



## SANTA ROSA COUNTY Flood Mitigation Plan Task Force

6051 Old Bagdad Highway, Suite 202 | Milton, Florida 32583

September 20, 2018  
Annual Meeting  
1:30 PM  
Development Services Media Room

KAREN THORNHILL  
Floodplain Manager  
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SHEILA FITZGERALD  
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Programs  
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1. Opening Remarks - Karen Thornhill
2. Additions, Corrections, Changes To:

1. 510 Annual Report

Documents:

[UPDATE REPORT 510 REVISED 08212018 SF SLF EDITS AUG 2018 \(002\).PDF](#)

2. Action Items

Documents:

[A REVIEW OF THE ACTION ITEMS IN THE ORIGINAL PLAN 2018 SF 08212018.PDF](#)

3. PPI Document Or Tables - Karen Thornhill

Documents:

[PPI DOC UPDATED 2018.PDF](#)  
[PPI TABLES UPDATED 2018.PDF](#)

3. Other Business & Public Comments – Karen Thornhill
4. Next Meeting Dates/Adjournment – Karen Thornhill

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# Santa Rosa County Multi-Jurisdictional 2018 Flood Mitigation Plan Evaluation Report

## Introduction

Santa Rosa County first joined the Community Rating System in October 1993. The County has been an active participant in the development and implementation of the Santa Rosa County Local Mitigation Strategy (LMS) since its inception in the late Nineteen-Nineties. Until 2010, the LMS has also served as the community's floodplain management plan. Though the County has been able to make significant progress over the years using this plan, on January 6, 2009, the Local Mitigation Strategy officially authorized the formation of a Flood Mitigation Plan Task Force to develop a new plan, one that was specifically focused on flooding impacts to the entire community including the jurisdictions of Jay, Milton, and Gulf Breeze. This Task Force met consistently over a period of approximately twelve months and completed the Plan. On February 10, 2011, the Santa Rosa County Commission officially adopted the *Santa Rosa County Multi-Jurisdictional Flood Mitigation Plan*. On June 13, 2011 FEMA officially approved the plan. A copy of the plan is available at the Santa Rosa County Flood Plain Management Office and on the County's website.

In an effort to ensure that there is a continuing and responsive planning process, the following procedure is included in the Santa Rosa County Multi-Jurisdictional Flood Mitigation Plan (Section Eleven):

*The Floodplain Management Plan Task Force responsible for the development of this plan shall meet annually in the month of August. Prior to the meeting, the Floodplain Manager and Grants and Special Projects Coordinator will jointly prepare a draft Floodplain Management Plan Evaluation Report that will be presented at the annual August meeting. The Task Force will review and discuss the report, after which it may be revised before the Task Force adopts it. The report shall include:*

- *A review of the original plan*
- *A review of any floods that occurred during the previous calendar year*
- *A review of the action items in the original plan, including how much was accomplished during the previous year*
- *A discussion of why any action items were not completed or why implementation is behind schedule*
- *Recommendations for new projects or revised action items. Such recommendations shall be subject to approval by the County Commission as amendments to the adopted plan*

## A Review of the Original Plan

A 5 year plan update of the *Santa Rosa County Multi-Jurisdictional Flood Mitigation Plan* has been completed. The Plan was approved by the State of Florida on May 18, 2016 and adopted by the Board of County Commissioners on May 26, 2016.

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## A Review of Any Floods That Occurred During the Previous Calendar Year

The county has multiple departments including the Emergency Operations Center, the Public Works Department and the Floodplain Management Office that record flooding events and these events are also documented in our Computer Department's and GIS records for future planning purposes. Since October 2017, when the last evaluation was completed, we have not experienced any significant heavy rainfall or flooding events.

## A Review of the Action Items in the Original Plan

As a whole, the action plan has been very successfully addressed in the past and many items have been either pursued or completed effectively.

## A Discussion of Why Any Action Items Were Not Completed

Action items that were not successful were discussed and either modified or replaced with an item deemed by the FMTF more likely to be successful.

## Recommendations for New Projects or Revised Action Items

The *Santa Rosa County Multi-Jurisdictional Flood Mitigation Plan* has been in effect for approximately 6 years. During this time, many of the action items have either been completed or have progressed considerably. As a result of the April 30, 2014 and June 2017 flooding events, many areas in the county have been identified as needing additional stormwater/drainage improvements. The Local Mitigation Strategy Committee will continue to address these problem areas and adjust the LMS project priority listing for consideration of Mitigation Grant funding.

Projects that are funded and currently underway include drainage projects in the areas of Pace Lane and Patterson Lane area (Pace); Chipper and Maranatha Lane (Pace); and Venetian Way/Coronado Drive in (Gulf Breeze). Each project has been designed and permitted and construction is underway. The drainage project for Ranchettes/Whisper Bay Sub (Gulf Breeze) is currently in the right-of-way acquisition phase. Additional grant funding was also secured to undertake a large drainage project in the Settlers Colony area, west of Coronado Drive and east of Naval Live Oaks. Construction is expected to begin in September 2018. Local funding and state assistance through the Water Projects program has been allocated to undertake projects in the Holley By the Sea area identified as a result of the 2016 Master Plan Study.

Recent actions by the Board of County Commissioners to improve drainage in the county include:

- Approval of \$3.1 million for engineering and construction phases of the Pace (Tiburon) drainage improvement project; **design is approximately (30)% complete**

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- Approval of up to \$200,000 for engineering phase of the Metron Estates drainage improvement project; design is approximately 60% complete and an HMGP grant application has been submitted
- up to \$619k for clearing and cleaning HBTS platted drainage easements; Currently working with consulting engineer to place project under contract. Design and permitting will take approximately 365 days.
- approval of up to \$175,000 to design two additional projects in HBTS, drainage improvements to Sunrise Drive (north of Marlin St) and upgrade of culverts in a portion of East Bay Blvd; The design of Camden Drive Outfall Improvements has been completed and Phase I construction is expected to be on the BOCC agenda for approval of the low bidder meeting specifications on 9/24/2018; drainage improvements at the Sunrise Drive entrance on US 98 are completed; and a task order was approved by the BOCC on 9/13/2018 to an engineering firm for design, permitting and bid services for Sunrise Drive North Drainage Improvements. Task orders were also approved by the BOCC on 9/13/2018 to engineering firms for design and permitting service for West Williams Creek Channel Restoration; for design, permitting and bid services for Edgewood Drive Drainage Improvements (including a culvert on East Bay Boulevard) and East Bay Boulevard Culvert Upgrades. Tom King Bayou East Branch Channel Restoration is currently under design with a consulting engineer.
- request for proposals to improve drainage through realignment of driveway culverts and other drainage infrastructure in select areas in HBTS; and survey work is complete and in-house design is underway
- reallocation of Public Works resources that will result in more capacity for completing drainage maintenance. Some mowing operations have been outsourced, and additional personnel are working on drainage maintenance throughout the county. Record keeping has been established to document efforts.

The Board has programmed funding of the following ~~additional~~ projects in HBTS in future year's LOST Capital Plans:

- Tom King Bayou East Branch Channel Restoration Design Phase
- West Williams Creek Channel Restoration Design Phase

Santa Rosa County has been exceptionally active and proactive concerning flood mitigation since the development of the Flood Mitigation Plan. Following is a summary of some of the specific activities undertaken by the County to strengthen flood mitigation:

#### Community Outreach

As described further in the attached Plan for Public Information, the Floodplain Management Office works in coordination with the Emergency Management Division to conduct community

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outreach multiple times throughout the year and through various activities and formats. Outreach by Stakeholders is also encouraged and supported by staff.

## Floodplain Management

- Conducted 4 Realtor/Lender/Agent workshops.
- Flood Safety Awareness Week resolution **May 24, 2018**.
- Flyers produced by Florida Department of Emergency Management were distributed to kiosks and local agencies for availability to the public. **This was checked to see if they needed additional flyers.**
- Updated the floodplain website three times in **2017-2018**.
- Working with the Santa Rosa County Tax Collector and the Public Information Officer to send out annual flood safety information with the Tax bills.

## Emergency Response Preparedness

- Annual Hurricane Exercise conducted May 3, 2017
- Participated in SAFER Santa Rosa Expo for the 7th year on August 26, 2017
- Participated in the Senior Expo on March 16, 2017
- Distribute flood information at 'Love My Neighbor' event August 23, 2017
- Wal-Mart, Pace, FL Safety Awareness Month June 14, 2017
- Santa Rosa County Employee Health Fair July 26, 2017
- Radio Presentation on hazards with 1330 AM May 4, 2017
- Radio presentation with 1620 AM on hazards May 31, 2017
- Preparedness presentation to seniors on July 5, 2017
- Presentation on floods and hazards to upward bound high school students July 12, 2017
- Spoke to Gulf Breeze Chamber July 19, 2017
- Spoke to Pace Chamber July 19, 2017
- Spoke to Navarre Chamber July 28, 2017
- Spoke to Greater Navarre Chamber August 11, 2017
- **Pace Tea Party Patriots Safety Presentation February 12, 2018**
- **Disaster Relief presentation at First Baptist Jay March 12, 2018**
- **Senior Expo March 15, 2018**
- **Home Depot Family Safety Day March 24, 2018**
- **DOH Mommy and Me Walk April 21, 2018**
- **Annual Hurricane Exercise May 2, 2018**
- **ESOL Family Night May 8, 2018**
- **Tropical Town Hall May 31, 2018**
- **Radio Presentation 1620 June 21, 2018**

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- Disaster Preparedness presentations to seniors on June 26 and 27, 2018 and July 5, 11, 17, 18, 31, 2018
- Santa Rosa County Employee Health Fair July 24, 2018
- Love My Neighbor event (upcoming on August 25, 2018)

Major Drainage Improvement or other Mitigation Project Construction

- Evaluated repetitively flooded properties for eligibility in the flood mitigation program to elevate structure. Eleven properties were submitted for Flood Mitigation Assistance Funding in the 2017 year cycle. **Applications were not funded but will be resubmitted for consideration in 2018 year cycle.**
- Four properties were approved for funding in the 2015 year cycle **and are nearly complete:**
  - 3951 W. Madura Rd – **Building Permit is active**
  - 2960 Coral Strip Pkwy – **Building Permit is finalized**
  - 2954 Coral Strip Pkwy – **Building Permit is active**
  - 1432 Alabama St – **Building Permit is finalized**
- One property was approved for funding in the 2016 year cycle and is pending formal grant agreement issuance: 1139 Ceylon Ct. **This project was awarded and is nearing completion.**
- Received an additional \$4.6 in HMGP funding to undertake an expanded Settlers Colony Drainage project in the area south of U.S. Highway 98, west of Coronado Drive, east of Naval Live Oaks and north of Bay Street. **Design and permitting is complete and project will begin construction in September 2018.**
- As a result of the completed Master stormwater/drainage study in Holley By the Sea, two projects are currently underway; the design and construction of Camden Drive Outfall project and construction of entrance improvements at Sunrise Drive. **Camden Drive Outfall design and permitting is complete and construction is anticipated to begin in September 2018. Sunrise Drive Entrance Improvements is complete.**
- In addition, the Board has identified a plan for maintenance of drainage easements in HBTS, which has been initiated.
- Received HMGP construction funding award for the Pace/Paterson Drive; Venetian Way/Coronado Drive, and Chipper/Maranatha Drive, **all of which are under construction.**
- Received HMGP construction funding award for the Ranchettes/Whisper Bay/Northridge project which is in the right-of-way acquisition phase.

To obtain a copy of the *Santa Rosa County Multi-Jurisdictional Flood Mitigation Plan*, visit the website location specified below or contact: Karen Thornhill, Floodplain Manager at 850-981-7029.

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To obtain a copy of the *Santa Rosa County Multi-Jurisdictional Flood Mitigation Plan* Annual Plan Evaluation Report, contact:

Sheila Fitzgerald, Grants & Special Projects Director at 850-981-2016 or visit the following link:  
<http://www.santarosa.fl.gov/development-building/index.cfm?Menu=132>.

## A Review of the Action Items in the Original Plan

The Action Plan Items are shown below and an update on the progress made for each item is depicted in red:

1. Maintain the County's strong regulatory flood prevention standards, including:
  - Utilization of 100-year design storm for development
  - Closed basin design
  - Lot grading plan
  - Freeboard in all SFHAs
  - Coastal A Zone Requirements – 200' of mht

This activity is conducted throughout the year. The County Floodplain Management Ordinance was updated (2016-07) on March 10, 2016 with the amendments to the Florida Building Code (2016-04) updated on February 25<sup>th</sup>, 2016. This was done to be in compliance with the Florida Model ordinance.

2. Prioritize addressing of flooding issues in repetitive loss areas and implement capital projects to mitigate flooding. Drainage issues should continue to be prioritized in the capital improvement program, particularly in repetitive loss areas. A half cent Local Option Sales Tax was approved in FY 2017 and identification of drainage projects within the capital improvement program is a county priority. To supplement local funding, the County must continue to be proactive in obtaining additional grant funding for this program. The following sources are recommended:
  - Community Development Block Program
  - Flood Mitigation Assistance Grant
  - Hazard Mitigation Grant Program

As funding opportunities become available in the above referenced programs, the grants coordinator in consultation with the Public Works Assistant Director, County Administrator and CDBG consultant will discuss priority flooding issues and determine which projects should be submitted for funding depending on many factors including critical need, estimated cost of the project in comparison to the available grant budget and other factors. This activity is ongoing.

3. Implement County's Plan for Public Information.

The Public Information Outreach Strategy was formally replaced with the Plan for Public Information in July 2015. The Flood Mitigation Task Force met on September 20, 2018 to update the PPI. The updated list is attached.

4. Pursue appropriate grants to enhance flood mitigation, including one or more of the following:
  - Flood Mitigation Assistance Program Grant
  - Hazard Mitigation Grant
  - Pre-Disaster Mitigation Grant

Grant application through the Flood Mitigation Assistance Program are submitted on an annual basis depending on interest of eligible property owners. Grant applications through the Hazard Mitigation Grant program are submitted post disaster upon availability of funding.

5. Implement the following structural drainage projects previously identified in the Unincorporated

#### County Mitigation Initiatives

- Venetian Way/Coronado Dr (east of Coronado Drive)
- Chipper/Maranatha Dr
- Ranchettes / Northridge / Whisper Bay
- Pace/Patterson Dr
- Settlers Colony Expansion Project (west of Coronado Drive)

Construction for the Venetian Way/Coronado; Chipper/Maranatha/; and Pace/Patterson drainage projects is underway. Construction completion is anticipated in 2019. Construction of the Settlers Colony Expansion project will begin in September 2018, with completion anticipated in 2019. The Ranchettes/Northridge/Whisper Bay project is in right of way acquisition phase.

#### 6. Implement capital flood mitigation improvement projects in the following repetitive loss areas:

- Settlers Colony
- Villa Venyce

A total of seven individual properties have been mitigated through the Flood Mitigation Assistance Program. Staff will continue to work with residents on the SRL and RL list to determine eligibility for individual property mitigation. Hazard Mitigation Grant funded Stormwater drainage projects in the Greenbriar and Villa Venyce areas are believed to have aided these areas significantly during the April 30, 2014 flood event. The Settlers Colony Expansion project will encompass substantial improvements in this repetitive loss area.

#### 7. Provide for shore/bank stabilization at Russel Harber landing to protect Russel Harber Rd. from further degradation and to prevent the loss of recreational opportunities.

Grant funds are needed to complete this project. Once funds have been identified, project will begin.

#### 8. Implement capital project in the City of Gulf Breeze to control flooding that occurs on Center Drive, Dracena Way and Russ Drive. The project will consist of underground drainage, stormwater treatment, and a stormwater pump system.

This project began in August 2014 and was completed April 2016.

#### 9. Provide knowledgeable staff to assist citizens before, during and after an event to understand their repair/rebuilding/flooding/mitigation options.

This activity is conducted throughout the year. Staff members attend continuing education training to maintain/improve their level of knowledge. Staff also attended the Florida Floodplain Managers Conference in March 2018.

#### 10. Update Flood Insurance Rate Maps (FIRMs) to include elevations in all Special Flood Hazard Areas.

This activity is currently underway. Preliminary maps were received on July 18, 2016 and are currently under review. The new maps revise a good portion of the county that were not indicating elevations and changing some properties in/out of the SFHA or the elevation requirements. 2018 Update: Northwest Florida Water Management District indicates that the preliminary mapping is scheduled to become effective in Summer 2019.

11. Identify all critical facilities located within Special Flood Hazard Areas (SFHAs) and make contingency plans for those facilities under the responsibility of the county and continue to work with other agencies to assist with their contingency plans, in the event of flooding.

This activity is conducted throughout the year.

12. The Emergency Management Director will implement the Post-disaster Mitigation Policy and Procedures outlined in Appendix R.

This activity is conducted on a post-disaster recovery basis.

13. The Emergency Management Plans Chief shall ensure that immediately prior to, during and after a hurricane or flood event, pertinent information will be posted concerning major points of interest, such as bridge and road closures, evacuation orders, emergency shelter locations and electrical outages, utilizing the following media:

- County website
- Email advisements
- Television Government Access Channel
- Electronic message boards
- Reverse 911 telephone system
- AlertSantaRosa.com
- Public Service Announcements through local media
- Brochure handouts at PODs
- Other social media as applicable

This activity is conducted on an as-needed basis and was utilized as appropriate during the last year

14. The Emergency Management Director shall ensure optimal staffing of emergency management personnel to receive and respond to emergency events.

Staffing levels are routinely monitored and adjusted on an as-needed basis to ensure optimal staffing.

15. Continue to prioritize reduction of repetitive loss properties through various means of mitigation, updating repetitive loss forms and removing properties from Repetitive Loss List.

This activity is conducted throughout the year. AW-501's have or will be sent on properties mitigated.

16. Work with County Housing Program to provide education to home buyers regarding flood information.

County Housing asks for and receives a flood determination on all properties for which assistance is provided. This is done via email between the housing program and the floodplain manager.

17. Continue to require that installation of stormwater management facilities made necessary by new development is the responsibility of the developer.

This is required by the Land Development Code as part of every site plan review.

18. Consider the relocation, mitigating or replacement of infrastructure currently present within the Coastal High Hazard Area where state funding is anticipated to be needed, as identified in the Local Mitigation Strategy Priority List.

This activity is conducted throughout the year and action taken when appropriate.

19. Integrate response to flooded homes with appropriate response organizations (Red Cross, Baptist Association, etc).

This activity is conducted on a post disaster basis. Regular communication and training occurs between the county and response organizations to ensure optimal response efforts.

20. Continue active participation in the Flood Mitigation Assistance Program to mitigate NFIP insured repetitively flooded properties.

Applications have been submitted through the FMA program for the last eight of nine years. Four properties were approved for funding in the 2015 year application cycle, which are nearing completion. One property has been approved for funding in the 2016 year application cycle, which is nearing completion. Applications submitted in the 2017 year cycle included eleven properties, unfortunately none were funded. Most property owners have expressed an interest in being included in a resubmittal during the 2018 year cycle. There are two interested property owners on the 2018 year cycle waiting list.

21. Assist with establishment of Disaster Recovery Center (DRC).

This activity is ongoing and we are ready to assist as needed.

22. Ensure citizens know how to contact FEMA post flood.

This activity is conducted on an as-needed basis. Information is contained on the county's website and in our disaster guides. All employees received an email with important information to give out to citizens which included FEMA assistance contact information and locations of DRCs.

23. Include notification of grants, loans and service availability in all County publications, seminars and websites that address flood mitigation.

Property owners of repetitively flooded properties are notified by the state and the county of the availability of grant funds. A press release is also generated when workshops are held notifying the public of the availability of grant funds. Social media was also used to spread the word about grant funding availability.

24. Maintain and enforce designation of Coastal Barrier Resources Act (CBRA) property.

Ongoing – this is done by staff, on a daily basis.

25. Maintain strong working relationship with all state and federal agencies including Northwest Florida Water Management District in an effort to ensure that our regulations pertaining to floodplain management are equal to or are greater than their regulations.

Ongoing – this is done by staff on a daily basis. The Floodplain Manager is in contact with the NFWMD, State DEM, FEMA and other agencies.

26. Implement strict enforcement of best management practices for reducing erosion during development activity.

Erosion Control plan is part of site plan and WMD permit that has enforcement capabilities. This activity is conducted throughout the year. The county's building inspection department has increased efforts to enforce the implementation of erosion control practices on the construction sites for single family homes and has hired a site inspector to further that effort.

27. Assist citizens with Letter of Map Amendment and Letter of Map Revision Paperwork.

Ongoing – this is done by staff on a daily basis. The Floodplain Manager has assisted numerous individuals with LOMA (Letter of Map Amendment) paperwork. Floodplain Manager reviews all LOMA and LOMR requests prior to being submitted to FEMA.

28. Encourage individual property owners to pursue percolation-oriented drainage improvements using best management practices through outreach and education. Drainage that seeps into the soil, rather than being directed out to the open water, provides multiple benefits. Not only does it mitigate flooding, but it also recharges the aquifer, enhances water quality, and reduces erosion.

This activity is ongoing throughout the year. Additional outreach efforts are needed and are currently being planned.

29. Review County Code of Ordinances to strengthen maintenance requirements of private stormwater management facilities.

A subcommittee was formed 2017 to review our existing Stormwater regulations. The committee recommended four items be forwarded to the BOCC for consideration.

1. Consider development of a Stormwater Utility and associated utility fee to fund the maintenance of downstream stormwater conveyances including ditches, wetlands and other natural or man-made channels.
2. Consider amending the Land Development Code to increase the stormwater pond freeboard requirement.
3. Consider increased use of natural areas as part of the county's stormwater management program.
4. Continued County staff coordination with other agencies, such as FDOT to ensure ongoing maintenance and availability of downstream stormwater conveyance and receiving areas.

30. Consider acquisition of natural areas for parks or open space.

Policy 9.1.C.6 of the Comprehensive Plan requires the County to consider the acquisition of open space and natural areas on a continuous basis. This activity is ongoing.

31. Require designation of open space property for all major development.

Policy 9.1.A.1 of the Comprehensive Policy requires the designation of open space in the Mixed Residential/Commercial Future Land Use Category and Policy 9.1.C requires developments of regional impact, planned unit developments and other large residential developments to provide for parks and play fields. Since the 2007 economic slowdown, there has been very few, if any, major developments. As the economy improves, there should be more progress towards the satisfaction of this goal. Additionally,

Future Land Use Elements within the Comprehensive Plan identify a maximum amount of impervious cover allowed.

32. The Emergency Management Director shall ensure adherence to the County's Comprehensive Emergency Management Plan, particularly in the event of evacuation orders.

This activity is conducted as appropriate.

33. The Public Works Department shall provide information on where to get sandbags to residents prior to impending floods. Public Works will have sand available for residents to fill sandbags.

This activity is conducted as appropriate and with the approval of appropriate administration. The County is prepared for distributions as the need arises.

34. Continue County's periodic inspection program of county maintained stormwater control structures to ensure the proper functioning of such structures.

A County inspection and maintenance crew, that utilizes inmate labor, is assigned the task of addressing all issues discovered relative to the functioning of our stormwater facilities. This activity is conducted throughout the year, and includes: the cleaning of debris and trash from the ponds, mowing, fence repair, and the cleaning of pond bottoms to restore percolation. The inmate squad is assisted by our District Crew when heavy machinery is involved.

35. Ensure that all public buildings that serve first response and critical emergency/public needs, including record/data collection and communication centers/infrastructure, are located outside of flood zones or flood-prone areas.

According to the data collected for the Post Disaster Redevelopment Plan the following structures that serve first response and critical emergency/public needs are located in flood zones or flood-prone areas: Milton EMS Station is in 0.2% ACF zone, Avalon Beach-Mulat Fire Dept Station #2 is in a 0.2% ACF zone, Milton Well #1 is in a 0.2% ACF zone, Navarre Beach Fire Dept is in an AE flood zone, Navarre Beach wells #2 & 3 are in an AE flood zone, Milton WWTP is in an AE flood zone, Navarre Beach STP & utilities office are in an AE flood zone, Jackson Pre-K School is in an AE flood zone, Santa Rosa County Courthouse is in an AE flood zone, and approximately 70 lift stations are in various flood zones. The county works to relocate and/or mitigate first response and critical emergency/public needs infrastructure as appropriate based on funding limitations and geographic needs.

36. Continue practice of identifying and correcting localized drainage problems so that the best possible drainage standards are maintained.

This activity is conducted throughout the year. County maintenance crews have focused drainage improvement activities on the areas that have demonstrated the need during prolonged periods of rain. Numerous projects have been identified and we are currently working towards obtaining funding for these projects.

37. Include separate updating of the *Flood Mitigation Plan* in the *Local Mitigation Strategy* 5-year updates.

Per the plan, separate updating of the *Flood Mitigation Plan* shall occur in conjunction with the *Local Hazard Mitigation Strategy* 5-year updates. The *Flood Mitigation Plan* is included as an

appendix to the *Local Hazard Mitigation Strategy*. The five year update was completed and the plan was approved by the State of Florida on May 18, 2016 and adopted by the Board on May 26, 2016.

38. Incorporate into the County's review processes for infrastructure planning an assessment of the appropriateness of public capital improvements in coastal high hazard areas as identified in the Coastal Management Element of the Comprehensive Plan. (EAR Policy 10.1.B.2)

This activity has occurred and is on-going.

39. Evaluate the Flood Mitigation Plan, and particularly the Action Plan, annually.

Currently underway. The Flood Mitigation Task Force met on September 20, 2018 to evaluate the plan and the action plan. Evaluation Report made available to the public on the county's LMS page after presentation to the Governing bodies. Board of County Commissioners presentation: \_\_\_\_\_/  
City of Milton City Council presentation \_\_\_\_\_/  
City of Gulf Breeze presentation \_\_\_\_\_.

40. Consider expansion of the County's properties that are designated natural and beneficial areas.

Policy 9.1.C.6 of the Comprehensive Plan requires the County to consider the acquisition of open space and natural areas on a continuous basis. This activity is ongoing.

41. Encourage designation, protection and maintenance of wetlands as identified in the Comprehensive Plan and Land Development Code.

This is conducted as part of the site plan review process for every building permit.

42. Support efforts of the Institute of Food and Agricultural Services (IFAS/County Cooperative Extension Service) and the Natural Resources Conservation Services (NRCS) as it relates to reduction and mitigation of flood hazards to crops and silvicultural operations.

This activity is conducted throughout the year with the financial support of the County to these agencies.

43. Investigate the feasibility of including base flood finished floor elevations on Certificates of Occupancy.

Ongoing – this request has been submitted to the Computer Department. They will incorporate as staff time is available. The elevation certificates are currently available on the property appraiser's website or by visiting the Building Inspection Department, also by calling or emailing the Floodplain Manager. Elevation certificates are updated on the PA's website as they become available. 2018 update: Over 100 new elevation certificates have been furnished to the PA's office to be added to the website. As of this date, they have not yet been uploaded.

44. Continue County participation in, and compliance with the National Flood Insurance Program (NFIP) and the Community Rating System (CRS). Seek CRS classification improvements within capabilities of County programs, including adoption and administration of FEMA-approved ordinances and flood insurance rate maps (FIRMs).

Ongoing – this is done by staff on a daily basis. Currently working towards Class 4; however, this may not be feasible until a County wide drainage plan is produced. CRS 3 year cycle visit was conducted on

June 6, 2018. No preliminary results are available at this time. We do expect to maintain our CRS Class rating of 5.

45. Develop Holley by the Sea Master Drainage Plan.

Master stormwater/drainage study was completed in January 2016. Projects are moving forward with LOST funding with BOCC allocating \$619,000.00 for the first round of drainage easement maintenance items identified in a follow-up plan, (HBTS Drainage Easement Maintenance plan, May 2017).

46. Implement projects identified in the Holley by the Sea drainage improvement study, January 2016. Below are projects moving forward from the January 2016 study:

- Tom King Bayou East Branch Channel Restoration – Design phase is currently under contract with a consulting engineering firm
- Camden Drive Outfall Improvements – Design is complete. Anticipated to be on BOCC agenda 9/24/2018 for approval for county to enter into contract with low bidder meeting specifications for Phase 1 construction
- Sunrise Drive North Drainage Improvements – BOCC approved task order on 9/13/2018 to an engineering firm for design, permitting and bidding services
- Sunrise Drive Entrance Drainage Improvements – Complete
- West Williams Creek Channel Restoration – BOCC approved task order on 9/13/2018 to an engineering firm to provide design and permitting services
- Edgewood Drive Drainage Improvements – BOCC approved task order on 9/13/2018 to an engineering firm to provide design, permitting and bidding services
- East Bay Boulevard Culvert Upgrades – BOCC approved task order on 9/13/2018 to an engineering firm to provide design, permitting and bidding services

47. The replacement of the box culvert, at the Alabama Street crossing of Collins Mill Creek, with a bridge.

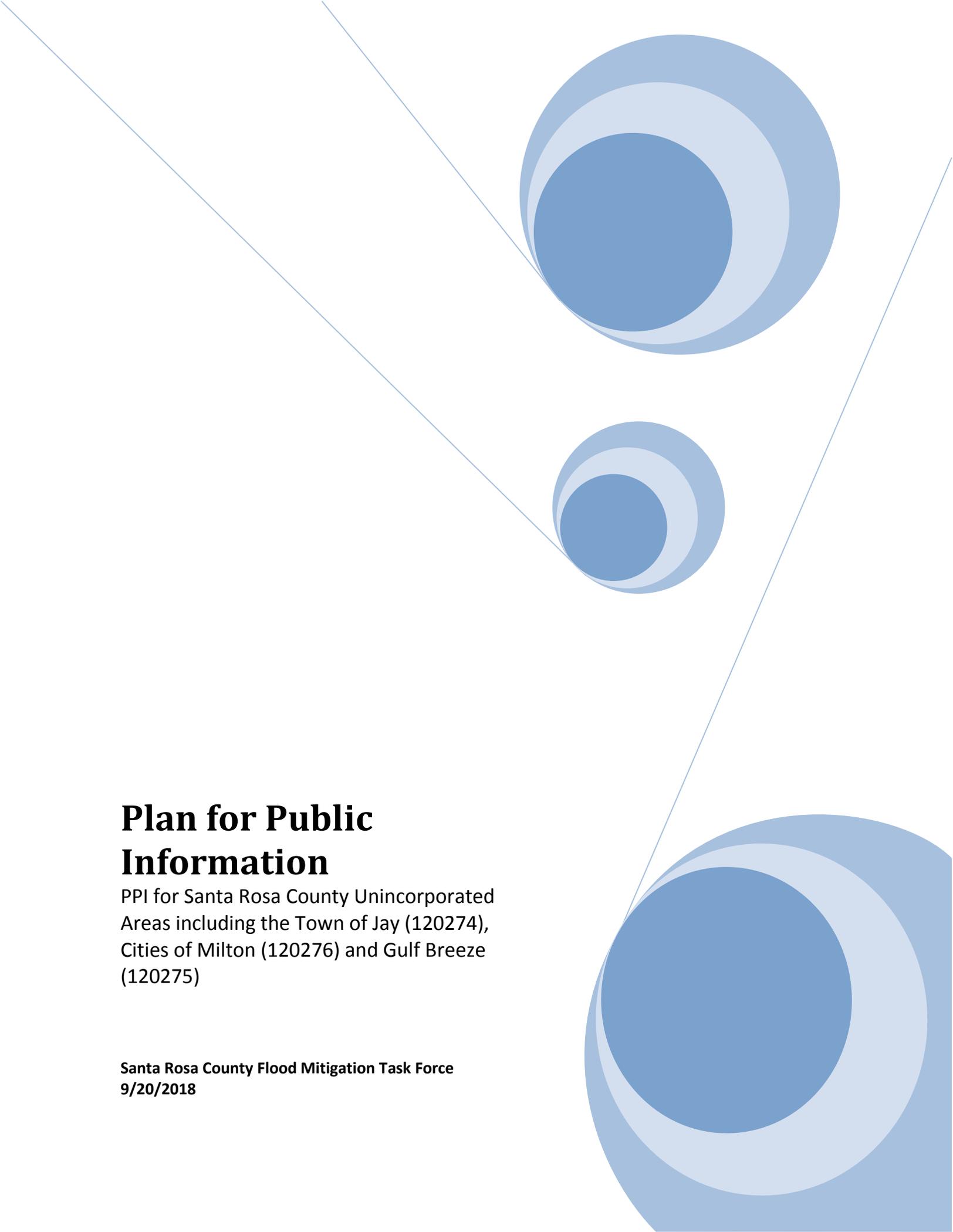
Grant funds are needed to complete this project. Once funds have been identified, project will begin.

48. Implement a drainage project in Metron Estates Drainage area in Pea Ridge.

The Board of County Commissioners allocated \$304,794 in design funding to undertake the design and permitting of improvements in this area. Design is nearing completion and permit application submittals are expected to occur by September 2018. An HMGP grant application was submitted for consideration of Hurricane Irma Funding.

49. Implement a drainage project in the Pace Patriot / Tiburon Subdivision areas of Pace, Florida.

The Board of County Commissioners allocated \$2.5 million to undertake design, permitting and construction of improvements in this area. Design is approximately (30)% complete and construction is anticipated for 2019.



# **Plan for Public Information**

PPI for Santa Rosa County Unincorporated Areas including the Town of Jay (120274), Cities of Milton (120276) and Gulf Breeze (120275)

**Santa Rosa County Flood Mitigation Task Force  
9/20/2018**

## I. Background

Santa Rosa County and the Cities of Gulf Breeze and Milton, located within Santa Rosa County, are all impacted by flooding, both coastal and riverine, during all times of the year. Historically, the communities initiated their own flood hazard outreach and education efforts prior to hurricane season in the spring months. The individual jurisdictions contacted their citizens in flood prone or repetitive loss areas utilizing their own methods.

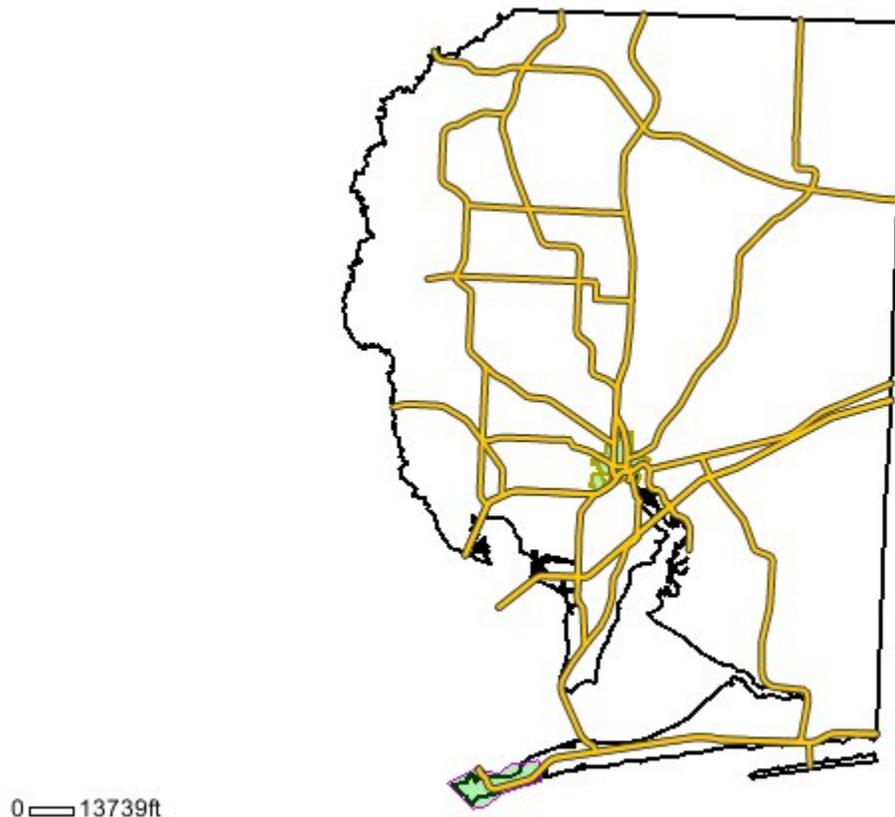


Figure 1. Location Map: Santa Rosa County with the Cities of Gulf Breeze and Milton

As part of the revisions to the Community Rating System (CRS) Program which became effective in 2013, the Program for Public Information (PPI) was introduced by the Federal Emergency Management Agency (FEMA) as a new planning tool to provide a step-by-step coordinated approach to flood hazard outreach. The PPI can be developed and implemented by a single community or with other communities as a multi-jurisdictional effort. The purpose is the same: to improve communication with citizens, and to provide information about flood hazards, flood safety, flood insurance and ways to protect property and natural floodplain functions to those who can benefit from it. The intent of the CRS Program, and the PPI, is to reduce injury to people and damage to property from future floods. Coordination between jurisdictions

through Multi-Jurisdictional Program for Public Information (MJ-PPI) further increases efficiency in resource use and improves communication with citizens.

When the PPI was introduced in fall of 2013 to the Local Mitigation Strategy Task Force (a multi-jurisdictional body) three jurisdictions participated in the CRS Program: City of Milton, City of Gulf Breeze and the County, which has jurisdiction over the unincorporated area. For the jurisdictions involved a number of factors supported the need to develop an overall, coordinated flood hazard outreach plan. First, the jurisdictions are generally not in a position to address flooding problems through structural means as often as in the past. New practices in urban stormwater management and floodplain management, which typically address flooding in rural settings are moving away from approaches that require more infrastructure to channel water. A common objective of both fields is finding cost effective methods of addressing flooding primarily through avoidance or reduction measures, which often have less long-term costs associated with them. Second, the recent economic downturn has left the jurisdictions with fewer resources (staff, budget and grant availability) to address future flooding.

The importance of public safety and the need to reduce future flood damage has not diminished. Reducing future flood damage requires a partnership with the public, and an educated public is an important component for success. Willing homeowners can make modifications to their homes and property that will improve flood resiliency, however, they need clear, relevant facts and in some cases, financial assistance.

A MJ-PPI can offer the jurisdictions the benefit of clear, coordinated messages and a more comprehensive approach in getting information out in a consistent, cost-effective manner. The six priority topics of the revised CRS program are essentially best management practices for households – actions that can be taken by homeowners or renters to avoid or reduce flood damage.

## II. Goals of the Santa Rosa County/Gulf Breeze/Milton Multi-Jurisdictional PPI Plan

The plan participants share a common vision for a better informed citizenry that is knowledgeable about the flood risks, what they can do to decrease future flood damage, and the benefits of flood insurance. Staff from Santa Rosa County, and the Cities of Gulf Breeze and Milton are recommending two goals and supporting objectives.

- Coordinate and synchronize the preparedness messaging of Santa Rosa County and the Cities of Gulf Breeze and Milton for a more comprehensive approach to building community resilience to flooding.

- Cross-Jurisdictionally identify the most at risk and through the outreach materials and methods, encourage residents to adopt behaviors that improve flood hazard preparedness and decrease future flood damage.

III. Multi-Jurisdictional Flood Mitigation Task Force (FMTF).

The Flood Mitigation Task Force was established in 2009, as an extension of the Local Mitigation Strategy Group, to develop a Multi-Jurisdictional Flood Mitigation Plan (Activity 510). The FMTF continues to meet regularly to maintain the Flood Mitigation Plan. This task force is an extension of the Local Mitigation Strategy group and in March of 2015 the Flood Mitigation Task Force undertook the process of developing a Multi-Jurisdictional Plan for Public Information which will meet the requirements of Activity 330.

The Task Force was established using the requirements of the CRS manual and consists of the following representatives (updated 9/14/17):

Karen Thornhill, CFM	Floodplain Manager	Santa Rosa County
Sheila Fitzgerald	Special Projects and Grants	Santa Rosa County
Brandi Whitehurst	Public Information Officer	Santa Rosa County
Daniel Hahn	Emergency Mgmt Plans Chief	Santa Rosa County
Stephen Furman	Public Works	Santa Rosa County
Glenn Bailey	Public Works	Santa Rosa County
Shawn Ward	Planning and Zoning	Santa Rosa County
Elizabeth Brumfield	GIS	Santa Rosa County
Katrina Penton	GIS	Santa Rosa County
Brad Baker	Director Emergency Mgmt	Santa Rosa County
Rodney Miller	Resident	Santa Rosa County
Nancy Model	Grants	Santa Rosa County
Tim Milstead	Planning	City of Milton
Randy Jorgenson	Planning	City of Milton
Thomas Lambert	Assistant Director, SSRUS	City of Gulf Breeze
Jim Cox	Resident	City of Gulf Breeze
Lou Greene	Resident	Navarre
Don Richards	President	United Peninsula Association
Cathi Schulz	Insurance Agent & Resident	Bearman Insurance
Ginny Cannon	Resident	City of Milton
Earl Dean	Resident	Holley by the Sea HOA
Courtney Winstead	Resident	Santa Rosa County
Kyle Holley	Resident	North End Tourism Development Council
Doug Lassater	Resident	Milton- Bagdad Waterfronts
Morrell Holland	Stormwater Section	FDEP
Deb Bankes	Resident	Santa Rosa County (Pace)

Yvonne Harper  
Michael Schmidt  
Sam Parker

Resident  
Engineering  
Commissioner

Santa Rosa County (HBTS)  
Santa Rosa County  
Santa Rosa County

The role of FMTF members was to assist in developing the MJ-PPI plan by providing feedback, from their perspective, on areas of their larger community that should be targeted for outreach, what type of message should be delivered and how often. FMTF members were also asked to share information on any efforts related to this work that have occurred or are occurring within their communities.

County staff developed the agendas and facilitated the FMTF meetings. Prior to setting each meeting date, an email request for attendance went out to ensure that the FMTF's efforts met the attendance requirements outlined in the new CRS manual.

The process of developing the MJ-PPI plan and the Flood Insurance Coverage credit in Activity 370, began with representatives from participating jurisdictions completing their respective CRS Community Self – Assessments and bringing the results to the first MJ-PPI task force meeting. That initial meeting was held on March 5, 2015 at the Public Services Building in the Development Services Media Room in Milton. The agenda followed the required elements in the CRS Manual for development of a PPI. This meeting presented the PPI and the Flood Insurance Assessment requirements to the FMTF. The CRS Community Self-Assessments were reviewed for each of the jurisdictions – agreement on the five target audiences the PPI plan would focus on are presented in the sections below. It was determined that monthly meetings would be held in order to facilitate the creation of the MJ-PPI, FIA and update the Flood Mitigation Plan.

The second meeting, held May 7, 2015, continued with the required elements of the CRS Manual specifically the development phase. During this meeting, members reviewed the six messages of the CRS Program and matched the topics to the five target audiences, developing specific messages. This work is detailed under the "Target Audiences" section below. The Task Force informally inventoried the current outreach projects and noted where they would fit into the PPI Plan or if they needed to be modified to better fit the plan. The discussion also included program development. Representatives from the jurisdictions and organizations discussed what actions they could take to deliver specific messages to target audiences. The outcome of this work is presented in Appendix 2: PPI Worksheet.

Based on the discussion during the second meeting, County staff assembled the first draft of the Santa Rosa County, City of Milton, and City of Gulf Breeze Multi-Jurisdictional Program for

Public Information. The draft was first circulated to the cities to confirm and complete some facts. A revised copy was sent out to the entire FMTF. Suggestions for corrections and additions were solicited, compiled and then presented to the FMTF at the June 4<sup>th</sup> meeting for final approval. The PPI Plan was then submitted to the governing bodies of each jurisdiction for approval.

IV. The Communities, and Highlights of their CRS Community Self Assessment

Santa Rosa County Unincorporated and the Cities of Milton and Gulf Breeze are vulnerable to most types of flooding. Over the years we have implemented stronger regulatory standards for construction. By maintaining and reevaluating which standards work and which need improvement and by improving communication between citizens and staff by emphasizing the importance of flood insurance and mitigation of flood risks, we can become more flood resilient.

V. Flood Insurance Assessment for Santa Rosa County, City of Milton, City of Gulf Breeze

A flood insurance assessment (FIA) is an analysis of a community’s level of flood insurance coverage that identifies where increased coverage would be beneficial. It is the first step toward developing a flood insurance coverage improvement plan in the community. This FIA is a Multi-Jurisdictional look at the overall flood insurance for Santa Rosa County, the City of Milton, and the City of Gulf Breeze.

i. Collect Flood Insurance Data

The flood insurance information was obtained from FEMA Region IV and summarizes the data on every issued policy in all the jurisdictions as of March 3, 2015. Please note that although the information has been collected that only generic totals will be used in this assessment. Property-specific policy information that includes policy holder addresses is protected under the Privacy Act of 1974 and cannot be shared with the public.

ii. Determine Level of Flood Insurance Coverage

Using the flood insurance information obtained as referenced above; staff created the following tables used by the FMTF to determine the level of coverage and the locations to target for outreach.

Santa Rosa County

	Policies in Force	SFHA buildings	Total Number of Buildings	Premium	Insurance in Force	Average Coverage

A1-30 & AE	4,421	5813	N/A	\$2,006,042	\$1,204,158,600	\$272,372
A Zone	42	195	N/A	\$32,148	\$9,191,600	\$218,847
AO Zone	4	4	N/A	\$1,600	\$1,284,200	\$321,050
V1-30 & VE	334	882	N/A	\$1,118,653	\$90,000,900	\$269,463
B,C, X	7323	0	83290	\$3,190,397	\$2,167,473,600	\$295,981
Total	12,124	6890	90180	\$6,348,840	\$3,472,108,900	\$286,383

#### City of Milton

A1-30 & AE	55	N/A	N/A	\$71,634	\$15,042,200	\$273,494
A Zone	0	N/A	0	0	0	0
AO Zone	0	N/A	0	0	0	0
V1-30 & VE	0	N/A	0	0	0	0
B,C, X	112	N/A	N/A	\$50,426	\$26,973,800	\$240,837
Total	167	N/A	N/A	\$122,060	\$42,016,000	\$251,592

#### City of Gulf Breeze

A1-30 & AE	242	N/A	N/A	\$106,600	\$60,767,200	\$251,104
A Zone	0	N/A	0	0	0	0
AO Zone	0	N/A	0	0	0	0
V1-30 & VE	48	N/A	N/A	\$231,697	\$13,318,000	\$277,458
B,C, X	786	N/A	N/A	\$361,181	\$235,574,500	\$299,713
Total	1076	N/A	N/A	\$699,478	\$309,659,700	\$287,787

\*\*NOTE: Tables will be updated as data becomes available.

### Conclusions and Recommendations

#### Santa Rosa County

Conclusion: The numbers of policies for structures in the VE Zones are less than half the level of insurable buildings.

- Recommendation: An effort should be made to inform citizens in the VE Zone about the advantages of having a flood insurance policy.

- Recommendation: Reach out to renters and inform them of contents coverage availability.

Conclusion: The numbers of flood insurance policies in the B, C or X zones are very low.

- Recommendation: An effort should be made to inform property owners about the potential flood hazard and that homeowners insurance does not cover flooding damages.
- Recommendation: Reach out to renters and inform them of contents coverage availability.

Conclusion: The numbers of policies in the A, AE Zones are relatively low.

- Recommendation: An effort should be made to encourage policy holders to maintain their flood insurance.
- Recommendation: An effort should be made to inform property owners who do not have flood insurance due to various reasons, to purchase flood insurance.
- Recommendation: Reach out to renters and inform them of contents coverage availability.

### City of Milton

Conclusion: There are no VE Zones within the jurisdiction of the City of Milton. Therefore, there are no recommendations for this zone.

Conclusion: The numbers of flood insurance policies in the B, C or X zones are very low.

- Recommendation: An effort should be made to inform property owners about the potential flood hazard and that homeowners insurance does not cover flooding damages.
- Recommendation: Reach out to renters and inform them of contents coverage availability.

Conclusion: The numbers of policies in the A, AE Zones are relatively low, most are not covered by flood insurance.

- Recommendation: An effort should be made to encourage policy holders to maintain their flood insurance.
- Recommendation: An effort should be made to inform property owners who do not have flood insurance due to various reasons, to purchase flood insurance.

- Recommendation: Reach out to renters and inform them of contents coverage availability.

### City of Gulf Breeze

Conclusion: The numbers of policies for structures in the VE Zones are less than half the level of insurable buildings.

- Recommendation: An effort should be made to inform citizens in the VE Zone about the advantages of having a flood insurance policy.
- Recommendation: Reach out to renters and inform them of contents coverage availability.

Conclusion: The numbers of flood insurance policies in the B, C or X zones are moderate in relation to the total number of buildings.

- Recommendation: An effort should be made to inform property owners about the potential flood hazard and that homeowners insurance does not cover flooding damages.
- Recommendation: Reach out to renters and inform them of contents coverage availability.

Conclusion: The numbers of policies in the A, AE Zones are relatively low, most are not covered by flood insurance.

- Recommendation: An effort should be made to encourage policy holders to maintain their flood insurance.
- Recommendation: An effort should be made to inform property owners who do not have flood insurance due to various reasons, to purchase flood insurance.
- Recommendation: Reach out to renters and inform them of contents coverage availability.

### Summary

According to the data compiled approximately 75% of all Santa Rosa County buildings (including the Cities) in the A, AE zones are covered by flood insurance. In the VE Zone approximately 35% are insured. In the non-special flood hazard areas only 9% are insured.

Education of the target audiences regarding flood insurance availability is essential to flood resilience in the future.

Plan shall be sent to the FEMA Regional Insurance Specialist for review.

VI. Target Audiences

After consideration of the Community Assessment results and the Flood Insurance Assessment the FMTF agreed upon seven key target audiences that would benefit most from public information outreach:

- Prospective Buyers-through education of realtors and lenders
- Repetitive Loss Area Residents
- Potential Flood Insurance Policy Holders
- Floodplain Residents
- The Community at Large
- Businesses
- Homeowners Associations

VII. Other Public Information Efforts

As noted above, the purpose of the PPI is to build community resilience to flooding by influencing residents to adopt behaviors to improve flood hazard preparedness and decrease future flood damages.

The FMTF developed the MJ-PPI plan beginning by inventorying the current outreach projects that supported the goal and CRS messages. These would supplement the project list, which would also incorporate new approaches to delivering priority messages.

Jurisdiction	Project	Message
Santa Rosa County	Annual Repetitive Loss Mailing	Flood Insurance, Property Protection
	Annual Mailout to all residences in Tax Collector Trim Notices	Flood Preparedness, Flood insurance, recovery, safety, Flood maps, mitigation measures, grants, warning.
	Disaster Guide – Grant by FDEM	Flood Preparedness, Flood insurance, recovery, safety, Flood maps, mitigation measures, grants, warning.
	Flood Information Website	Flood Preparedness, Flood insurance, recovery, safety, Flood maps, mitigation measures, grants, warning.

	Flood Safety Awareness Week	Flood Preparedness, Flood Insurance, Mitigation, Flood Risk Awareness
	High Water Mark Initiative	Flood Risk Awareness
	SAFER Expo	Flood preparedness, safety, maps, insurance, mitigation, grants, recovery, elevation certificates
	Tweets, News Releases, Media Blasts, Facebook	Various
Home Depot	Health and Safety Day	Flood risk awareness, safety, construction in a SFHA
City of Milton	Annual Repetitive Loss Mailing	Flood Insurance, Property Protection
	High Water Mark Initiative	Flood Risk Awareness
	Annual Mail out to utility customers	Flood Preparedness, Flood insurance, recovery, safety, Flood maps, mitigation measures, grants, warning.
Home Depot	Health and Safety Day	Flood risk awareness, safety, construction in a SFHA
	SAFER Expo	Flood preparedness, safety, maps, insurance, mitigation, grants, recovery, elevation certificates
City of Gulf Breeze	Annual Repetitive Loss Mailing	Flood Insurance, Property Protection
	High Water Mark Initiative	Flood Risk Awareness
Home Depot	Health and Safety Day	Flood risk awareness, safety, construction in a SFHA
	SAFER Expo	Flood preparedness, safety, maps, insurance, mitigation, grants, recovery, elevation certificates
	Annual mailout to utility customers	Flood Preparedness, Flood insurance, recovery, safety, Flood maps, mitigation measures, grants, warning.

VIII. Communication Strategy, Projects and Initiatives

The focus of the MJ-PPI plan is to encourage flood preparedness best practices for the following key audiences:

- Prospective Buyers-through education of realtors and lenders
- Repetitive Loss Area Residents
- Potential Flood Insurance Policy Holders
- Floodplain Residents
- The community at large
- Businesses
- Homeowners Associations

The FMTF selected seven key messages that need to be disseminated to the audiences. These six are the same as the seven priority messages for the CRS.

- Know your flood hazard
- Insure your property for your flood hazard
- Protect people from the flood hazard
- Protect your property from the flood hazard
- Build responsibly
- Protect Natural floodplain functions
- Protect your pets

The overall strategy is to make information more readily available to the target audiences in a manner that will equip and encourage these audiences to adopt behaviors to improve preparedness and decrease future flood damages. The PPI Worksheet (Appendix A) provides a comprehensive list of the program elements, which include various public information pieces, and information package covering all aspects of flood recovery, website enhancements, and neighborhood meetings.

Some new proposed projects, developed through discussions at the meetings, are highlighted below:

- Add outreach materials to Tax trim notices
- Set up tables for outreach materials at local businesses
- Draft a letter to the State Board of Realtors to try and effect changes to the Florida Laws regarding flood insurance purchase for home buyers.
- Try to pass a regulation regarding property buyers to sign stating that they understand the importance of flood insurance purchase at the closing of a property purchase.

## IX. Annual Evaluation

The Flood Mitigation Task Force will meet at least once a year, to evaluate the plan and incorporate any needed revisions. The evaluation will cover:

- A review of the projects that were completed
- Progress toward the desired outcomes
- Recommendation regarding projects not completed
- Changes in the target audiences or projects

The jurisdictions should refresh their CRS Community Self-Assessment at least once every two years. Bringing the results to the Annual Evaluation meeting. The County will coordinate and facilitate this meeting, and afterward, provide a summary and updated PPI worksheet reflecting the FMTF's decisions.

An annual report of the evaluation of the plan will be prepared by the FMTF. This evaluation report will be submitted to the Santa Rosa County Board of County Commissioners and the City Council of the City of Milton and Gulf Breeze. Typically, this is submitted between July and August each year, prior to the CRS recertification in October.

#### X. Plan Adoption

This document will become effective upon approval by the Santa Rosa Board of County Commissioners, the Milton City Council and the Gulf Breeze City Council.

Approval dates and governing bodies are as follows:

Governing Body	Date Approved
Santa Rosa County Board of County Commissioners (Agenda from BOCC Meeting attached)	7/23/2015
Milton City Council	10/13/2015
Gulf Breeze City Council (Email confirming approval from Curt Carver)	08/17/2015

Target Audience	Message	Outcome	Project(s) proposed to support the messages	Assignment	Proposed Schedule	Stakeholder	CRS Community
#1 Prospective Buyers – through education of Realtors and Lenders #2 Repetitive Loss Area Residents #3 Potential Flood Insurance Policy Holders #4 Floodplain Residents #5 Community @ Large #6 Businesses #7 Homeowners Associations	Topic # 1: Know your flood hazard Topic # 2: Insure your property for your flood hazard Topic #3: Protect people from the flood hazard Topic #4: Protect your property from the flood hazard Topic #5: Build Responsibly Topic #6: Protect Natural Floodplain functions Topic #7: Protect your pets	Better informed public leading to more insurance policies, better resiliency in flood events, less losses.	1-SAFER EXPO	Karen Thornhill, SRC DEM, Navarre CERT	Annually		120274 Santa Rosa County 120275 City of Gulf Breeze 120276 City of Milton
#2, 3, 4, 6	# 1, 2, 3, 4	More flood insurance policies, less losses	2-Annual Repetitive Loss Mailings	Karen Thornhill, City of Milton, City of Gulf Breeze	Annually		120274 Santa Rosa County 120275 City of Gulf Breeze 120276 City of Milton
#1, 2, 3, 4, 5, 6, 7	#1, 2, 3, 4, 5, 6, 7	Better prepared public, more insurance policies, less risk	3-Disaster Guide-	SRC DEM	Annually	DHS funded	120274 Santa Rosa County

#1, 2, 3, 4, 5, 6, 7	#1, 2, 3, 4, 5, 6, 7	Better informed public leading to more insurance policies, better resiliency in flood events, less losses.	4-Websites (SRC - <a href="http://www.santarosa.fl.gov/developmentsservice/floodmanagement.cfm">http://www.santarosa.fl.gov/developmentsservice/floodmanagement.cfm</a> ) Post flyers, and other documents covering <del>all</del> <b>at least</b> six topics and links to other local sites, floodsmart.gov, State DEM, FEMA and other pertinent websites. Update at least 1 time per year – more frequently as needed. *Stream Dumping shall be on both the flood web page and the Road and Bridge Web page.	GIS Departments of SRC and Cities	As needed		<p>120274 Santa Rosa County</p> <p>120275 City of Gulf Breeze</p> <p>120276 City of Milton</p>
#1, 2, 3, 4, 5, 6, 7	#1, 2	Better informed public leading to more insurance policies, better resiliency in flood events, less losses.	5-High Water mark Initiative	Public Works Departments of SRC and Cities	On Going	DHS funded	<p>120274 Santa Rosa County</p> <p>120275 City of Gulf Breeze</p> <p>120276 City of Milton</p>

#1, 2, 3, 4, 5, 6, 7	#1, 2, 3, 4, 5, 6, 7	Better informed Public leading to more insurance policies, better resiliency in flood events, less losses.	6-Flood Safety Awareness Week – in coordination with the Florida Flood Safety Awareness Week done by FFMA (Florida Floodplain Managers Association)	Karen Thornhill, SRC City of Milton, City of Gulf Breeze	Annually	FFMA	120274 Santa Rosa County 120275 City of Gulf Breeze 120276 City of Milton
#1, 2, 3, 4, 5, 6, 7	#1, 2, 3, 4, 5, 6, 7	More views, hits, follows Leading to increased awareness of flood risk, increase in flood policies, and resilience to flood damages	7-Social Media, (News releases, Media Blasts, Email, Tweets, Facebook) – more social media is needed. Most everyone carries a smart phone now.	Various staff of SRC, both Cities and citizen organizations	On going Updated and released as needed	Holley by the Sea HOA, United Pennisula Association, Navarre Board of Realtors, Bearman insurance	120274 Santa Rosa County 120275 City of Gulf Breeze 120276 City of Milton
#1, 2, 3, 4, 5, 6, 7	#1, 2, 3, 4, 5, 6	Better informed public leading to more insurance policies, better resiliency in flood events, less losses.	8-Flyer Cards - Kiosks in BOCC lobby, City Halls, Military Housing office, Chamber of Commerce offices (Pull up banner in BOCC only)	Various staff and citizens in SRC and both Cities	On going	FDEM funded	120274 Santa Rosa County 120275 City of Gulf Breeze 120276 City of Milton
#1, 2, 3, 4, 5, 6, 7	#1, 2, 3, 4, 5, 6, 7	Better informed public leading to more insurance policies, better resiliency in flood events, less losses.	9-Public Service Announcements – Radio and TV Spots	FDEM	On going	FDEM	120274 Santa Rosa County 120275 City of Gulf Breeze 120276 City of Milton

#1, 2, 3, 4, 5, 6, 7	#1, 2, 3, 4, 5, 6, 7	Better informed public leading to more insurance policies, better resiliency in flood events, less losses.	10-Adding outreach materials to Utility Bills and Trim Notices	Karen Thornhill, both Cities,_various citizens	On going	Local Utility Companies	120274 Santa Rosa County 120275 City of Gulf Breeze 120276 City of Milton
#1, 3, 4, 5, 6, 7	#1, 2, 3, 4, 5, 6, 7	Better informed public leading to more insurance policies, better resiliency in flood events, less losses.	11-Speaking to various agencies, HOA's, Realtors, Insurance Agents, CERT Teams, and other interested parties. Realtors should agree to advise house hunters regarding the flood hazards in the area and hand out REB.	Karen Thornhill, SRC DEM Staff, Citizens, Insurance Agents	On going	Depending on the request- Check documentation	120274 Santa Rosa County 120275 City of Gulf Breeze 120276 City of Milton
#1, 2, 3, 4, 5, 6, 7	#1, 2, 3, 4, 5, 6	Better informed public leading to more insurance policies, better resiliency in flood events, and less losses	Work with local stakeholder groups, like the School Board, Northwest Florida Water Management District, Lenders, Real Estate Agents, and others, to coordinate events and pursue increased involvement from Public for information and education activities.	Karen Thornhill, Both Cities	On going	Dependent upon message and speaker.	120274 Santa Rosa County 120275 City of Gulf Breeze 120276 City of Milton

#1, 2, 3, 4, 5, 6, 7	#1, 2, 3, 4, 5, 6	Better informed public leading to more insurance policies, better resiliency in flood events, and less losses	Continue to provide FEMA brochures at multiple locations, when made available. Contact the local office for new materials.	Karen Thornhill, Both Cities	On going	FEMA	120274 Santa Rosa County 120275 City of Gulf Breeze 120276 City of Milton
#5	#6	Better informed public leading to more insurance policies, better resiliency in flood events, and less losses	Install "Do Not Dump" stencils at or near stormwater inlets.	Public Works of City of Milton	Ongoing		120276 City of Milton
#1, 2, 3, 4, 5, 6, 7	# 1, 3, 4, 5, 6	Better informed public leading to more insurance policies, better resiliency in flood events, and less losses	Identify locations for sign placement indicating "Natural Floodplain Function Area", distribute brochures specifically addressing the importance of Wetlands and other areas needed. Coordinate with local schools to introduce this concept in to classroom or field learning exercises.	Public Works of SRC and both Cities	Ongoing		120274 Santa Rosa County 120275 City of Gulf Breeze 120276 City of Milton