



Attachment "A"

Federal Emergency Management Agency 2013 CRS Coordinator's Manual (Activity 330)



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National Flood Insurance Program
Community Rating System

Coordinator's Manual

FIA-15/2013



330 OUTREACH PROJECTS—Summary

Maximum credit: 350 points

Although the total of all elements in this activity exceeds 350 points, the maximum credit is 350 points.

332 Elements

- a. **Outreach projects (OP):** Up to 200 points for designing and carrying out public outreach projects. Credits for individual projects may be increased if the community has a Program for Public Information (PPI).
- b. **Flood response preparations (FRP):** Up to 50 points for having a pre-flood plan for public information activities ready for the next flood. Credits for individual projects may be increased by the PPI multiplier.
- c. **Program for Public Information (PPI):** Up to 80 points added to OP credits and up to 20 points added to FRP credits, for projects that are designed and implemented as part of an overall public information program.

NOTE: A Program for Public Information can help design an entire public information program, not just outreach projects. A PPI that covers other types of public information endeavors, such as a website and technical assistance, can result in increased credit under other activities.

- d. **Stakeholder delivery (STK):** Up to 50 points added to OP credits for having information disseminated by people or groups from outside the local government.

Credit Criteria

Each element has a separate section describing credit criteria.

Impact Adjustment

There is no impact adjustment for this activity.

Documentation Provided by the Community

Each element has a separate section describing needed documentation.

Outreach Projects

Table 330-3. Scoring of example FRP projects (without a PPI).				
Example Flood Response Projects (FRP) (See Figure 330-1)	A Points per Topic	B # of Flood- related Topics	C # of Times Delivered	(A x B x C) FRP = Points per Project
FRP#1. Media kit with background information for reporters	2	5	1	10
FRP#2. Radio public service announcements	2	2	1	4
FRP#3. Door hangers for flooded homes	6	5	1	30
FRP#4. Handouts on grant programs	1	1	1	1
Total FRP =				45

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 PPI. The maximum extra credit for this element is 80 points.

The PPI 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 PPI can help design an entire public information program, not just outreach projects. A PPI 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 PPI must be developed according to a seven-step planning and public involvement process, similar to the process credited under Activity 510 (Floodplain Management Planning). There are seven steps to preparing a PPI.

Step 1: Establish a PPI committee. The community's PPI must be developed by a committee of people from both inside and outside the 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 PPI 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.

A multi-jurisdictional committee can prepare a PPI 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, in cases in which such organizations meet the above criteria.

Step 2: Assess the community's public information

needs. During this step, the committee delineates different target 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 CRS Community Self Assessment, described in Section 240, is an online tool that can help identify target areas and audiences. Another documented process may suffice, provided that it includes an evaluation of the flood hazard(s) and the buildings exposed to the hazard(s), and identifies flood-prone target areas.

The assessment must also inventory existing public information and outreach efforts being conducted in the community. These should include non-flood programs, such as efforts to inform people about other hazards, automobile safety, home improvements, or other activities where the community could leverage attention to flood protection.

Step 3: Formulate messages. The public information messages needed for each target audience are determined. The PPI committee identifies a desired outcome for each message.

Step 4: Identify outreach projects to convey the messages. The committee considers what media to use to deliver the identified messages to the target 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 PPI must identify which communities benefit from each project.

The PPI process is the same process used to obtain credit under Activity 370 (Promotion of Flood Insurance).

If the PPI committee includes a local insurance agent and a local lender, it can qualify for the planning committee that is credited under Activity 370.

It is recommended that both activities be addressed at the same time, by the same group. *Developing a Program for Public Information* shows how this can be done.

See Section 334 to obtain a copy.

Outreach Projects

Step 5: Examine other public information initiatives. The PPI committee looks at other public information activities in addition to outreach projects. This could include how to best 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).

Step 6: Prepare the PPI document. The committee's work is recorded in a formal document. The PPI and the annual report that evaluates it can be stand-alone documents or they can be sections or chapters in a floodplain management or hazard mitigation plan credited under Activity 510. 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 PPI document.

The PPI must be adopted by the community, through either

- Formal approval by the community's governing body, or
- Formal approval by another body or office of the community that has the authority and funding to implement the PPI, such as a flood control district.

Step 7: Implement, monitor, and evaluate the program. The PPI 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.

Credit Points for PPI

$$\text{PPI} = \text{OP}_i \times 0.4$$

AND/OR

$$\text{PPI} = \text{FRP}_i \times 0.4$$

PPI 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 PPI document and evaluated and revised annually by the PPI committee. There is no PPI bonus for projects that are not included in the PPI. The application of the PPI points can be seen in the scoring example in Table 330-4.