Table 330-3. Scoring of example FRP projects (without a PPI).				
Example Flood Response Projects (FRP) **(See Figure 330-1)**	**A** **Points for Type of Project**	**B** **# of Topics and PPI Messages**	**C** **# of Times Delivered each Year**	**(A x B x C)** **FRP = Points per Project**
FRP#1. Media kit with background information for reporters	2	5	1	10
FRP#2. Eight different radio public service announcements*	2	2	5	20
FRP#3. Door hangers for flooded homes	6	5	1	30
FRP#4. Three handouts on grant programs at the disaster center	1	1	3	3
Total FRP =				**50****
* Capped at five projects ** Although the points per project add up to 63, the maximum credit for FRP is 50				

Documentation for FRP Provided by the Community

(1) At each verification visit,

   (a) A copy of the masters for the handouts, news releases, and other projects prepared as part of the FRP.

   (b) Written procedures that explain how the handouts, news releases, and other projects are to be copied and disseminated.

   (c) Documentation that the FRP materials were reviewed to determine whether they are still current and appropriate. This may be done as part of the annual report on the evaluation of the Program for Public Information.

(2) With the annual recertification,

   (a) Documentation that the FRP materials were reviewed to determine whether they are still current and appropriate. This may be done as part of the annual report on the evaluation of the Program for Public Information.

   (b) Copies of any FRP materials that were revised during the annual review or distributed during or after a flood.

332.c. Program for Public Information (PPI) (extra credit points)

This element is a 40% multiplier that increases the points for each OP and FRP project that is covered in the credited Program for Public Information. The maximum extra credit for this element is 80 points.

The Program for Public Information is an ongoing public information effort to design and transmit the messages that the community determines are most important to its flood safety and the protection of its floodplains' natural functions.

Note that a Program for Public Information should help design a community's entire flood protection public information program, not just outreach projects. A Program for Public Information that covers other types of public information endeavors, such as a website or technical assistance, can yield increased credit under other activities, as noted in Section 335.

Credit Criteria for PPI

For CRS credit, the Program for Public Information must be developed according to a seven-step planning and public involvement process, similar to the process credited under Activity 510 (Floodplain Management Planning). More guidance on the process can be found at www.CRSresources.org/300. Communities are also encouraged to ask questions and send draft documents to their ISO/CRS Specialist for review before the Program for Public Information is finalized.

There are seven steps to preparing a creditable Program for Public Information.

Step 1: Establish a Program for Public Information committee. The community's Program for Public Information must be developed by a committee of people from both inside and outside local government. The number of participants and their identities is determined by the community, but the committee must

- Meet at least twice: once to review the assessment (step 2) and once to review the Program for Public Information document before it is sent to the governing body (step 6). More meetings are recommended to ensure adequate input from the committee members;

- Comprise at least five people;

- Include one or more representatives from the community's floodplain management office;

- Include one or more representatives from the community's public information office, if there is one; and

- Have at least half of its members from outside the local government.

The criteria for the Program for Public Information committee is similar to the criteria for the planning committee credited under Activity 370 (Flood Insurance Promotion) and Activity 510 (Floodplain Management Planning). It is possible for the same committee to meet the credit criteria for all three activities. There is additional guidance on these committees at www.CRSresources.org/300.

A multi-jurisdictional committee can prepare a Program for Public Information for several communities that want to work together. To receive this credit,

- Each community wanting the credit must send at least two representatives to the regional committee,

- At least half of the community's representatives must be from outside the local government, and

- At least half of the representatives must attend ALL the meetings of the regional committee. In effect, there must be a quorum from each community. Remote attendance via a webinar that allows for everyone to talk is permissible. It is recommended that communities use existing committees, such as the floodplain management planning committee credited under Activity 510, when such organizations meet the above criteria.

Step 2: Assess the community's public information needs. There are four substeps to the needs assessment.

(a) **Identify priority areas**. The first substep is to delineate different priority areas within the community, based on different flooding or development conditions. This may have been done as part of the community's floodplain management planning. The Program for Public Information needs to include a description of the different areas.

> The CRS Community Self Assessment, described in Section 240, is an online tool that can help identify priority areas.

(b) **Assess flood insurance coverage**. A flood insurance assessment is credited under Activity 370 (Flood Insurance Promotion). It is optional for PPI credit, but if the community wants to incorporate it into the Program for Public Information, it would go here. More information about the flood insurance assessment is found under Activity 370.

(c) **Determine priority audiences.** Priority audiences are those people who need different types of flood hazard and flood protection information. They can be residents or businesses in the priority areas identified in the first substep, above, or they can be other groups of people with a similar flood exposure and need for the same information. Examples could be renters, non-English speakers, tourists or visitors, or driver's education classes. A list of the priority audiences and their information needs must be included in the Program for Public Information document.

(d) **Inventory other pubic information efforts.** The assessment must also inventory existing public information and outreach efforts being conducted in the community. These must include projects done by the community and projects done by other agencies and organizations, such as utility companies, a flood control district, newspapers, the Red Cross, or environmental organizations. A list of these efforts and the subjects they cover must be included in the Program for Public Information document.

Step 3: Formulate messages. The public information messages needed for each priority audience are determined. The Program for Public Information committee identifies a desired outcome for each message.

The Program for Public Information committee is not limited to messages under the six CRS priority topics listed in Table 330-1. It can identify up to four additional messages for each priority audience.

Example.

The Program for Public Information assessment identifies the Roaring River as especially hazardous, so the committee selected the owners and residents of the Roaring River floodplain properties as a priority audience. It determines that more than one message about protecting lives are needed. The following four messages are decided on:

Message	Outreach Topic	Desired Outcome
"Your property is subject to a flash flood of the Roaring River."	1. Know your flood hazard	Roaring River floodplain residents take steps to protect themselves.
"Do not drive in a flooded area. Remember: Turn around, don't drown."	3. Protect people from the hazard	No cars (or their occupants) are lost in a flood.
"Flash floods can kill. As little as one foot of moving water can sweep people off their feet. Do not walk across a flooded area."	PPI message #7	Roaring River floodplain residents take the safest route to escape
"A long continuous blast of the fire siren is the warning for a flash flood. When you hear it, immediately walk uphill to high ground."	PPI message #8	Roaring River floodplain residents take the safest route to escape

The first two messages are credited under CRS priority topics 1 and 3. Because the next two messages are also messages about protecting people, they are identified as PPI messages #7 and #8. This provides additional credit for the additional messages. The community could receive credit for two more messages (#9 and #10) if it wanted to convey more messages under topics 1 or 3.

Different additional PPI messages #7 through #10 can be identified for different priority audiences.

Step 4: Identify outreach projects to convey the messages. The committee considers what media to use to deliver the identified messages to the priority audiences. This may include continuing or revising existing public information and outreach efforts that are already being conducted in the community. Step 4 must produce a list of specific projects and identify who is responsible for them and when they will be implemented. A multi-jurisdictional Program for Public Information must identify which communities benefit from each project.

The Program for Public Information can identify priority audiences for targeted projects in addition to those listed for OP and FRP credit. These can be people in a specific geographical area (e.g., downtown businesses, residents or tourists along the

coast, residents in an area where most people speak only Spanish, etc.) or a functional group (e.g., insurance agents, building contractors, drivers, etc.).

Step 5: Examine other public information initiatives. The Program for Public Information committee looks at other public information activities in addition to outreach projects. This could include how best to set up a website on flood protection (Activity 350), what technical assistance is needed throughout the community (Activity 360), or how to publicize flood protection services (Activities 320, 350, and 360). Additional credit is available under Activities 340, 350, 360, and 540 if the element is described in the Program for Public Information document with specific recommendations on how it should be conducted.

Step 6: Prepare the Program for Public Information document and adopt the Program for Public Information. The committee's work is recorded in a formal document. The Program for Public Information document and the annual report that evaluates the program can be stand-alone documents or they can be sections or chapters in a floodplain management or hazard mitigation plan. The document does not need to be a long, formal report. Much of the key information can be displayed in a spreadsheet, such as the example in Figure 330-2.

> For multi-jurisdictional programs, the document must show which communities benefit from which projects. For example, an inland community would not benefit from a project oriented to beachfront property owners, but all communities would benefit from articles in a regional newspaper about flood insurance. This documentation may be in the form of a matrix or table included in, or attached to, the Program for Public Information document.

The PPI must be adopted by the community, through either

- Formal vote by the community's governing body, or
- Formal vote by another body that has the authority and funding to implement the Program for Public Information, such as a flood control district. If this option is used, the Program for Public Information document must still be provided to the community's governing body for informational purposes.

Step 7: Implement, monitor, and evaluate the program. The Program for Public Information committee meets at least annually to monitor the implementation of the outreach projects. The committee assesses whether the desired outcomes were achieved and what, if anything, should be changed. This work is described in an evaluation report that is prepared each year, sent to the governing body, and included in the annual recertification.

The community must update its Program for Public Information at least every five years. This can be a new document or an addendum to the existing document that updates the needs assessment and all sections that should be changed based on evaluations of the projects.

The Program for Public Information update will be reviewed for CRS credit according to the *Coordinator's Manual* currently in effect, not the version used when the community originally requested this credit. The update can qualify as the annual evaluation report for the year it was prepared. The updated Program for Public Information must be adopted following the same process as adoption of the original document.

Credit Points for PPI

$PPI = OPi \times 0.40$

AND/OR

$PPI = FRPi \times 0.40$

There is no credit for preparing and adopting a Program for Public Information. The credit is based on implementing the Program for Public Information's projects. PPI credit is a multiplier added to each outreach project credited under OP (OP#1, OP#2, etc.) and FRP (FRP#1, FRP#2, etc.) that are described in the Program for Public Information document and evaluated and revised annually by the Program for Public Information committee. There is no PPI bonus for projects that are not included in the Program for Public Information or for messages that are not the same message described in the Program for Public Information. (Such projects and messages can be credited under OP and FRP, but they would not get the PPI bonus.)

The application of the PPI points can be seen in the scoring example in Table 330-4. To ensure that it receives all the credit that is deserved, the community should label each project using the same identification that is used in the Program for Public Information (e.g., "OP#1," "FRP#2," etc.) and mark each project to indicate the credited messages.

PPI Worksheet						
Priority Audience	**Message**	**Outcome**	**Project(s)**	**Assignment**	**Schedule**	**Stakeholder**
Priority Audience 1. Coastal floodplain residents	Topic 1 message: Find out about your flood hazard	Increase in the number of map information inquiries	320 map info service to include info on flood depths, wave heights, and past floods (320)	Floodplain manager	Start as soon as staff has the maps	
			OP 3. Presentations to five neighborhood associations	Floodplain manager	Set up the five presentations by January 31	Neighborhood associations
			OP 4. Cable TV to show the neighborhood association presentation	Floodplain manager and public information officer	Tape the first two presentations and use the best scenes	Neighborhood associations, cable TV company
			OP 5. Mailing sent each year to residents of the SFHA	Floodplain manager and public information officer	Disseminate in May, before hurricane season	
		Increase in number of webpage hits	New website page will show flood depths and LiMWA boundary (350)	Floodplain manager and webmaster	Have on line by May 1 start of hurricane season	
		Increase in the number of people getting tech assistance	Floodplain manager to explain depths, waves, and past floods when providing assistance (360)	Floodplain manager	Start as soon as staff has the maps	
	Topic 2 message: Call your insurance agent to see if you have flood insurance coverage	The total number of SFHA policies increases	OP 1. FEMA brochure on flood insurance	Floodplain manager	Printed and dis- played by Feb. 28	FEMA
			OP 2. Local insurance agents advise their clients	Insurance agency representative on the PPI committee	Explain at March 15 insurance assoc. meeting	Insurance agencies
			OP 3. Presentations to neighborhood associations	See OP 3 above	See OP 3 above	See OP 3 above
			OP 4. Presentation on cable TV	See OP 4 above	See OP 4 above	See OP 4 above
			Website to summarize cost of typical policy and have link to the NFIP page (350)	Floodplain manager and webmaster	Have on line by May 1 start of hurricane season	

Figure 330-2. Example spreadsheet for a Program for Public Information.

Priority Audience 2. Residents of repetitive loss areas 3–9 (in X Zone)	Topic 2 message: Call your insurance agent to see if you have contents coverage	Increase in the number of flood insurance policies with contents coverage	OP 2. Local insurance agents advise their clients	See OP 2 above	See OP 2 above	See OP 2 above
			OP 3. Presentations	See OP 3 above	See OP 3 above	See OP 3
			OP 4. Cable TV	See OP 4 above	See OP 4 above	See OP 4
			Website page stresses contents coverage (350)	Floodplain manager and webmaster	Have on line by May 1	
			Floodplain manager to explain need for contents coverage when providing tech assistance (360)	Floodplain manager	Start immediately	
	Topic 4 message 4a: Protect your property from shallow flooding	Increase in the number of permits for retrofitting projects	OP 3. Presentations	See OP 3 above	See OP 3 above	See OP 3
			OP 4. Cable TV	See OP 4 above	See OP 4 above	See OP 4
			OP 7. Meetings with home builders association to explain retrofitting projects	Floodplain manager	Presentations at the January and April meetings	Home builders association
			Website page on how to protect from shallow flooding (350)	Floodplain manager and webmaster	Have on line by May 1	
			Floodplain manager to explain projects when providing advice (360)	Floodplain manager	Start immediately	
	PPI message 7: Don't dump in your ditch	Drainage inspectors report fewer calls and a decrease in the amount of trash removed	OP 3. Presentations	See OP 3 above	See OP 3 above	See OP 3
			OP 4. Cable TV	See OP 4 above	See OP 4 above	See OP 4
			OP 7. Meeting to explain the rules to home builders	See OP 7 above	See OP 7 above	See OP 7
			Website page on drainage maintenance (350)	Floodplain manager and webmaster	Have on line by May 1	
			Floodplain manager to explain owner's responsibilities when providing advice (360)	Floodplain manager	Start immediately	
			OP 3, 4 and 5 to cover dumping regs (540)	See OP 3, 4, and 5	See OP 3, 4, and 5	See OP 3, 4, and 5

Figure 330-2 (cont.). Example spreadsheet for a Program for Public Information.

Documentation for PPI Provided by the Community

In addition to the materials provided for OP and FRP credit:

(1) At the initial verification visit,

    (a) A copy of the Program for Public Information document.

    (b) Minutes of the meetings, sign-in sheets, or other documentation of the committee members' participation.

    (c) Documentation that the Program for Public Information has been adopted by the community.

(2) At each annual recertification,

    (a) Documentation that the Program for Public Information document has been reviewed and adjusted annually. This is in the form of a report, table, or spreadsheet that summarizes each outreach project, what was done, and the outcomes.

    (b) Minutes of the meetings, sign-in sheets, or other documentation of the committee members' participation in the annual review.

(3) At subsequent verification visits when a Program for Public Information update is due,

    (a) Documentation that the Program for Public Information document has been updated. This can be a new document or an addendum to the existing document that updates the needs assessment and all sections that should be changed based on evaluations of the projects. The update must be adopted following the same process as approval of the original document.

    (b) Minutes of the meetings, sign-in sheets, or other documentation of the committee members' participation in the update.

    (c) Documentation that the Program for Public Information update has been adopted by the community.

332.d. Stakeholder delivery (STK) (extra credit points)

STK is a 30% multiplier that increases the points for each project credited in elements OP and PPI that is delivered or otherwise endorsed by one or more stakeholder organizations. The maximum extra credit for STK is 50 points for outreach projects (OP). STK points do not apply to FRP projects or to projects not included in the Program for Public Information.

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

Credit Criteria for STK

(1) This credit is only available to communities with a Program for Public Information. The stakeholder organization or agency must be named in the Program for Public Information document and the associated projects, but the stakeholder does not need to be on the Program for Public Information committee.

(2) A stakeholder can be any agency, organization, or person (other than the community itself) that supports the message. Stakeholders could be

- An insurance company that publishes a brochure on flood insurance, even if it is set out at City Hall;
- A local newspaper that publishes a flood or hurricane season supplement each year;
- FEMA, if, for example, a FEMA brochure is used in a project;
- Schools that implement outreach activities;
- A local newspaper that publishes articles and editorials (although advertisements paid for by the community do not qualify for STK credit, unless other sponsors or supporters are named in the advertisement);
- A neighborhood or civic association that sponsors and hosts a presentation by a community employee;
- A utility company that includes pertinent articles in its monthly bills; or
- Presentations made by state or FEMA staff at meetings held every year.

(3) It needs to be clear that the message is coming from someone other than the community or is sponsored by or supported by the stakeholder. For example, when stencils are displayed on city storm drains, they send a message that appears to come from the city, even if the stencils were applied by a volunteer group. If the volunteer organization's name were in the message, however, then it would qualify for STK credit.

Credit Points for STK

STK = OPi x 0.30, if the outreach project is delivered, sponsored, or otherwise publicly supported by a stakeholder entity

The application of the STK points can be seen in the scoring example in Table 330-4.

Documentation for STK Provided by the Community

All documentation needed for this element is supplied with the OP and PPI documentation. It should be made clear which projects are delivered by stakeholders and therefore warrant STK credit.

333 Impact Adjustment

There in no impact adjustment for this activity.

334 Credit Calculation

Credit is based on the number of messages, the type of projects, the number of times the messages are repeated, and the extra PPI and STK credit. This makes for a complicated scoring system, best done on a spreadsheet. A sample spreadsheet is shown in Table 330-4.

$$c330 = cOP + cFRP \text{, where}$$

$$cOP = \sum (OP\#1 + PPI\#1 + STK\#1) + (OP\#2 + PPI\#2 + STK\#2)$$
$$+ (OP\#3 + PPI\#3 + STK\#3) \ldots$$
and

$$cFRP = \sum (FRP\#1 + PPI\#1) + (FRP\#2 + PPI\#2) \ldots$$

Table 330-4. Scoring examples for PPI and STK.							
Outreach Project	A Points for Type of Project	B # of Topics and PPI Messages[a]	C # of times Project Delivered each Year	(A x B x C) OP = Points per Message	PPI OP x 0.4	STK OP x 0.3	Total cOP = OP + PPI + STK
OP#1. FEMA brochures on flood insurance	1	1	1	1	0.40	0.30	1.70
OP#2. Local insurance agents advise their clients	2	1	1	2	0.80	0.60	3.40
OP#3. Presentations to five neighborhood associations	2	5 [b]	5	50	20.00	15.00	85.00
OP#4. The neighborhood association presentation on cable TV	2	5 [b]	1	10	4.00	3.00	17.00
OP#5. Mailing sent each year to residents of the SFHA	6	6 [b]	1	36	14.40		50.40
OP#6. Stencils on storm drains (over 40 locations)	2	1	5	10	4.00		14.00
OP#7. Meetings with home builders association	6 [c]	2	2	24	9.60		33.60
Total				133	50.00	53.20	205.10

a. *Not to exceed one message under each of the six CRS priority topics*

b. *When the PPI added a 7th message, OP#3, OP#4, and OP#5 received more points for including the new message.*

c. *The PPI also identified building contractors as a priority audience. Because at lest 50% of them attend the semi-annual meetings, OP#7 is now considered a targeted outreach project. This is not a simple change of numbers. To continue to receive this higher credit, the PPI committee must track progress towards the desired outcomes, evaluate and revise the project each year as needed, and include its findings in the annual report.*

d. *A spreadsheet in Microsoft Excel® is available to facilitate calculating the credit for OP, FRP, PPI, STK, and c330.*