

City of Garden City, Georgia Program for Public Information



G A R D E N C I T Y

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City of Garden City, Georgia 2017 Floodplain and Stormwater Management Program for Public Information (PPI)

Background

The City of Garden City is a small community located in Chatham County, Ga. The City encompasses 14.3 square miles, enjoys a temperate climate and a well balanced mix of residential, commercial and industrial properties which fronts the Port of Savannah.

Large areas of the City are industrial and commercial with most of the businesses supporting the Port of Savannah. The City strives to maintain a small-city environment for its residents and guests. The City's close proximity to area beaches and the Historic City of Savannah, provides for a steady stream of tourism through the City.

The City has been actively participating in the Community Rating System (CRS) since October 2013. The Community Rating System (CRS) is part of the National Flood Insurance Program (NFIP). It provides reductions to flood insurance premiums in CRS participating communities. The reductions are based on community floodplain management programs, which include public information activities. To keep those discounts, communities must continue to implement their programs and provide status reports to the NFIP each year. The City is currently a Class 8, which gives residents a 10% discount on their premiums. The CRS class assignment is limited in part by the community's Building Code Effectiveness Grading Score (BCEGS). The City recently improved its BCEGS rating, and the community currently has a BCEGS rating of 4 residential and 4 commercial. The new BCEGS rating allows for the CRS scoring improvements sought herein. As part of a continuing effort to reduce insurance cost to the residents in a more substantial way and to reach more property owners through a more aggressive outreach program the City has now formed the Program for Public Information (PPI). Since 2012, the City has produced outreach materials and distributed those materials to the entire community while special efforts were made for areas having repetitive losses. By developing the PPI committee, these areas will receive more outreach information that will benefit them and offer additional information when needed. Areas prone to flooding, areas having insufficient insurance as well as selected target areas can now be given information that pertain directly to them through the PPI.

The City is a MS4 community. As such the city has developed outreach projects in support of the MS4 program, the PPI will be used to support those initiatives.

The City views this program as a benefit to the entire community and with the creation of the right tools, and advancing existing tools, it will be a success in all areas of outreach. As such the city intends to use existing outreach projects such as ongoing Fire Safety awareness programs, Public Safety outreach programs to leverage attention to flood protection as well.

PPI Focus Group Members

The City has been fortunate to have members volunteer that have a wealth of knowledge regarding flood hazards and flood risk. The stakeholders represent a mix of insurance agents, floodplain residents, a university researcher, and applicable staff. By having these members on the committee the City receives valuable insight from their collective expertise.

- Shaun West, Floodplain resident, Environmental Chemist for Test America
- Sharon Bethune, Floodplain resident, Local Non-Profit Housing Rehabilitation Team
- Jeff Brady, Insurance Agent for Allstate Savannah, GA.
- Madeleine Russell, UGA Marine Extension and Georgia Sea Grant, Local Government Outreach Coordinator and Natural Hazards Specialist
- Jackie Jackson, Garden City Public Information Officer
- Ron Alexander, Garden City Floodplain Manager, CFM

The role of the committee has been to assist in developing the PPI by providing feedback, from their perspective, on areas of the community that should be targeted for outreach, what type of messages should be delivered, by whom and how often. The group members were also asked to share information on any efforts related to this work that have occurred or are occurring within the city.

City staff developed the agendas and facilitated the meetings. Prior to setting each meeting date, staff surveyed the group members for their availability to ensure that the group met the attendance requirements outlined in the new CRS manual.

The initial meeting was held on March 27th in the city training room at Garden City Hall. The agenda followed steps one and two of the seven step plan outlined in the 2013 CRS Manual, pages 330-12 through 330-14. During the meeting, the committee studied the needs of the community and the different needs for individual areas within the city as well as the city as a whole. The committee discussed the need for an aggressive campaign to get information out to the public and discussed target areas and groups that may need special attention. Based on information gathered during the first meeting, city staff assembled the first draft of the Program for Public Information.

The second meeting was held on April 12, 2017 at the same location. The agenda followed steps three through five of the seven step plan. During this meeting, members reviewed the ten messages of the CRS Table 330-1 and matched topics to the five target audiences, developing specific messages. This work is detailed under the "Target Audiences" section of this document. The committee informally inventoried related efforts that were already taking place in the community. They discussed how those programs and activities fit in the PPI Plan as they are being presented now, and how they can be modified to serve the overall effort in a better way.

The initial draft was reviewed by the committee and revisions and amendments were made based on discussion and recommendations by the committee as a whole.

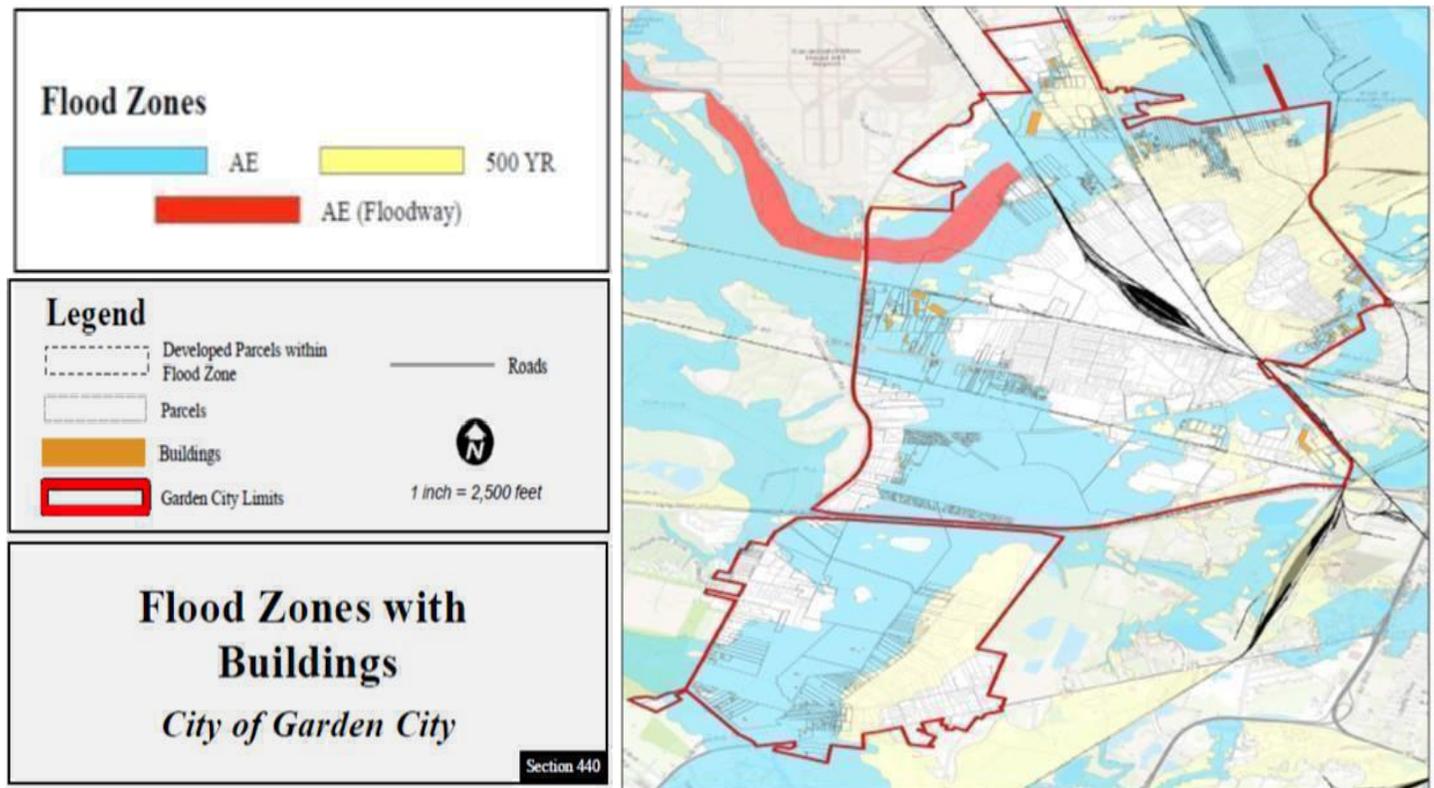
The final draft of the Program for Public Information, recommended by the entire committee at the meeting held on April 12, 2017 was sent to Janice Mitchell of FEMA Region IV requesting any comments she may have on the draft document. The document was then presented to City Council, which is a body elected by the citizens of Garden City as the final decision making body.

Goals: The members of the PPI Committee share a common vision for a better informed public that is educated about the flood risks, what they can do to decrease future damage, and the benefits of flood insurance. The PPI Plan is the tool to achieve that vision. The City's PPI Committee is recommending two goals and supportive objectives.

1. Through the outreach materials and methods, encourage property owners and residents to adopt behaviors that improve flood hazard preparedness and decrease future flood damage:
 - a. Provide relevant information to property owners and residents regarding flood hazards; place added focus on residents in special flood hazard areas and those areas that may be re-mapped to be located within the Special Flood Hazard area.
 - b. Provide detailed information to inquirers through website and publications. Encourage businesses to place brochures within sight of residents and visitors alike, to make them better informed.
 - c. Provide quick response to residents after they have been flooded. Have relevant information they may need available and ready to distribute.
2. An aggressive campaign will begin in getting the information to the public using the following guidelines:
 - a. Share resources with other organizations to ensure information is getting to diverse groups.
 - b. Outreach is imperative. Committee members including stakeholders agreed to do outreach during community and/or business meetings. These outreaches are considered projects and should be recorded.
 - c. Activities should be recorded for assurance of credits.

Community Needs Assessment

The City of Garden City has many assets that make it a wonderful place to live, work and visit. As of the 2014 census, the city had a population of 8,994. Approximately one-third of the city is currently located within a special flood hazard area (SFHA). The majority of homes and businesses within the SFHA are older homes and businesses built prior to the FEMA FIRM Maps. Most of these homes and businesses are slab on grade and therefore susceptible to flood damage. The committee agreed there is a need for more outreach for those areas located within flood hazard areas and floodways as they are subject to flooding and owners need to be aware of the potential damage flooding can bring, which is not generally covered by home owners insurance.



Advance preparation and planning for a flood can be critical in emergency situations, especially for special or critical populations. The committee discussed several growing target audiences which reside in and out of the SFHA. A few of those audiences discussed are the elderly population, real estate companies, lending companies, builders/contractors, youth organizations, flood prone areas, and the Spanish speaking communities. The median age of the population is increasing within Garden City. In 2017, approximately 14% of the City's population is over the age of 65. The percentage of Hispanic and Latino residences is also increasing in the City. As of early 2017, the Hispanic/Latino population has increased to 18%. The city has seen an increase in building and development permits. Many of the permits are renovations of pre-war homes for growing families. The committee agreed there needed to be a stronger outreach to the citizens and property owners throughout the city, to educate on the potential hazards of flooding and other natural hazards common to the city.

Flood Hazards: The City of Garden City is exposed to flooding from hurricanes, severe thunderstorms, tropical storms and storm surges from the Atlantic Ocean. The city also receives stormwater from surrounding areas of the unincorporated parts of Chatham County and neighboring communities that abut the city. Heavy rainfalls allow for flooding in low lying streets and property. The areas that flood in the city aren't as numerous as they once were. However heavy rainfall within a few hours causes drain pipes to fill more quickly and street flooding occurs. In some parts of the city, areas can be effected from sheet flow during heavy rains, surcharged drainage systems and additional coastal-related sources such as daily tidal fluctuations. The committee discussed those needs and recommended updates and additions to the city's Flood Warning and Response Plan. The recommendations included updating the city's website to include an evacuation map showing shelter locations, and precautions to take when a flood warning has been disseminated. It was further recommended that the website contain real time reporting gages information from the NWS, or a State agency. The committee also wanted to inform the community of the new FEMA FIRM. The new mapping information was discussed to add to the city's website.

Flood Insurance Data

One readily available source of information on flood hazards is flood insurance data. The city obtained insurance zone and insurance occupancy's from the NFIP Community Information System (CIS), which is used to formulate the following tables. Flood insurance is required as a condition of Federal aid or a mortgage or loan that is Federally insured for a building located in a SFHA. The committee noted a lot of the homes in the city are Pre-Firm with no mortgages and therefore are not required to have flood insurance. The City of Garden City (See Tables 1 – 3) currently has 1478 improved buildings in the SFHA AE zones. The community has no SFHA V or VE zones. However there are only 245 active Flood policies in effect.

Table 1

Percentage of Buildings Insured			
Flood Zone	Policies	Properties	Percentage
X	114	2810	4%
AE	129	1478	9%

Table 2

Policy Break-down			
Structure Type	Number Policies in Force	Premium	Insurance in Force
Single Family	167	\$123,389	\$37,728,200
2-4 Family	3	\$942	\$739,400
All other residential	0	\$0	\$0
Non-Residential	75	\$157,064	\$28,477,600
Total:	245	\$281,395	\$66,945,200

Table 3

Pre-Firm Policies in Force			
Flood Zone	Pre-Firm	Premium	Insurance in Force
X	72	\$28,142	\$20,601,400
AE	59	\$90,628	\$9,765,800
Total:	131	\$118,770	\$30,367,200

Table 4

Post-Firm Policies in Force			
Flood Zone	Post-Firm	Premium	Insurance in Force
X	42	\$55,362	\$15,921,900
AE	70	\$106,063	\$20,589,500
Total:	112	\$161,425	\$36,511,400

Flood Insurance Assessment

The committee agreed a Flood Insurance Assessment was needed in order to evaluate the City for areas that may need to purchase flood insurance, and the possible need for additional insurance coverage.

The PPI committee reviewed the summary data in Table 2, which provides policy breakdown by structure type. City staff divided the amount of coverage (insurance in force) by the number of policies in force to determine the average amount of coverage by category. The results are shown below in Table 5 with the new, locally determined, “average coverage” column added.

Table 5

	Policies in Force	Premium	Insurance in Force	Average Coverage
Single Family	167	\$123,389	\$37,728,200	\$225,917
2-4 Family	3	\$942	\$739,400	\$246,467
All other residential	0	\$0	\$0	\$0
Non-Residential	75	\$157,064	\$28,477,600	\$379,701
Total:	245	\$281,395	\$66,945,200	\$852,085

After reviewing the information in Table 5, the committee felt the average coverage was adequate for the area based on current building values and cost of construction.

Next the committee reviewed Table 6 shown below , which breaks down the policies in force, number of buildings in the city based on occupancy and the percentage of those structures that have flood insurance. Staff first had to determine how many buildings were currently located in the city limits. Using the City’s 2013-2022 Comprehensive Plan and the City's GIS system staff concluded there are 4288 buildings in the city limits, of which 1478 are in the SFHA. There are 2830 single family dwellings, 214 all other residential uses (2-4 family, all other residential), and 1244 non-residential buildings. Using this information Table 6 was created.

Table 6

	Policies in Force	Number of buildings in town	Percentage
Single Family	167	2830	6%
All other residential uses (2-4 family and all other residential)	3	214	2%
Non-residential	75	1244	6%

After reviewing Table 6, the committee concluded the percentage of single family and all other residential uses was not a sufficient ratio of insured buildings, and the number of policies may increase with the information provided to those property owners through the “Target Audience” information. Non-residential buildings policies in the City of Garden City should be significantly higher, considering the number of commercial buildings located within the SFHA. The committee also reviewed the information provided in Table 3 (Pre-Firm Policies in Force). It was determined that the majority of pre-firm structures in the AE Zones have no mortgage and do not require flood insurance. The committee recommendation was to inform the property owners of the importance of Flood Insurance and to better explain the vulnerability of a structure that is located within a flood zone. The recommendation was also to educate all property owners and residences in the city of the advantages of having a flood insurance policy. It was further recommended to inform the owners and residents not in the SFHA that there is a risk of flooding beyond the SFHA. The committee agreed through posting materials on the City's website, sending materials in water bills and targeted audience mailings, handing out materials door to door and at various events that the number of policies within the city would increase.

The committee, during the annual evaluation of the PPI will also reassess its flood coverage and update the information with current data each year. The new information will be used to update the level of coverage and consider new conclusions and recommendations after reviewing the data.

Repetitive Loss Properties

The city has been very pro-active in its efforts to reduce flooding within the city by aggressively addressing large drainage problems which lead to flooding and repetitive loss. As a result, the city has only two repetitive loss properties and no severe repetitive loss. The city completed the adoption of a Stormwater Master Plan in 2015 that has laid the foundation for the City's future Capital Improvement Program for drainage to better address flooding issues throughout the City. In 2015 the City also participated in and completed the adoption of a Multi-Jurisdiction Pre-Disaster Hazard Mitigation Plan. The city's website has been updated to include a copy of both of these plans.

Social and Economic Needs

Because of the aging population within the City of Garden City, unique methods must be considered in order to get information out. Many elderly do not use the current, newer technology available, such as computers, the internet or social media. The group agreed this was a unique situation to our small city that must be addressed in order to make the program work effectively. In addition, many properties within the city are "rental homes", these properties owners are best reached by mailings, and postings on the city website.

Target Audiences

After consideration of the community assessment results, the group agreed on five target audiences that would benefit most from public information outreach:

Target audience #1 – Real Estate, lending companies and builders: These companies are key to conveying information about flood hazards and the need for flood insurance. Building contractors need to know the construction rules, post disaster repair rules that could help their customers protect their homes from flooding.

Target audience #2- Youth: The committee wants to makes sure that the youth in the city are trained to know what to do if a flood should happen. Also the committee wants to educate them on the importance of keeping water drains clean and clear.

Target audience #3 - Elderly residents in the SFHA: The committee wants to help the city's 14% elderly population to be ready if a flood should happen.

Target audience #4 – Spanish speaking communities: 18% of Garden City's population is listed by the US Census as Hispanic or Latino. It is important that they have translated information on flood insurance, flood preparedness and what to do if an event should happen.

Target audience #5– Flood prone areas: Residents in these communities who rent or buy need to understand what flood zone their properties are located in and the need to have flood insurance. Also the committee wants to help this group to understand the importance of an evacuation plan, and understand the dangers of standing water. The committee also wants to inform the group of the new FEMA FIRM. Yearly mail-outs regarding the need for flood insurance are also mailed to all property owners within the city limits.

Existing Public Information Efforts

Knowing what other public information is reaching the City of Garden City's residents is a key part of developing a Public Information Program. The program is designed to build community resilience to flooding by influencing residents to adopt behaviors to improve flood hazard preparedness and decrease future flood damage. The committee reviewed the city's website materials and handouts, and recommended various updates and additions to current materials and services posted. The committee also recommended links to additional outside resources be posted on the city's website.

Table 7 contains initiatives that are in place that support the goal and CRS messages. The list was composed through city staff research and PPI Committee members.

Table 7 Existing Public Information Efforts (EPIE)

Existing Public Information Efforts (EPIE)			
Organization	Project	Subject Matter	Frequency
Planning, Building and Zoning Department	Floodplain Workshops	Know the Flood Hazards, be prepared, various flood-related topics.	Semi-annually
	Handouts and brochures at various locations.	Various flood-related topics	Year-round
	Map inquiry service	Flood hazard areas, insurance, flood protection	Year-round
	Elevation Certificates	Elevation Certificates for properties within the city	Year-round
Special Projects/Public Information	Sea Level Rise Panelist and Workshop	Flooding, sea level rise, mapping changes, drainage, community planning	February
	MS4 Stormwater Permit Stakeholder Meeting	Stormwater, mapping, outreach, floodplains	Once a year
	Savannah State University/Armstrong University Class	Water quality, sea level rise, flooding, mapping, GI/LID	Once a year
	Facebook messages	Various flood-related topics	Year-round
	Website	Various flood-related topics	Year-round
	Newsletters	Various flood-related topics	Quarterly
City Water Department	Flyers in water bills	Are you prepared? 10 Facts that every Garden City resident should know.	Once a year
	Billing mailings	Messages: No dumping of debris in ditches, canals, etc.	Year-round
City Public Works Department	MS4 Projects: Marking drains; cleaning drains and drainage ways	Take care of your storm drain. Protect water quality, no illegal dumping	Year-round
City Library	Brochures	Various flood-related topics	Year-round
Insurance Agencies	Handouts on flood Insurance	Flood Insurance and Know Your Zone	As needed
Chatham Emergency Management	"Know Your Zone"	Hurricane preparation tips; Evacuation routes and tips; Know your zone maps; Contact information	Year-round

Agency	Twitter	Various flood-related topics	Year-round
	Facebook	Various flood-related topics	Year-round
	Website	Various flood-related topics	Year-round
	Handouts and brochures	Various flood-related topics	Year-round
American Red Cross	Website	Various flood-related topics	Year-round
	Emergency Supplies	Available at Red Cross Office	Year-round
	National Preparedness Month	Various flood-related topics	September
Chatham County Comcast Channel 16	Website	Hurricane tracking maps; Know your zone maps; Evacuation; Various flood related topics	Year-round
	You tube		Year-round
	Twitter		Year-round
	Mobile device		Year-round
	Television		Year-round
City of Savannah Channel 8	Website	Hurricane tracking maps; Know your zone maps; Evacuation; Various flood-related topics	Year-round
	You tube		Year-round
	Twitter		Year-round
	Television		Year-round
Georgia Department of Natural Resources	Flood Risk Management for the Public	Various flood-related topics	Year-round
Ocean and Coastal Resource Management (OCRM)	Coastal Zone Management Program	Permitting authority over land-disturbing activities in the critical areas of the coastal zone and indirect management authority of coastal resources within the coastal zone outside of the designated critical areas	Year-round
Chatham County-Savannah Metropolitan Planning Commission	Stormwater Education	Various stormwater-related topics; floodplain management, water quality, contacts and more	Year-round
	GIS Day	Floodplains, mapping, drainage, SLR	November
	Hurricane Expo	Various flood-related topics	June

Projects and Initiatives

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

- Realtors, lending companies and builders
- Youth
- Elderly residents located in the Special Flood Hazard Area (SFHA)
- Spanish speaking communities
- Property owners/residents who are located in the Special Flood Hazard Areas (SFHA)

The group selected ten key topics that need to be disseminated to the audiences. The first six are the same as the six priority topics for the CRS. Four more were added by the group. Table 8 contains the priority topics, priority messages and the desired outcomes.

Table 8 Messages and Outcomes

Priority Topics	Message	Outcome
1. Know your flood hazard	A. Before a storm, know your risk of flooding, Ask "What flood zone am I in?"	Increase in the number of map information inquiries
	A1. Learn to read a flood map	
2. Insure your property for your flood hazard	B. Buy flood insurance, it is important	Increase in the number of flood insurance policies
	B1. Standard homeowners or commercial policies will not cover damage to structures or contents	
	B2. Everyone can and should buy flood insurance, even if you're not in the SFHA	
3. Protect people from the hazard	C. Stay clear of standing or moving water, may be deeper and stronger than you think	Stop preventable accidents by staying away from standing or moving water.
4. Protect your property from the hazard	D. Elevate your home, Get an Elevation Certificate	Increase in the number of Elevation Certificates on file, inquiries about flood zones, retrofitting and property visits. Raise awareness of the types of protection measures and sources of financial assistance
	D1. Invite your floodplain manager to visit your property	
	D2. Call your floodplain managers office ask about financial assistance	
5. Build responsibly	E. Call your floodplain managers office ask about elevating and retrofitting your structure	Increase number of permits for flood protection projects, reduce number of building violations in the SFHA
	E1. Get a permit before you build or repair.	
6. Protect natural floodplain functions	F. Keep our drains clean, only rain down the drain	Improve water quality by decreasing water pollution and dumping in storm drains
7. Hurricane preparedness	G. Have an evacuation plan, have an emergency kit	Raise awareness of the need to be prepared, develop family emergency plans, increase community-wide emergency planning
8. Floodplain regulations	H. Know the flood regulations for redirecting drainage away from buildings and construction berms	Increase planning of flood protection projects, decrease damage of structures in the SFHA
9. Flood warning	I. How you will be notified in an emergency can be found at http://www.chathamemergency.org/preparedness	Decrease water rescues, reduce number of calls to 911 for non-life threatening emergencies
10. Protect MS4	J. No dumping	Reduce amount of debris removed by public works

The overall strategy is to make information more readily available to the target audiences in a manner that will encourage each audience to adopt behaviors to improve preparedness and decrease future flood damage. Table 9 of this document provides a comprehensive list of the program elements, which include various public information pieces, website information and city flood hazard meetings. There are 12 projects and initiatives that would be implemented during 2017.

Newly proposed projects, developed through discussions at the committee meetings, are highlighted below as well as any continued projects that the committee feels should be publicized more:

- Illicit dumping in storm drains needs to become a focus of the City. In addition to the current "No Dumping" signs placed on the storm inlets, implement a program through the Stormwater Management Ordinance for posting "No Dumping" signs at key locations in the drainage system that may prevent dumping as well as publicizing drainage system maintenance and the regulations that prohibit dumping should be a yearly event (SDR).
- The City's CRS Coordinator will continue to publicize one on one site visits to answer inquiries, provide flood protection assistance and financial assistance information.
- The CRS Coordinator will hold at least two meetings annually to let property owners know what measures can be taken to reduce their damages.
- City Council will sponsor a public outreach meeting yearly to encourage the purchase of flood insurance within the City. All property owners within the city will be invited.
- A letter, signed by the Mayor will be sent to all property owners within the city yearly encouraging all property owners to purchase flood insurance. The letter will explain the importance of having flood insurance and remind property owners that most homeowner's insurance policies do not cover flooding.
- The City CRS Coordinator will print a supply of outreach materials that list key flood-related websites. The letters would be made available at offices such as City Hall reception area, Planning, Building & Zoning and Public Works Department.
- The City developed and implemented a GIS System for the City. This system will allow for all drainage pipes to be drawn and labeled as to size and what city retention pond they lead too. Each property in flood zone could be identified, with information from the elevation certificate as to the BFE and the ground elevation for property owners and future property owners alike. This would establish a better understanding of flood requirements and regulations. This system could also maintain records for accumulation of projects per parcel and assist in identifying any "Substantial Improvement"
- Develop a system through Neighborhood watches and associations that ensures the elderly will be made aware of storms in advance; establish a point of contact that will check to ensure they get all pertinent information needed before, during and after a flood event.
- The city works with the Chatham County Emergency Management office publicizing CEMA's "CEMA Alert System" to make residents aware of approaching storms and where shelters are located.
- Partner with local churches and organizations to help inform the public of hazardous weather conditions as well as upcoming workshops held by the City.

Flood Response Preparations

In addition to projects that are implemented every year, the PPI Committee recommends projects that will be implemented during and after a flood. These projects are drafted and made ready for reproduction and dissemination after a flood warning. Such projects are listed in Table 10.

Annual Evaluation

The PPI Committee will meet at least twice a year, to evaluate the Plan and incorporate any needed revisions. The evaluation will cover:

- A review of the projects that were completed
- Progress towards the desired outcomes
- Recommendations regarding projects not completed
- Changes in the target audiences
- The evaluation report will be submitted to City Council for review and as part of the City's annual recertification package to the Community Rating System.
- The evaluation report will be submitted as part of the City's annual recertification package to the Community Rating System.

Adoption

This document will not be in effect until it is approved by the City of Garden City's City Council.

Council approval date:

Date:

Acronyms:

AE Zone: 100 – year floodplain mapping by FEMA with base flood elevations

CFM: Certified Floodplain Manager

CRS: Community Rating System

SFHA: Special Flood Hazard Area

MS4: Municipal Separate Storm Sewer Systems

OP: Outreach Projects

PPI: Program for Public Information

OCRM: Office of Ocean and Coastal Resource Management

EPIE: Existing Public Information Efforts

FRP: Flood Response Preparation

Table 9

Community Rating System Program of Public Information in Garden City, Georgia						
Target Audience	Message (See Table 8)	Outcome (See Table 8)	Project(s)	Assignment	Schedule	Stakeholders
Target Audience # 1 Real Estate, Lending Companies and Builders	B, B1, B2, D, D1, E, E1, H	B, B1, B2, D, D1, E, E1, H	OP # 1 Flood Class at the Savannah Area Realtors Office on Hodgson Memorial Dr	Jeff Brady	6/22/17 11/16/17	Insurance Companies, Realtors, Mortgage Lending Companies
	B, B1, B2, D, D1, E, E1, H	B, B1, B2, D, D1, E, E1, H	OP # 2 Homebuilders Association Meeting	Jeff Brady	As Needed	Homebuilders Association, Local Builders, Insurance Companies, Realtors, Mortgage Lending Companies
	B, B1, B2, D, D1, E, E1, H	B, B1, B2, D, D1, E, E1, H	OP # 3 Hurricane Expo Flood Booth	Ron Alexander	6/3/2017	Local Builders, Insurance Companies
Target Audience # 2 Youth	A, A1, C, F, G, I, J	A, A1, C, F, G, I, J	OP # 4 Fire Safety / Flood Safety Presentation at local schools	Ron Alexander	Fall	Floodplain Managers City and County Staff
	A, A1, C, F, G, I, J	A, A1, C, F, G, I, J	OP # 5 GIS Day	Jackie Jackson	November	
Target Audience # 3 Elderly Residents in the SFHA	A, B-D, D2, E, E1, G, I	A, B-D, D2, E, E1, G, I	OP # 6 Hurricane Awareness Visits	Ron Alexander	Monthly	City and County Staff
Target Audience # 4 Spanish Speaking Communities	A, B, B1, B2, C, D, E1, F, G, I, J	A, B, B1, B2, C, D, E1, F, G, I, J	OP # 7 Handouts in Spanish	Shaun West	Fall	

Table 9

Community Rating System Program of Public Information in Garden City, Georgia						
Target Audience	Message (See Table 8)	Outcome (See Table 8)	Project(s)	Assignment	Schedule	Stakeholders
Target Audience # 5 SFHA	A, B, B1, B2, C, D, D1, D2, E1, F, G, I, J	A, B, B1, B2, C, D, D1, D2, E1, F, G, I, J	OP # 8 Packet of information given door to door in flooded neighborhoods	Sharon Bethune Youth Works Planning, Building and Zoning Department	July	City and County Staff
Target Audience # 5 All properties in the City	A-G, I, J,	A-G, I, J,	OP # 9 Annual Mailings to Garden City Residents	Water Department Planning, Building and Zoning Department	June	City and County Staff
	A-J	A-J	OP # 10 Housing Fair Flood Booth	Sharon Bethune Planning, Building and Zoning Department	September	Floodplain Managers City and County Staff
	B, B1, B2	B, B1, B2	OP # 11 Flood insurance letter signed by the Mayor mailed to all property owners	Don Bethune Planning, Building and Zoning Department	October	
	F, J	F, J	OP # 12 Stormwater Stenciling	Ron Alexander Jackie Jackson City Public Works	Year-round	City and County Staff School Groups

Table 10

Flood Response Preparation Projects						
Target Audience	Message	Outcome	Project(s)	Assignment	Schedule	Stakeholder
Flooded Property Owners and Residents	B, B1, C, D, D1, D2, E1, I	B, B1, C, D, D1, D2, E1, I	FRP Project # 1 Handouts that include: Flood safety and grant programs	Ron Alexander Planning, Building and Zoning Department	Following a flood	
	B, B1, C, D, D1, D2, E1, I	B, B1, C, D, D1, D2, E1, I	FRP Project # 2 Radio Public Service Announcements	Emergency Manager Public Information Office	First flood notice	
	B, B1, C, D, D1, D2, E1, I, G	B, B1, C, D, D1, D2, E1, I, G	FRP Project # 3 City Website	Emergency Manager Public Information Office	First flood notice	