, Sarasota County
Pat Haire, phaire@scgov.net	Communications, Sarasota County
James Linkogle, jlinkogle@longboatkey.org	Public Works, Town of Longboat Key
Todd Kerkering, Richard.Kerkering@sarasotaFL.gov	Emergency Services, City of Sarasota
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Sherry Bitner, sherryb@verizon.net	Solutions First Mortgage
Darcy Young, darcy@sarasotabay.org	Sarasota Bay Estuary Program
Neil Fleet, nfleet@amiwra.com	AMI-Bay Isles
Don Hermey, dhermey@mote.org	Mote Marine
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Carl Shoffstall, carlS@Floridaplaystructures.com	CCNA
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Buster Chapin, Gerald.Chapin@sarasotaFL.gov	City of Sarasota
Consultants	Representing
Cece McKiernan, cece@mckiernanconsulting.us	McKiernan Consulting
Khan Boupha, kboupha@jonesedmunds.com	Jones Edmunds



- 10:00 AM – Call meeting to order – introduction of participants and purpose of meeting
- 10:10 AM – Review PPI checklist
- 10:20 AM – PPI projects list
 - Review Storymap
 - Flood Awareness Week messages
- 11:20 AM – Additional project ideas
- 11:25 AM – Next steps and next meeting
- 11:30 AM – Adjourn



Sign-In Sheet

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE MEETING

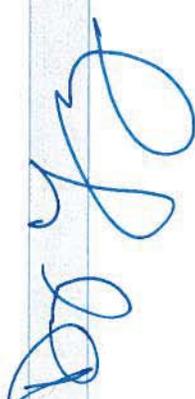
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James Linkogle	Town of Longboat Key	jlinkogle@longboatkey.org	
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Neil Fleet	AMI-Bay Isles	nfleet@amiwra.com	
Don Herme	Mote Marine Laboratory & Aquarium	dhermey@mote.org	
Christina Pitchford	Your Hometown (Realtor)	christina@yourhometownconsultant.com	
Pete Travis	Torrent Corporation (Insurance)	pete.travis@torrentcorp.com	
Jessica Williams	We Are Flood (Insurance)	jessica.williams@wear flood.com	
Sharon Gould	Florida Moves (Realtor)	sharon.gould@floridamoves.com	
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Kathy Kelley Ohlrich	CCNA	kkohlrich@gmail.com	
Carl Shoffstall	CCNA	carls@Floridaplaystructures.com	
Claire Aronson	SC Communications	caronson@scgov.net	
JAMES PODLUCKY	EMERGENCY MGMT	jpodlucky@scgov.NET	
Robert Laura			



NOTES

SARASOTA COUNTY PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE MEETING

February 13, 2018 @ 10:00 a.m. – 11:30 a.m.

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Jessica Williams, jessica.williams@weareflood.com	We Are Flood
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Claire Aronson, caronson@scgov.net	Communications, Sarasota County
Consultants	Representing
Cece McKiernan, cece@mckiernanconsulting.us	McKiernan Consulting
Khan Bouphe, kbouphe@jonesedmunds.com	Jones Edmunds

- 10:00 AM – Call meeting to order – introduction of participants and purpose of meeting
Cece called the meeting to order. Introductions were made and the purpose of the meeting outlined.
- 10:10 AM – Review PPI checklist
Cece began with a presentation that reviewed the PPI Checklist for the committee members.

- 10:20 AM – PPI projects list
 - Review Storymap

Khan gave a brief overview of the storymap. Comments by members were as follows:

 - James suggested making it a county-wide tool so all users (municipalities, realtors, insurance agents, etc.) can use it for outreach.
 - Christina asked about elevation certificates. Where are they all housed. We discussed the legal requirements of surveyors to upload these to the state. At this time, they are not available from the state as they have additional QC to perform. She suggested as a representative of the Florida Realtors Association, they may be able to contact the state.
 - James also suggested it would be nice to have the elevation certificates from other municipalities shown. We will have to look into whether or not that would be feasible.
 - Khan used the NWI data for the mapping of the natural floodplains. We will also look into what the most current data is for our natural floodplains. Perhaps reach out to GIS?
 - Christina suggested changing the title on the “Build Responsibly” page to better reach our audience. It was agreed to consider other names such as “minimize your risk”, “build more resilience”, “build sustainably”, etc..

Todd suggested adding permit information in this section as well.

Christina mentioned the greenest house in the country is located in Siesta Key and was built by Josh Wynn. It might be a good idea to showcase this home. Jessica Williams has a host of photos she can share with us.
 - Todd suggested connecting to the FEMA website links for floodproofing in the “Protect your home or business” section. He will send the links to Khan to add to the storymap.
 - James suggested adding content that flood insurance is available to everyone and Todd reminded us it includes renters. This information does follow further down but we should add it at this place as well.
 - Todd suggested a resources page with all of the contact information for each municipality. I will send all of the CRS contacts to Khan. Cece asked if we could also include stakeholder contact information on the resources page. Donna asked about having the stakeholders disseminate information and how that can

give us additional CRS points. Jessica will look into whether or not they could keep a log on calls they disseminate information on that would be available to the county for auditing purposes.

- Don Hermev suggested having analytics on the pdfs so we could track how many times they've been downloaded.
- Cece suggested as a last suggestion that a link to the elevation certificates be available on the front page so when people return, they don't have to scroll through to that section.
- Review Flood Protection Awareness Week messaging
 - We reviewed the messaging for FPAW and no additional comments were added. Darcy Young sent comments earlier that were already incorporated into the messaging that was reviewed. We discussed the proclamation and the Town of Longboat Key and the City of Sarasota would like to join us in our proclamation. I will reach out to the cities of Venice and North Port to see if they would also like to join us.
- 11:20 AM – Additional project ideas
 - We reviewed the projects and no additional project ideas were mentioned. We will continue to review the projects on the list and when we can implement them.
- 11:25 AM – Next steps and next meeting
 - We will send a doodle poll out in a couple of weeks to schedule the next meeting. Khan will finish the draft PPI document and we will send it out for comments by the members before the next meeting.
- 11:30 AM – Adjourn

ATTACHMENT 2

Flood warning and response messages

SARASOTA COUNTY COMMUNICATIONS DEPARTMENT

Flood warning and response messages and media release templates

1 FLOOD WARNING AND RESPONSE OUTREACH MESSAGES

The following messages were designed to help the public prepare for a flooding event, and provide safety measures during and after an event.

1.1 BEFORE AN IMPENDING FLOODING EVENT

- The following message is transmitted at the request of Sarasota County Emergency Management. Dangerous flooding conditions are expected in the area of [neighborhood or municipality] near the [water body]. Water is expected to rise _(height)___feet per _(hour)_. Water levels could reach _____Feet. Residents in and near this area are ordered to begin evacuating outside of the flood area at _(Dat/Time)___due to the threat of rising water and flooding conditions. A shelter has been opened at the [facility]. While using roadways, travelers are advised to use caution and should not attempt to drive through moving water or water of undetermined depth. Stay tuned to local media for emergency updates and additional information.
- The following message is transmitted at the request of Sarasota County Emergency Management. Flash flooding conditions are possible in the [street or neighborhood] area. Residents in this area should take immediate action to move to higher ground, avoid travel, remain indoors, and move to a safe area within that location. Flooding conditions may include rapidly rising and moving water, dangerous debris, and unsafe travel conditions. If travel is unavoidable, drivers should not attempt to drive through moving water or water of undetermined depth. Stay tuned to local media for emergency updates and additional information.
- Determine whether you are in a possible evacuation zone. If so, prepare a disaster kit and plan for moving immediately if an evacuation is ordered.
- If you plan to stay in your home, have your disaster kit ready. Ensure a food and water supply for several days. Stay off roads in heavy weather leading up to the storm. If you must venture outside, watch for downed power lines and flying debris.
- Do not use candles for lighting, as they pose a fire hazard.
- Do not use charcoal for indoor cooking.
- Remember... "only rain down the drain" – help prevent flooding from clogged storm drains and waterways. Keep debris and trash out of the streets, streams and ditches.

1.2 DURING A FLOODING EVENT

- At this time, a mandatory evacuation order is in place for all residents living in a mobile home.
- A voluntary evacuation is urged for all residents living in a low-lying area or on barrier islands.
- These evacuations may be upgraded Monday depending on storm conditions. Shelters will open after 5 p.m. Monday. Stay tuned to local media for the latest storm advisories. Currently, Sarasota County Schools will be open Wednesday, June 3, along with all county and municipal services.
- Do not drive into flooded areas. Six inches of water will reach the bottom of most passenger cars and may cause loss of control and possible stalling. One foot of water will float many vehicles.
- Do not walk through moving water. Six inches of moving water can make you fall. If you have to walk in water, walk where the water is not moving. Use a stick to check the firmness of the ground in front of you.
- If you must prepare to evacuate, secure your home. If you have time, bring in outdoor furniture. Move essential items to an upper floor.

- Turn off utilities at the main switches or gas valves if instructed to do so. Disconnect electrical appliances. Do not touch electrical equipment if you are wet or standing in water.
- If you've come in contact with floodwaters, wash your hands with soap and disinfected water.
- Be aware that flash flooding can occur. If there is any possibility of a flash flood, move immediately to higher ground. Do not wait for instructions to move.
- Be aware of streams, drainage channels, canyons and other areas known to flood suddenly. Flash floods can occur in these areas with or without typical warnings such as rain clouds or heavy rain.

1.3 AFTER A FLOODING EVENT

- Residual flooding to roads and neighborhoods have now subsided and you may return to your home. If your home has flooded, turn off the electrical main power if it can be done from a dry location before you enter. Never turn power on or off while standing in water. Don't turn the power back on until electrical systems are inspected by a qualified electrician.
- Residual flooding to roads and neighborhoods have now subsided and you may return to your home. If your house has been closed up for several days, enter briefly to open doors and windows and then wait outside for at least 30 minutes to allow the house to air out.
- It is important to begin the flood insurance claims process as soon as possible. The sooner your claim is filed, the sooner you will receive your check to begin rebuilding.
- Call your insurance agent or insurance company. Make sure you have the name of your insurance company, your policy number, your contact information, and the date of loss.
- Make a list of damaged or lost items and include their age and value when possible. Also note model and serial numbers for major appliances. If available, have receipts for damaged or destroyed items to share with the adjuster.
- It is important to be aware of a number of health and safety risks in a post-flood environment so you can take the necessary precautions to protect yourself and your family. Visit www.Sarasotacounty.org/flooding/safety.htm for some safety tips.
- Listen for news reports to learn whether the community's water supply is safe to drink. Remember to carry bottled drinking water to flooded areas.
- Discard any fresh or packaged food products that may have come in contact with floodwater.
- Protect yourself during clean-up by wearing protective clothing such as boots, gloves, and masks. Clean and disinfect everything that was in contact with floodwater.
- It is important to ventilate your home. Open all doors and windows to allow air to circulate and dry out your home. Dehumidify as soon as possible after a flood.
- Service damaged septic tanks, cesspools, pit, and leaching systems as soon as possible. Damaged sewage systems are serious health hazards.
- After a flood, mold growth can cause additional damage to your home. Active mold growth is slimy or fuzzy and is usually green, black, orange, or purple. Inactive mold is dry and powdery and may be white. Mold spores spread easily; they are carried by air currents, pets, and people.

Expenses related to water, moisture, mildew, or mold damage to the structure may be covered under your flood insurance policy for that structure.

To prevent mold, wash surface areas in the house, including the walls, staircases, and items that came in contact with floodwater. Disinfect and wipe surfaces dry with paper towels to minimize bacterial contamination.

Throw away any items that do not dry completely because they can harbor germs and produce mold, which can irritate allergies as well as lead to respiratory damage or other illnesses.

Keep the humidity and temperature as low as possible.

Isolate any moldy objects. Seal moldy trash in plastic bags and remove them immediately. Objects you can save should be dried or frozen as soon as possible. Freezing inactivates mold.

- If wild animals take refuge in your home, do not approach them. Wild animals such as snakes, opossums, and raccoons often seek refuge from floodwaters on upper levels of homes and have been known to remain after the water recedes. Call your local animal control office or wildlife resource office to handle the situation.
- Stay away from downed power lines, and report them to the power company.
- Return home only when authorities indicate it is safe.
- Stay out of any building that is surrounded by floodwaters.
- Use extreme caution when entering buildings; there may be hidden damage, particularly in foundations.
- Avoid floodwaters; water might be contaminated by oil, gasoline, or raw sewage. Water also might be electrically charged from underground or downed power lines.
- Avoid moving water and do not attempt to drive through standing water, even if it seems shallow.
- Check for structural damage before re-entering your home. Contact the appropriate professionals immediately if you suspect damage to water, gas, electric, and sewer lines.
- Throw away food that has come in contact with floodwaters. Boil water until authorities declare the water supply safe to drink.
- If the walls are damaged, take photographs of the baseboard. Then remove the baseboard. Knock small holes at floor level in the drywall, between the wall studs. This will permit moisture trapped behind the drywall to seep out and start drying.
- For flood insurance and flood risk information, visit [FloodSmart.gov/after](https://www.floodsmart.gov/after). To learn more about obtaining a flood insurance policy, call your insurance agent or call 1- 800 - 427-2419 to find an agent near you.

2 FLOOD WARNING AND RESPONSE MEDIA TEMPLATES

XXXXXX DATE XXXX

STORM NAME: County issues storm preparation instructions

SARASOTA COUNTY - In preparation of possible landfall by **STORM**, Sarasota County recommends residents take the following steps now in advance of the storm.

Determine whether you are in a possible evacuation zone. If so, prepare a disaster kit and plan for moving immediately if an evacuation is ordered.

If you plan to stay in your home, have your disaster kit ready. Ensure a food and water supply for several days. Stay off roads in heavy weather leading up to the storm. If you must venture outside, watch for downed power lines and flying debris.

Do not use candles for lighting, as they pose a fire hazard.

Do not use charcoal for indoor cooking.

Do not use generators indoors without adequate ventilations.

Secure lawn and garden tools and furniture and any other loose items around the home.

For further storm precautions, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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MEDIA RELEASE
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XXXXXX DATE XXXX

STORM NAME upgraded to CATEGORY

SARASOTA COUNTY - **STORM NAME** has been upgraded to **CATEGORY** and is slated to hit **WHERE** around **TIME/DATE**. **ACATEGORY** hurricane criteria means winds of **WHAT** mph. **STORM'S** winds are expected to be around **WHAT** mph with a storm surge of **HOW MANY** feet in **WHAT BODY OF WATER**.

Gov. Rick Scott has requested a presidential emergency declaration. On **DATE**, Gov. Scott declared a state of emergency for Florida.

Residents are strongly advised to stay off the roads, especially **WHERE**, unless evacuating immediately to a shelter.

XXX shelters are still open in Sarasota County:

LIST HERE

For more information on storm shelter locations, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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XXXXXX DATE XXXX

STORM NAME: Evacuation areas remain closed

SARASOTA COUNTY - Areas evacuated due to **STORM NAME** remain closed while emergency service responders assess damage.

During this period, no one is being allowed into any mandatory evacuation area. The top priorities for law enforcement at this time are to open critical roads in order to transport critically ill and injured people, to ensure that law enforcement is maintained at an effective level, and to accommodate mutual aid responders traveling to Sarasota County to lend emergency assistance.

Emergency service will not be able to respond to 911 calls until winds drop below 45 mph. That suspension of response applies to all emergency services.

Assessment teams are currently conducting damage assessment and analyzing safety conditions. They will then develop plans to safely return people to their homes and businesses and open government offices.

When the evacuation order is lifted, residents will be allowed back into areas, based on those damage assessments. Assessments are expected to be complete by **TIME/DATE**. Until that time, residents are urged to remain off roads and be alert for downed power lines.

Watch for information updates on Sarasota County's website, www.scgov.net, and Access Sarasota (Channel 19 on Comcast and 32 on Verizon) and local television news reports.

Residents also can listen to local radio updates on:

- 102.5 FM WHTP
- 107.3 FM, WXGL
- 101.5 FM, WPOI
- 94.9 FM, WWRM
- 97.1 FM, WSUN
- 105.5 FM, WDUV

For more information on storm shelter locations, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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XXXXXX DATE XXXX

STORM NAME: County announces bridge closings

SARASOTA COUNTY - In anticipation of possible landfall by **STORM**, Sarasota County will close the following bridges at **TIME/DATE**:

LIST BRIDGES AND LOCATIONS HERE.

Emergency services will not respond to 911 calls after winds reach 45 mph, or until winds drop below 45 mph. That suspension of response applies to all emergency services.

For more information, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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MEDIA RELEASE
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XXXXXX DATE XXXX

STORM NAME: Power outage at lift station NAME OR NUMBER

SARASOTA COUNTY - Due to interruption of electrical service at the **NAME OF** lift station, Sarasota County is asking residents in the **WHAT area/subdivision** to limit the amount of waste that is flushed into the sanitary system.

Residents can do this by limited baths, showers and toilet flushing until power is restored to the lift station.

Power is expected to be restored by WHEN.
Power MAY NOT be restored until WHEN.

For more information, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net

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XXXXXX DATE XXXX

STORM NAME: Precautionary boil water advisories issued

SARASOTA COUNTY - Due to the interruption of water service caused by **STORM**, Sarasota County has issued a precautionary boil water alert for **GEOGRAPHIC AREA**.

While the advisory is in effect, the county advises affected customers to boil all tap water intended for drinking, preparation of food, washing of food utensils, making ice, brushing teeth or for first aid, making sure the water is brought to a rolling boil for one minute. Boiling the tap water disinfects it, destroying any harmful microorganisms. Bottled water can be used as an alternative to boiling the tap water.

Over the next few days, the county will collect a series of samples in the affected area and analyze them to ensure the drinking water wasn't contaminated by potentially harmful bacteria during the service interruption. Customers will be notified when the boil water advisory has been cancelled.

For more information, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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XXXXXX DATE XXXX

STORM NAME: Precautionary boil water advisories lifted

SARASOTA COUNTY - Sarasota County has lifted a precautionary boil water advisory for those impacted by service interruption from **STORM NAME**, effective **TIME/DATE**. Bacteriological testing shows water is safe to drink.

County staff will be using an automated phone system today to notify residents within the affected area that the advisory has been lifted.

For additional information, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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XXXXX DATE XXXX

STORM WATCH/WARNING lifted for Sarasota County

SARASOTA COUNTY - The National Weather Service announced at TIME/DATE that STORM WATCH/WARNING for Sarasota County had been lifted. STORM made landfall in the WHAT AREA at TIME/DATE and continues to move WHERE.

Information about the storm here

For information about storm preparation, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net/allhazards.

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MEDIA RELEASE
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XXXXX DATE XXXX

National Weather Service issues **STORM WATCH/WARNING** for Sarasota County

SARASOTA COUNTY - The National Weather Service has issued at **DATE/TIME** a **WATCH/WARNING** for Sarasota County.

DETAILS ON THE STORM HERE.

For information about storm preparation, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net/allhazards.

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XXXXXX DATE XXXX

National Weather Service issues **STORM WATCH/WARNING** for Sarasota County

SARASOTA COUNTY - The National Weather Service has issued at DATE/TIME a WATCH/WARNING for Sarasota County.

DETAILS ON THE STORM HERE.

For information about storm preparation, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net/allhazards.

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MEDIA RELEASE
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XXXXXX DATE XXXX

Emergency Management continues to monitor **STORM NAME**

SARASOTA COUNTY - Sarasota County Emergency Management continues to monitor **STORM** as it approaches **WHERE**. The storm is expected to make landfall **WHEN**.

A tropical storm **WATCH/WARNING** is in effect for Sarasota County. This means county residents should expect to see rain and thunderstorms throughout the **DAY/NIGHT** on **WHEN** with a **WHAT PERCENT** chance of rain and wind gusts ranging from **WHAT-WHAT** mph.

At this time, Sarasota County schools remain open. No other closures have been announced at this time.

Motorists should take precaution on the roads during the heavy weather and secure personal property or signage around their homes and businesses.

Sarasota County Emergency Management is participating in conference calls with the State Emergency Operations Center and the National Hurricane Center.

Residents and visitors can monitor local media for storm updates or visit www.scgov.net/allhazards for more information.

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XXXXXX DATE XXXX

County issues storm instructions for utilities customers

SARASOTA COUNTY - In the wake of possible impacts from **STORM**, Sarasota County has issued the following instructions for county Public Utilities customers.

BEFORE THE STORM

Household water use: Plan to store enough water to drink and to clean with if service is interrupted. The general recommendation is one gallon of clean water per person per day.

Mobile home water heaters: Turn off electrical power to the water heater to ensure that if there is a loss of water pressure, the heating element in the water heater will not burn out. Because mobile home water heaters are side-fed, water can drain out of the heater, exposing the elements to air. If power is still connected when the elements become exposed, they can overheat and burn out. Residents returning to mobile homes should make sure that there is adequate water pressure in both hot and cold before turning on power to the water heater. Pressure is adequate when there is a steady, uninterrupted stream of water coming from the faucets.

AFTER A STORM

People who live on barrier islands: Wait until the county issues an "all clear" announcement that it is safe to enter the islands before returning. That announcement signals that local conditions are safe and utilities have been tested and are usable.

Water pressure: During a storm, Sarasota County Public Utilities decreases drinking water pressure so that, in the event of a line break, the utilities system does not lose its entire stored water supply. Lower pressure results in a much lower volume of lost water. Normal water pressure is maintained at a minimum of 20 psi. If pressure drops below that level during a line break, Sarasota County and the Health Department will issue a boil water advisory. People should boil water until notified otherwise.

Drinking water wells: People who get their drinking water from underground wells should be aware of their wells' locations and watch for signs of flooding around the wells. If the well floods, it may pump floodwater into the home instead of well water. Flooded wells also present the danger of electrical shock. Flooded wells should be tested by the health department after flooding subsides to ensure the well water is safe to drink.

Wastewater: Residents who notice a red light or hear an alarm buzzer at one of the county's lift stations should call the Sarasota County Public Utilities emergency number at 941-861-0573. Do not attempt to reset the buzzer or alarm. Also call to report sewer line breaks or spills.

For more information regarding drinking water and wastewater, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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XXXXX DATE XXXX

County issues storm instructions for utilities customers

SARASOTA COUNTY - In the aftermath of **STORM**, Sarasota County has issued the following instructions for county Public Utilities customers.

People who live on barrier islands: Wait until the county issues an "all clear" announcement that it is safe to enter the islands before returning. That announcement signals that local conditions are safe and utilities have been tested and are usable.

Water pressure: During a storm, Sarasota County Public Utilities decreases drinking water pressure so that, in the event of a line break, the utilities system does not lose its entire stored water supply. Lower pressure results in a much lower volume of lost water. Normal water pressure is maintained at a minimum of 20 psi. If pressure drops below that level during a line break, Sarasota County and the Florida Department of Health will issue a boil water advisory. People should boil water until notified otherwise.

Drinking water wells: People who get their drinking water from underground wells should be aware of their wells' locations and watch for signs of flooding around the wells. If the well floods, it may pump floodwater into the home instead of well water. Flooded wells also present the danger of electrical shock. Flooded wells should be tested by the health department after flooding subsides to ensure the well water is safe to drink.

Wastewater: Residents who notice a red light or hear an alarm buzzer at one of the county's lift stations should call the Sarasota County Public Utilities emergency number at 941-861-0573. Do not attempt to reset the buzzer or alarm. Also call to report sewer line breaks or spills.

For more information regarding drinking water and wastewater, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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XXXXX DATE XXXX

STORM: Instructions for handling sewage backflow in homes

SARASOTA COUNTY - Heavy rains from **STORM** have caused some sewage backflow in area homes. The following measures should be taken to ensure proper clean-up:

- Walls, hard-surfaced floors and many other household surfaces must be cleaned with soap and water and disinfected with a solution of one cup of bleach to five gallons of water
- Thoroughly disinfect surfaces that come in contact with food and children's play areas
- Wash all linens and clothing in hot water or dry-clean
- Items that cannot be washed or dry-cleaned, such as mattresses and upholstered furniture, must be air dried in the sun and sprayed thoroughly with a disinfectant
- Steam-clean all carpeting
- Fiberboard, fibrous insulation and disposable filters that have contacted floodwater or sewage should be replaced in your heating and air conditioning system.

Wear rubber boots and waterproof gloves during cleanup. Use caution when mixing household cleaners and disinfectants, since combining certain types of products can produce toxic fumes and result in injury or death.

In general, materials that cannot be thoroughly cleaned and dried within 24-48 hours should be discarded, regardless of their sentimental value.

For further information, call the Sarasota County Contact Center at 941-861-5000 or the Florida Department of Health in Sarasota County at 941-861-2900 or visit www.Floridadisaster.org.

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XXXXXX DATE XXXX

County issues safety tips for home repair in hurricane-damaged areas

SARASOTA COUNTY - The danger of a storm does not end when it passes. As local residents affected by **STORM** return to their homes and begin repairs, the Department of Health suggests taking the following safety precautions to prevent personal injury:

- If possible, work in pairs or groups.
- Take short breaks and work during the cooler hours of the day.
- Wear goggles, heavy gloves and steel-toed boots.
- Immediately clean all open wounds and cuts with soap and clean water. Cuts beyond minor scratches may require medical attention.
- Never assume that water-damaged structures are safe; leave immediately if shifting or unusual noises occur.
- Avoid lifting more than 50 pounds of debris or building materials. Two or more people should move bulky objects.
- Avoid heat stroke and heat exhaustion by wearing light-colored, loose-fitting clothing and drinking a glass of fluid every 15 to 20 minutes.
- Only experienced individuals should use chain saws and specialized equipment. When using chain saws or other heavy equipment, wear earplugs.
- To prevent electrocution in wet areas, turn power off at the main breaker.
- Never handle a downed power line.
- Never bring gasoline- or diesel-powered pumps, generators or pressure washers indoors as they release carbon monoxide - a deadly, colorless, odorless gas.
- Set priorities for clean-up tasks and pace the work over several days or weeks.
- Avoid exhaustion by taking frequent rest breaks and resuming a normal sleep schedule as soon as possible.
- Take advantage of disaster relief programs and services in your community.

For more information, visit the Department of Health website at www.doh.state.fl.us.

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XXXXXX DATE XXXX

STORM: County issues post-storm instructions

SARASOTA COUNTY - Sarasota County is issuing the following information related to frequently-asked questions in the aftermath of **STORM**:

Electricity

- Call Florida Power & Light at 800-468-8243 to report power outages
- Stay away from downed wires; they may be energized
- Use caution with generators; do not connect generators to the main switch gear. Connect appliances directly to the generator. Contact a local electrician for direction/connection. Generators can cause a backfeed on FPL wires, causing a hazard
- Contact a local electrician for repair of your customer-owned equipment (meter connection/meter can/wire from the meter connection to meter can and into your house.)
- Crews are trimming trees away from power lines as needed to restore electrical power Sarasota County residents are requested to bundle yard debris according to normal procedure and place it curbside

Food

- People who have lost electricity should throw out all refrigerated or frozen items if the food is no longer cool to the touch. Frozen food that has been defrosted should not be refrozen.

Private wells

- Private wells should not be considered safe if the top of the well was under water; free well water testing is available by the Sarasota County Public Health Department. Water should be considered unsafe if there is a definite change in the odor, color, taste or other physical characteristic of the water.
- Do not use bathtubs or sinks for storage of drinking water, as this may pose a health threat due to back flow contamination.
- Treat any water from flooded private wells used for drinking and cooking until notified otherwise. Residents without electricity may treat water by mixing a 1/4-teaspoon of household bleach per one gallon of water or two drops per quart of water. Shake the mixture and allow it to stand for 30 minutes to let the chlorine work. Do not use any bleach products with added perfume or scents.
- Well water testing can be arranged by calling the Florida Department of Health in Sarasota County at 941-861-2900 beginning **DATE/TIME**

Garbage collection

- Sarasota County garbage collection will occur **WHEN** for those whose pickup was missed **WHEN** and those whose regular collection day is **WHEN**. This is only for Waste Management customers in the unincorporated area of Sarasota County. It does not include yard waste or debris.

Yard debris

- **WHAT???**

Schools

- All Sarasota County schools will be open **DATE**

Transportation

- Sarasota County Area Transit (SCAT) has resumed normal services. All buses are handicap accessible.

Animals

- All found animals in Sarasota County should be taken to Sarasota County Animal Services, 8451 Bee Ridge Road, Sarasota

For more information, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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XXXXXX DATE XXXX

STORM: Shelter locations announced

SARASOTA COUNTY - Due to possible landfall of **STORM NAME**, the Sarasota County Emergency Operations Center was activated to Level 1 at **TIME/DATE**. An evacuation of people with special needs began at **TIME** and is expected to take at least **HOW MANY** hours. Storm shelters will open at **TIME/DATE**.

The following shelters have been opened:

- Ashton Elementary, 5110 Ashton Road, Sarasota
- Bishop Nevins Academy, 4380 Fruitville Road, Sarasota
- Booker Middle School, 2250 Myrtle St., Sarasota
- Brentwood Elementary, 2500 Vinson Ave., Sarasota
- Brookside Middle School, 3636 S. Shade Ave., Sarasota (**Accepts pets**)
- Garden Elementary School, 700 Center Road, Sarasota
- Glenallen Elementary School, 7050 Glenallen Blvd., Sarasota
- Gulf Gate Elementary School, 6500 S. Lockwood Ridge Road, Sarasota
- Heron Creek Middle School, 6501 W. Price Blvd., Sarasota (**Accepts pets**)
- Lakeview Elementary School, 7299 Proctor Road, Sarasota
- North Port High School, 6400 W. Price Blvd., North Port (**Accepts pets**)
- Phillippi Shores Elementary, 4747 S. Tamiami Trail, Sarasota
- Pine View School, 501 Old Venice Road, Sarasota (**Accepts pets**)
- Sarasota High School, 1000 S. School Ave., Sarasota
- Sarasota Middle School, 4826 Ashton Road, Sarasota
- Southside Elementary, 1901 Webber St., Sarasota
- Taylor Ranch Elementary School, 2500 Taylor ranch Road, Sarasota
- Toledo Blade Elementary, 1201 Geranium Ave., North Port
- Tuttle Elementary School, 2863 Eighth St., Sarasota
- Venice Community Center, 326 Nokomis Ave. S., Venice
- Woodland Middle School, 2700 Panacea Blvd., Sarasota

Evacuees should be prepared to be away from home at least two nights, **DAY AND DAY**. To shelter your pet, you must provide proof of updated license and vaccinations, and contain your pet in an appropriate pet carrier. If you are unable to comply with these requirements, then you must make other arrangements to shelter your pet. Pet shelters are limited to dogs and cats only

For directions to shelter locations, contact the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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XXXXXX DATE XXXX

STORM NAME: Evacuation lifted

SARASOTA COUNTY - After completing damage and power surveys in the aftermath of **STORM**, Sarasota County has lifted the mandatory evacuation for barrier islands, mobile homes, mainland water and other low-lying areas, effective **TIME/DATE**.

Evacuating residents may be required to show personal identification, such as a driver's license or pay stub, as proof of address or employment to be readmitted.

For more information, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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MEDIA RELEASE FOR IMMEDIATE RELEASE

XXXXX DATE XXXX

STORM: mandatory evacuations announced

SARASOTA COUNTY - Sarasota County has issued a declaration of emergency and called for mandatory evacuation for mobile homes, barrier islands and low-lying areas, as of **TIME/DATE**. The following areas are affected: **LIST AREAS HERE**.

Residents in those areas should complete mandatory evacuation by midnight tonight. Residents will not be allowed back in those areas after that time. The Venice Avenue Bridge will remain open to vehicular traffic **DAY**.

Evacuating residents should take personal identification, such as a driver's license or pay stub, as law enforcement officials may require proof of address or employment to be readmitted when the evacuation is lifted.

The following shelters will be open as of **TIME/DATE: (LIST HERE)**

Evacuees should be prepared to be away from home at least two nights, **DAY AND DAY**. Emergency services will be discontinued as of **TIME/DATE**. Emergency services will respond to life-and-death situations until sustained winds reach 45 mph. Gusts at that point could be 80 mph.

When emergency evacuation of barrier islands is completed, Sarasota County Utilities will reduce water pressure to those systems on Casey Key and Siesta Key. Enough positive pressure will be maintained in the system so that water and sewer lines do not become contaminated. When the evacuation order is lifted, pressure will be returned to normal levels.

The Emergency Operations Center was activated to Level 1 at **TIME/DATE**. An evacuation of people with special needs began at **TIME** and is expected to take at least 12 hours.

For information on shelter locations, contact the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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XXXXXX DATE XXXX

STORM: Sarasota County Commission declares state of emergency

SARASOTA COUNTY - Sarasota County commissioners today declared a state of emergency for Sarasota County to authorize expenditure of public funds and authorize applications for state and federal financial assistance in response to **STORM**. Meanwhile, the National Weather Service has issued a hurricane watch for an area along the western coast of Florida that includes Sarasota County.

At this time, a mandatory evacuation order is in place for all residents living in a mobile home. A voluntary evacuation is urged for all residents living in a low-lying area or on barrier islands. These evacuations may be upgraded **DAY** depending on storm conditions. Shelters will open after **TIME DAY**. Stay tuned to local media for the latest storm advisories.

Currently, Sarasota County Schools will be open **DAY**, along with all county and municipal offices. Continue to monitor local media and NOAA weather radio throughout today and tonight for the latest information.

For information about storm preparation, contact the Sarasota County Contact Center at 941-861-5000, or visit www.scgov.net/allhazards.

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XXXXXX DATE XXXX

Emergency Management urges caution on beaches with approach of STORM

SARASOTA COUNTY - Sarasota County Emergency Management continues to monitor **STORM** as it approaches **WHERE**. Emergency officials advise beach goers to take precautions for hazardous weather. Rip currents, heavy surf and lightning strikes are all potential hazards situations that intensify during sever weather situations.

Rip currents are the leading surf hazard and the No. 1 concern for beach lifeguards. About 80 percent of all beach rescues are related to rip currents. They result in more than 100 downings every year in the United States.

(IF APPLICABLE)

A tropical storm **WATCH/WARNING** remains in effect for Sarasota County. This means Sarasota County residents should expect to see rain and thunderstorms throughout the **DAY/NIGHT** on **WHEN** with a **WHAT PERCENT** chance of rain and wind gusts ranging from **WHAT-WHAT** mph.

At this time, Sarasota County schools remain open. No other closures have been announced at this time.

Motorists should take precaution on the roads during the heavy weather and secure personal property or signage around their homes and businesses.

Sarasota County Emergency Management is participating in conference calls with the State Emergency Operations Center and the National Hurricane Center.

Residents and visitors can monitor local media for storm updates or visit www.scgov.net/allhazards.

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XXXXX DATE XXXX

STORM: County urges residents injured in storm cleanup to seek tetanus shots

SARASOTA COUNTY - Residents who sustain injuries during cleanup efforts from **STORM** may need tetanus vaccinations. Individuals who have not had a cut or wound do not require tetanus vaccination regardless of their exposure to flood waters. Residents who sustain lacerations and/or puncture wounds and have not had a tetanus vaccination within the past 10 years require a tetanus booster.

If a person has an especially serious wound, then it is advised that he/she receive a tetanus booster within five years of last vaccination. If you sustain a wound or deep cut that concerns you, seek medical attention. Medical attention is required to determine if a tetanus booster is needed.

Proper wound care is essential for all cuts and lacerations regardless of exposure to flood waters.

Tetanus, commonly called lockjaw, is a bacterial disease that affects the nervous system. It is contracted through a cut or wound that becomes contaminated with tetanus bacteria. The bacteria can get in through even a tiny pinprick or scratch, but deep puncture wounds or cuts like those made by nails, knives or barbed-wire, for example are especially susceptible to infection with tetanus. Tetanus bacteria are present worldwide and are commonly found in soil, dust and manure. Infection with tetanus causes severe muscle spasms, leading to "locking" of the jaw so the patient cannot open his/her mouth or swallow, and may even lead to death by suffocation.

Tetanus is not transmitted from person to person. Common first signs of tetanus are a headache and muscular stiffness in the jaw (lockjaw) followed by stiffness of the neck, difficulty in swallowing, rigidity of abdominal muscles, spasms, sweating and fever. Symptoms usually begin eight days after the infection, but may range in onset from three days to three weeks.

For more information on tetanus, contact the Florida Department of Health in Sarasota County at 941-861-2900.

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STORM: Know the signs of heat exhaustion during storm cleanup

SARASOTA COUNTY - As Sarasota County begins recovering from **STORM**, residents should be aware of the warning signs of heat exhaustion.

Heat exhaustion is a milder form of heat-related illness that can develop after several days of exposure to high temperatures and inadequate or unbalanced replacement of fluids. Those most prone to heat exhaustion are the elderly, people with high blood pressure and people working or exercising in a hot environment. Know the warning signs:

- Heavy sweating
- Paleness
- Muscle cramps
- Tiredness
- Weakness
- Dizziness
- Headache
- Nausea or vomiting
- Fainting

The skin may be cool and moist. The victim's pulse rate will be fast and weak and breathing will be fast and shallow. If heat exhaustion is untreated, it may progress to heat stroke. Seek medical attention immediately if symptoms are severe or if the victim has heart problems or high blood pressure.

Otherwise, help the victim to cool off and seek medical attention if symptoms worsen or last longer than one hour. Cooling measures that may be effective include the following:

- Cool, nonalcoholic beverages, as directed by your physician
- Rest
- Cool shower, bath or sponge bath
- An air-conditioned environment
- Lightweight clothing

For more information on storm recovery, contact the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net/allhazards.

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STORM: County warns residents of carbon monoxide dangers

SARASOTA COUNTY - As residents begin preparing for / cleaning up from **STORM**, they are reminded to avoid carbon monoxide (CO) exposure by taking precautions with gas-powered appliances and charcoal or gas grills.

Carbon monoxide is an invisible, odorless, tasteless gas, and is highly poisonous. Depending on the level of exposure, CO may cause fatigue, weakness, chest pains for those with heart disease, shortness of breath upon exertion, nausea, vomiting, headaches, confusion, lack of coordination, impaired vision, loss of consciousness, and in severe cases, death.

Residents should take the following precautions to help prevent carbon monoxide poisoning:

- Do not burn charcoal or gas grills inside a house, garage, vehicle, tent or fireplace.
- Do not use gas-powered generators or pressure washers indoors or in the garage.
- If you suspect you are experiencing any symptoms of CO poisoning, open doors and windows, turn off gas appliances and go outside. In cases of severe CO poisoning, call 911.

For more information, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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XXXXX DATE XXXX

Residents urged to take precautions against mosquito outbreak

SARASOTA COUNTY - As standing water from the heavy rainfall caused by STORM NAME increases the mosquito population, residents are urged to protect themselves against mosquito bites that may spread disease.

Until the water subsides, residents should avoid being outdoors at dusk and dawn, when mosquitoes commonly feed, wear long-sleeved clothing and pants when working outdoors, use mosquito repellents and eliminate standing water around the home, where mosquitoes lay their eggs.

Below are more tips to eliminate of potential breeding sites.

- Clean out eaves, troughs and gutters.
- Remove old tires or drill holes in those used in playgrounds to drain.
- Turn over or remove empty plastic pots.
- Pick up all beverage containers and cups.
- Check tarps on boats or other equipment that may collect water.
- Pump out bilges on boats.
- Replace water in birdbaths and pet or other animal feeding dishes at least once a week.
- Change water in plant trays, including hanging plants, at least once a week.
- Remove vegetation or obstructions in drainage ditches that prevent the flow of water.

For more information, call the Sarasota County Contact Center at 941-861-5000 and ask for Mosquito Management or visit www.scgov.net.

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(Storm name): school and county closings announced

SARASOTA COUNTY - Due to STORM NAME, Sarasota County officials have declared that all county schools and government offices will be closed DAY.

There will be no trash pickup on DAY. Residents are advised not to put trash, yard waste or recyclables at the curb.

The utilities customer service office will close at TIME/DATE to perform system backups. In the event of an emergency, call 941-861-6790 for further information.

There will be no Sarasota County Area Transit (SCAT) service on DAY. A decision about DAY service will be made on DAY.

The Sarasota County Health Department will be closed DAY. For urgent health issues, call 911. For other health issues, call Sarasota County Emergency Information at 941-861-4636.

A mandatory evacuation for mobile homes, barrier islands and low-lying areas went into effect at TIME/DATE. Residents in those areas should complete mandatory evacuation by TIME. Residents will not be allowed back in those areas after that time. The Venice Avenue Bridge will remain open to vehicular traffic DATE.

The Emergency Operations Center was activated to Level 1 at TIME/DATE. An evacuation of people with special needs began at TIME and is expected to take at least 12 hours.

For more information, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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STORM: Local radio stations carry storm updates

SARASOTA COUNTY - The following local radio stations are carrying storm updates:

- 930 AM, WLSS Talk
- 1220 AM, WIBQ Talk
- 970 AM, WFLA Talk
- 94.9, FM Magic
- 97.1 FM, 97X
- 101.5 FM
- 102.5 FM
- 105.5 FM
- 107.3 FM
- 97.5 FM
- 98.3 FM
- 1230 AM, WONN
- 1430 AM, WLKF
- 1450 AM, WSRQ Talk
- 1320 AM, WENG Talk

For more information, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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STORM NAME: Update on electrical outages

SARASOTA COUNTY - Local residents remain without power after **STORM** moved through the area **WHEN**. As of **TIME.DAY**, **HOW MANY** customers remain without power, down from **HOW MANY** customers at the beginning of the storm.

Florida Power & Light is making progress in restoring service throughout its territory, but as crews rebuild those hardest hit areas in **WHERE**, the progress will be slower. The hardest hit areas in **WHERE** have incurred so much damage that FPL must rebuild the system. FPL expects to provide estimated restoration times for all remaining areas **WHEN**.

For more information, call the Sarasota County Contact Center at 941-861-5000 or visit www.scgov.net.

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