

Program for Public Information 2023 Annual Progress Report



The City of Greenville PPI Committee

August 15, 2023

PPI Committee

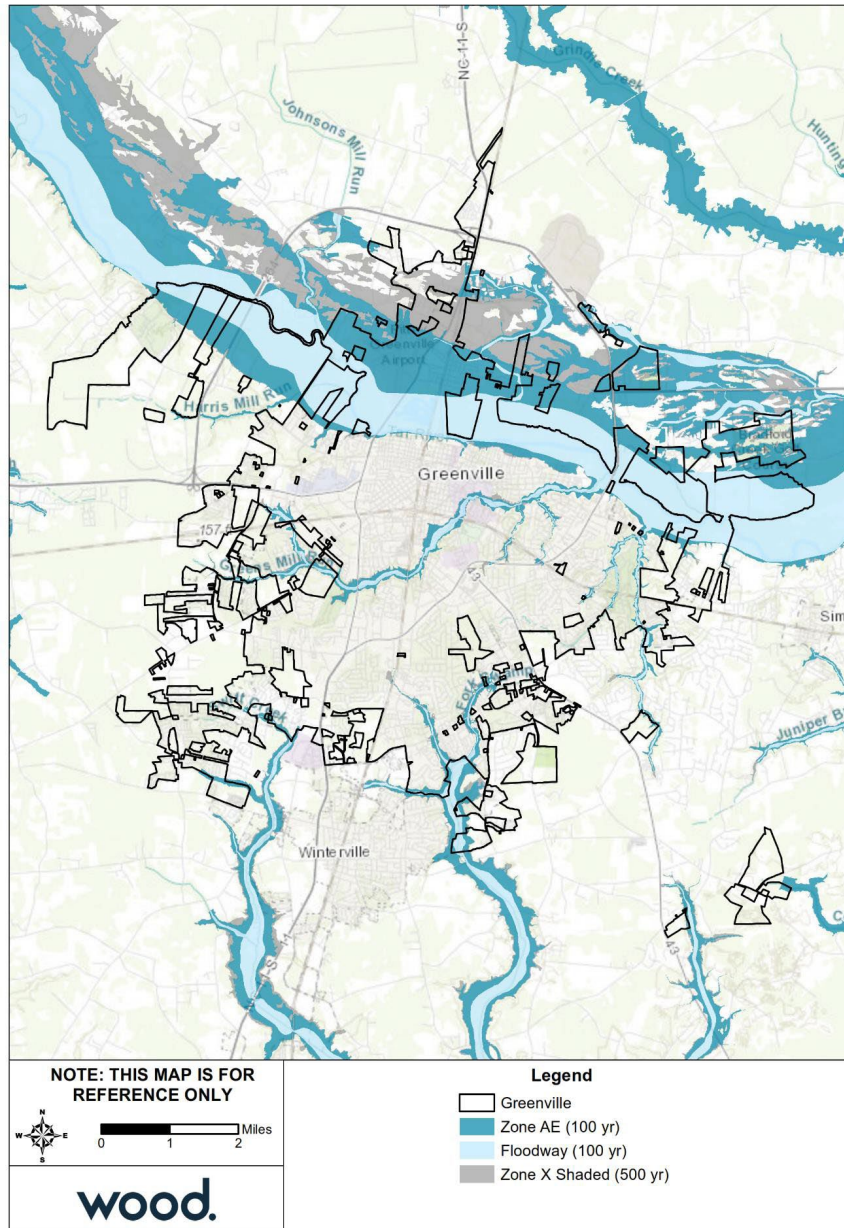
On August 15, 2023, the PPI Committee met during a regularly scheduled meeting of the Environmental Advisory Commission to evaluate the annual outreach projects, priority audiences and the current priority topics and messages. The members of the Environmental Advisory Commission will continue to fill the additional role of the PPI Committee. The meeting was well attended and met the non-governmental attendance requirement as demonstrated in Table 1.

Table 1. The City of Greenville PPI Committee		
Name	Affiliation	Attendance August 15, 2023
Stakeholders		
Dr. Jeff McKinnon	Chairman Environmental Advisory Commission	X
Joshua Gardner	Environmental Advisory Commission	X
Dr. Robert Shaw	Environmental Advisory Commission	X
Karin Zipf	Environmental Advisory Commission	X
Dr. Yoshi Newman	Environmental Advisory Commission	X
Thomas Trevathan	Environmental Advisory Commission	
City Staff		
Wanda Martin	City of Greenville Engineering	X
Daryl Norris	City of Greenville Engineering - Floodplain Manager	X
Jordan Anders	City of Greenville Public Information Office	

Goals for the PPI

The PPI committee developed three primary goals to guide the overall implementation of this document to better educate the public about the flood risks affecting the City and how to protect themselves as well as their homes and businesses from flood damage; and to understand the importance of obtaining and maintaining flood insurance.

- Goal 1: Educate the public to recognize the risk associated with flooding and what individuals can do to reduce damage to property and save lives.
- Goal 2: Promote the purchase of flood insurance to ensure greater protection of property within the City.
- Goal 3: Increase the preparedness capability of the public to respond to and recover from flood events.



Public Information Priorities

The Committed reviewed the PPI priority areas and audience and determined that no change should be made at this time.

Target areas

1. Special Flood Hazard Areas within the City

According to the FIS and Flood Insurance Rate Map (FIRM) prepared by FEMA, revised on July 7, 2014, approximately 26% of the City is located within a Special Flood Hazard Area (SFHA). Figure 1 reflects the mapped flood insurance zones for the City.

2. Repetitive Loss Areas

Properties categorized as repetitive loss properties have a greater need for flood protection. Since FEMA wants communities to address their repetitive loss problems because of the large drain on the NFIP Fund, the PPI committee wanted to take further action to specifically target repetitive loss areas for outreach. The committee identified 9 repetitive loss areas within the City with a total of 48 properties. These designated areas consist of repetitive loss properties, historical claims properties, and properties without any past claims but with similar flood conditions to the repetitive loss and historical claims properties.

3. Shaded X Zone

Because floods can happen almost anywhere and outside of the 1% annual chance flood or high-risk Zones A/AE/AH, the PPI Committee wanted to make sure that a focus of flood preparedness extended beyond the boundaries of the SFHA. Specifically, the PPI committee wanted to focus flood outreach on the residents and business owners near the moderate risk Shaded X flood zone (500-yr floodplain), where properties may experience flooding but where insurance coverage and flood awareness is often lower than in high-risk zones.

4. Multi-Family Buildings

Much of the renter population in the City can be attributed to the presence of East Carolina University (ECU) and Pitt Community College (PCC). In the 2018-2019 academic year, enrollment at ECU was 28,718 students. During the 2017-2018 academic year, enrollment at PCC was 11,325 students. It is possible that students would be less likely to purchase flood insurance coverage for their contents given affordability issues; however, no research to support this hypothesis could be found. Nonetheless, the PPI Committee concluded that these individuals may lack the information and awareness of flood hazards that homeowners and long-time residents may possess and felt it important to target students and renters to better inform them of their flood risks and the ways they can protect themselves.

Target Audiences:

1. Target Audience #1: Spanish Speaking Population

Approximately 3.3% of the population in Greenville speaks Spanish and over a third of those Spanish- speakers having a low proficiency in English. The PPI committee recognized that providing Spanish materials and messaging targeted toward the Spanish-speaking population will ensure that this portion of the population does not miss important flood-related information due to a language barrier.

2. Target Audience #2: Elderly Population

Nearly 10% of the City's population is age 65 or older. Older individuals may face challenges in accessing information. Additionally, they may have difficulty evacuating during a flood event. The PPI Committee wanted to ensure that elderly individuals are well informed of their flood risk and of the resources available to help them.

3. Target Audience #3: HVAC Contractors

Elevating HVAC and electrical equipment and mechanical systems is a simple and effective mitigation measure to protect property and HVAC contractors need to know about any community happenings including regulations because they must ensure that HVAC units are properly elevated and have two feet of freeboard. The City will make sure this group is informed and equipped with the tools needed to properly install HVAC and mechanical equipment for property protection from flooding and to convey flood risk and the importance of property protection to residents.

4. Target Audience/Area #4: Real Estate Agents, Lenders, and Insurance Agents

This group plays an essential role in delivering information about flood insurance and flood risk to homeowners. The PPI committee will ensure that this group obtains essential knowledge and has the tools with which to communicate flood risk and insurance information to citizens.

Priority messages

The Committee reviewed the priority messages and the committee agree that that no change should be made at this time.

Topic	Message	Outcome(s)
A. Know your flood hazard	1. Your property is subject to flooding	Increase number of FIRM inquires
	2. Your property is in a repetitively flooded area	Reduce future repetitive loss properties
B. Insure your property	1. You need to buy flood insurance; your homeowner's policy does not cover flood damage	Increase number of flood insurance policies
	2. Buy renters contents insurance to protect your valuables from flood damage	Reduce damage to contents
C. Protect yourself and your family	1. Know the flood warning signals	Reduce rescues and deaths
D. Protect your property from the hazard	1. Elevate HVAC exterior units	Reduce number of flood damaged HVAC units
	2. Grant monies are available to elevate your home	Increase financial opportunities
E. Build responsibly	1. Get a permit before you start construction	Reduce citations/violations
	2. Know the substantial damage rules	Reduce citations/violations
	3. Keep areas open (setbacks) between homes and property lines	Maintain proper drainage
F. Protect natural floodplain functions	1. Don't throw trash or debris in streams, channels, open bodies of water, or storm drains	Reduce pollution and overbank flow
	2. Report erosion control measures not working	Contain erosion on construction sites
	3. Don't disturb natural floodplain areas	Reduce grading, fill, and earth movement
G. Hurricane Preparedness	1. Prepare a safety checklist and an emergency supply kit	Protect family and reduce damage
H. Turn around, don't drown	1. Don't drive through flooded streets	Reduce rescues and deaths
I. Flood education	1. Flood waters contain contaminants and other health hazards	Reduce infections and injuries from flood cleanup activities
J. Buy flood insurance in low risk flood zones	1. Buy lower cost flood insurance outside of SFHA in X-Zone or C-Zone to protect your home	Increase number of flood insurance policies including peace of mind coverage or Preferred Risk Policies

Outreach Projects

Priority outreach projects

The current status of the priority outreach projects were reviewed and determined that no change should be made at this time except to broaden OP#9 and OP#16 to include all City social media accounts. The Committee also recommended to improve the translation success for OP#11 and OP#12 by working with the ECU language department.

<u>Project</u>	<u>Schedule</u>	<u>Assignment</u>	<u>2023 Status</u>
OP #1 Mail updated Flood Protection Brochure to all property owners in SFHA annually.	Annually	Engineering	2022 Mailed, 2023 to mail in August
OP #2 Place the updated Flood Protection Brochure at 5 different locations which are listed on page 25.	Year - Round	Engineering	ongoing
OP #3 Provide NFIP brochures on benefits of flood insurance at 5 different locations which are listed on page 25.	Year - Round	Engineering	ongoing
OP #4 Continue the Paint the Drain program to stencil flood awareness messages on stormwater inlets.	Year - Round	Engineering	ongoing
OP #5 Post signage indicating historical high-water marks along greenway trails and parks.	Year - Round	Rec & Parks	Pending funding
OP #6 Make an informational brochure educating homeowners and HVAC contractors on the need to elevate HVAC units for flood protection available at 5 different locations, listed on page 25.	Year - Round	Planning	ongoing
OP #7 Maintain Copies of Substantial Damage rules and regulations (flyer) at 5 different locations, listed on page 25.	Year - Round	Planning	ongoing
OP #8 Mail updated Flood Protection Brochure to all property owners in Repetitive Loss Areas annually.	Annually	Engineering	2022 Mailed, 2023 to mail in August
OP #9 Incorporate a topic from the updated 10-topic Flood Protection Brochure each month on the City's Twitter Account.	Monthly	PIO	not yet started
OP #10 Mail the updated Flood Protection Brochure to residents of multi-family buildings.	Annually	Engineering	gathering mailing lists
OP #11 Place a Spanish version of the updated Flood Protection Brochure at 5 different locations which are listed on page 25.	Year - Round	Engineering	seeking translation
OP #12 Place a Spanish version of NFIP brochures on benefits of flood insurance and that insurance can be purchased in an X Zone at 5 different locations which are listed on page 25.	Year - Round	Engineering	seeking translation
OP #13 Give an annual presentation to the Council on Aging on the 10 topics in the updated Flood Protection Brochure.	Annually	Planning	not yet started
OP #14 Mail updated Flood Protection and NFIP brochures on the benefits of flood insurance to Real Estate Agents, Lenders, and Insurance Agents with the annual Activity 320 mailing.	Annually	Planning	gathering mailing lists

OP #15 Provide a lesson using the Enviroscape model at a local school annually.	Annually	Engineering	Previous partnership with Pitt County, 2022 and beyond planned to be by city staff
OP #16 Incorporate a topic from the updated 10-topic Flood Protection Brochure each month on the City's Facebook page.	Monthly	PIO	not yet started
FRP #1 Provide "After a Flood: The First Steps" brochure to flooded property owners which provides information on the dangers of flood water, listen for local warnings, don't drive through flooded streets, stay healthy (emotional stress), and cleaning up and repairing your home	Ready to Go	Engineering	completed, available
FRP #2 Provide copies of "Repairing your flooded home" FEMA 234 publication to flooded property owners which provides information on protecting your home from further damage, getting organized, drying out your flooded home, restoring utilities, clean up, rebuilding and preparing for the next flood.	Ready to Go	Engineering	completed, available
FRP #3 Provide information on the City's Substantial Damage rules	Ready to Go	Planning	completed, available
FRP #4 Provide information on the need for a building permit and benefits of flood Insurance on the City's website and in local news	Ready to Go	Planning	completed, available
FRP #5 Provide a copy of the updated 10-topic Flood Protection Brochure to residents after a flood	Ready to Go	PIO	completed, available
FRP #6 Provide FEMA Increased Cost of Compliance Brochure	Ready to Go	Planning	completed, available
FRP # 7 Flood Protection Brochure copies available to hand out before, during and after a flood	Ready to Go	Engineering	completed, available
FRP # 8 Homeowner's guide to cleaning up mold.	Ready to Go	Planning	completed, available
PII #1 Publicize the Map Information Service (CRS Activity 320) on the updated Flood Brochure and on the City's website	Year - Round	Engineering	ongoing
PII #2 Enhance website (Activity 350) to include updated information on the 6 Priority and 4 additional topics, and provide links to Floodsmart.gov, Pitt County Emergency Management, North Carolina Emergency Management, and FEMA	Annually	Engineering	completed
PII #3 Provide site visits and property protection advice (CRS Activity 360 PPA & PPV), and publicize this service on the City's website and in the updated Flood Protection Brochure	Year - Round	Engineering	ongoing

Other public information efforts

The City will continue to implemented information efforts related by participating in the following CRS activities as recommend by the PPI.

- ✓ Map information service
- ✓ Real estate disclosure
- ✓ Library
- ✓ Flood information website
- ✓ Flood protection assistance
- ✓ Flood insurance promotion
- ✓ Drainage system maintenance
- ✓ Flood warning and response

This report will be made available to the public, elected officials, and the media on the Flood Information page on the City's website: <https://www.greenvillenc.gov/government/public-works/flood-information>