

JEFFERSON PARISH



JEFFERSON UNITED MITIGATION PROFESSIONALS MULTIJURISDICTIONAL PROGRAM FOR PUBLIC INFORMATION

2017
ANNUAL EVALUATION REPORT



Program for Public Information Annual Evaluation Report 2017

Unincorporated Jefferson Parish, the Cities of Gretna, Harahan, Kenner, and Westwego, and the Town of Jean Lafitte, all located within Jefferson Parish, are impacted by some form of flooding. These communities, who participate in the Community Rating System (CRS), also make up the parish-specific CRS User Group known as Jefferson United Mitigation Professionals (JUMP). Part of JUMP's mission is to take action in protecting the people and property of Jefferson Parish from future flooding.

In an effort to inform and better prepare its residents, JUMP has developed a Multi-Jurisdictional Program for Public Information (MJ-PPI). This program serves as an official strategy for joint education and outreach efforts focusing on flood protection. The benefits of a MJ-PPI include a more comprehensive outreach approach by providing communities and residents with clear, coordinated messages that are delivered in a manner that is cost-effective and consistent. The better access flood-prone residents have to flooding information such as their vulnerability to the flood risk and impacts, the higher likelihood these residents will be prepared to take action in reducing their risk. The result is a well-informed public, safer living environment, and lower costs associated with flood loss.

The PPI was developed over several years and finalized and adopted in late 2015. Over 100 projects were identified. Roughly 60 of those projects were ongoing projects already being implemented by various departments. The other 50 were developed by the PPI Committee. Through the process of developing the PPI, the committee built upon the six required CRS topics with three additional topics and identified 11 target audiences to whom the outreach messages should be delivered. JUMP has been implementing the PPI for two years.

The PPI Committee is tasked with evaluating the PPI each year to ensure the projects maintain their relevance and feasibility and to track progress and outcomes. The PPI Committee met on August 22, 2017 to work through the evaluation process. The list of committee members who attended the meeting can be found at the end of this report.

The spreadsheet that follows provides a status update for each active project. The committee looked at whether or not the project was implemented, if there were any measurable outcomes, and recommendations on continuing or discontinuing the project. Here is a summary of changes/recommendations as approved by the committee:

General Changes:

- Per the 2017 CRS Manual, target audiences are now referenced as “priority” audiences. Updated project table heading to reflect priority audiences.
- Separated out the three categories of projects to match the scoring sheet. The project table is now broken down by Outreach Projects (OP), Flood Response Preparation (FRP) Projects, and Coverage Improvement Plan Implementation (CPI) Projects.

Outreach Projects (OP):

- Changed OP#3 from ‘Flood Awareness Newsletter’ to ‘Mailer to RL Areas’.
- Updated the project table column *CRS Community to Get Credit* to:
 - Include “All” for OP#3, OP#12, OP#23, OP# 50, OP#52

- Add all of the Co-Permittees to OP#20 to include JP, Gretna, Harahan, Kenner, and Westwego
- Remove Kenner from OP#36 and make Kenner TV its own OP – see OP#115
- Add Jean Lafitte to OP#54
- Add Gretna and Kenner to OP#56
- Changed the *Who will Complete* to Floodplain Management for OP#9 and OP#111.
- Merged Beach Sweep and Spring Sweep (OP#23 and OP#30) and renamed as OP#23 Lake Pontchartrain Basin Foundation (LPBF) Sweep since they are so closely related and promote the same message.
- Added the West Branch of the Southeast LA Flood Protection Authority to OP#64.
- Renamed OP#67 to LA Emergency Preparedness Guide and list GOHSEP as the Stakeholder.
- Simplified OP#70 to Priority Audience 11. General Public. Decided on the Associated Food Stores Checklist and marked it as Stakeholder credit in the project table.
- Updated OP#87 to include government buildings.
- Added three additional projects:
 - OP#115 Kenner TV
 - OP#116 Bus Shelters
 - OP#117 Interior Bus Cards
- Discontinued the following outreach projects because they are not creditable under this activity (website items), are not feasible to implement, are too closely related to another project, or no longer align with JUMP’s PPI goals:
 - OP#10 Video on website
 - OP#13 St. Joachim Family Expo and Craft Show-Table
 - OP#17 Flood-related Links on Website
 - OP#19 “Enviro Scape” Poster and Essay Contest
 - OP#25 MS4 Program
 - OP#26 Workshop-Managing Stormwater in Functional Landscapes
 - OP#27 Lake Pontchartrain Basin Foundation Lake Fest
 - OP#28 Jefferson Beautification Inc. Earth Day
 - OP#30 Spring Sweep (deleted from project table but merged with OP#23)
 - OP#31 Civic Association Clean Up Events
 - OP#32 Stop the Trash Bash
 - OP#34 EPA Trash Free Waters
 - OP#42 JP App
 - OP#46 Link to FloodSmart Website
 - OP#49 Regional Teen CERT Camp
 - OP#51 Gretna Heritage Festival - booth
 - OP#59 Flood Mapping Portal
 - OP#60 Floodhelp Portal
 - OP#71 Substantial damage/improvement (and ICC)
 - OP#73 Health fairs
 - OP#77 High School Senior Service day-clean up
 - OP#78 Speak at Chamber luncheons
 - OP#79 Business Continuity Workshops with a focus on flood and hurricane preparedness
 - OP#80 Flyer-Flood Facts for Businesses
 - OP#83 Flooded Streets Video
 - OP#84 Rallies at schools/School fairs

- OP#85 Window Punch (with message imprinted)
- OP#86 Create a laminated information card with emergency procedures
- OP#90 PSA
- OP#92 Flood history of target property
- OP#99 Disseminate brochure describing FEMA's flood zones, BFE, and the cost of a flood
- OP#105 JP TV (in other languages)
- OP#109 YouTube Video on Flood Insurance or Letter (renamed as CPI#1)
- OP#110 One-pager on new HFIAA surcharge
- OP#112 Pilot "Flood Club" Program with Jefferson Parish Credit Union
- OP#113 Link to NOMAR's Website

Flood Response Preparation (FRP) Projects:

- Added a priority audience titled “100% of the properties that were flooded” for Flood Response Preparation (FRP) projects. This addition will allow for targeted project points for FRP projects. Also updated this addition in the body of the PPI document.
- Renamed FRP#2 to ICC Trifold Brochure
- Added the following newly identified FRP projects:
 - FRP#4 Permit Requirements Panel
 - FRP#5 Plastic Bag
 - FRP#6 ICC News Release

Coverage Improvement Plan Implementation (CPI) Projects:

- Renamed OP#109 to CPI #1 for scoring purposes
 - renamed project title to Video or Letter on Flood Insurance
- Numbered new projects identified last year as CPI#2 Flood Promotion Pens (renamed to Flood Insurance Promotion Pen) and CPI#3 Digital Billboard for scoring purposes.

For ease of viewing, the spreadsheet that starts on page 6 includes only the projects agreed upon for continuation. To request a copy of the master list of original projects, contact Maggie Olivier at molivier@jeffparish.net.

At the meeting, various project boards were on display to showcase the new projects created this past year including our mitigation champion in the form of Marsha the Pelican. Marsha was created to help brand our outreach efforts. The committee was provided the opportunity to offer comments and suggestions on each project board – Marsha Board, OP Board, FRP Board, and Stakeholder Items. Very few comments were offered, but we did get two great questions to consider for drivers who find themselves on flooded streets. The questions are:

- Do people know what to do after they abandon their car to walk to high ground?
- How long do they have before having to pick it up?

These are great questions for us to consider as we approach our outreach designs for drivers in the coming year.

As part of the annual evaluation, the PPI Committee also reviewed the Flood Insurance Assessment and analyzed the 2017 NFIP policy data to gauge if completed projects had a positive effect on Jefferson Parish flood insurance policies – both on policy count and amount of coverage. Tables 1 and 2 provide an overview of 2017 policy data compared to 2015 policy data.

Difference from 2015 to 2017		
Community	Policies	Total Coverage
JP	-3808	(\$438,667,600)
Gretna	-302	(\$38,695,300)
Harahan	-28	\$14,509,100
Kenner	-167	\$34,885,800
Westwego	-120	(\$8,336,800)
Jean Lafitte	-8	(\$219,300)

Table 1 Total Coverage

Zone	Community	Policies	Total Coverage
A/AE	JP	-1,354	(\$1,721,000)
	Gretna	-146	(\$23,789,500)
	Harahan	19	\$10,846,000
	Kenner	-59	\$56,837,600
	Westwego	-50	(\$2,471,500)
	Jean Lafitte	-6	(\$219,300)
AO	JP	-5	\$4,450,100
VE	JP	25	\$2,264,500
X	JP	-2,451	(\$442,934,500)
	Gretna	-156	(\$14,905,800)
	Harahan	-47	\$3,663,100
	Kenner	-104	(\$21,820,200)
	Westwego	-70	(\$5,865,300)

Table 2 Coverage by Flood Zone

Table 1 shows there was a decrease in policies for every community from 2015 to 2017. Jefferson Parish lost almost 4000 policies and nearly \$500M in coverage. Gretna lost 300 policies while the other communities lost fewer than 170. Even with the decline in policies, Harahan and Westwego gained coverage. Table 2 breaks the policy count down by flood zone and illustrates that the majority of policies dropped were in Zone X. There are several reasons for this decline in policies. If a structure is in Zone X, there is no requirement to have flood insurance. Additionally, if a property is in Zone A/AE, AO, or VE and the owner does not have a mortgage on the property, then flood insurance is not required. We also know that with the rising cost of flood insurance, it is no longer affordable for some property owners so if they are not required to have it, they are choosing not to.

If we compare the 2016 data to the 2017 policy data, the decrease of policies has slowed tremendously this past year. Jefferson Parish lost a total of 432 policies, Gretna lost 28, and Jean Lafitte lost 5. These numbers are substantially less than the amount of policies lost in 2015. On the other hand, Harahan, Kenner, and Westwego saw increases in policies and coverage this year. Harahan added 65 policies, Kenner added 173 policies, and Westwego added 25 policies. These additions are a step in the right direction.

The two tables below look at how much of the Jefferson Parish housing stock is currently insured. Table 3 is broken down by occupancy (residential and non-residential) and Table 4 by flood zone (AE and X).

Residential vs. Non-Res		
Community	Residential	Non-Res
JP	78%	54%
Gretna	42%	33%
Harahan	63%	32%
Kenner	71%	50%
Westwego	37%	42%
Jean Lafitte	14%	23%

Table 3 Percent Insured by Occupancy

Flood Zone-AE vs X		
Community	AE	X
JP	73%	53%
Gretna	39%	39%
Harahan	66%	67%
Kenner	83%	55%
Westwego	46%	36%
Jean Lafitte	15%	-

Table 4 Percent Insured by Flood Zone

Across all jurisdictions, 50% or less of the non-residential structures are currently insured (Table 3). When we look at the breakdown by flood zone in Table 4, Zone X has the lower percentages of insured structures, except for Harahan. This is likely due to the fact that Harahan is mostly designated as Zone X so more of their structures are in that zone.

In summary, even though we lost a collective 4,433 policies since the inception of this Program for Public Information two years ago, we only lost a collective 465 policies since 2016. That is a remarkable improvement. It appears that implementing our PPI projects may be having a positive effect on helping us attain our PPI goal of increasing flood insurance policies (or at least halting the dropped policies). The data tables tell us that we need to focus our efforts on property owners of non-residential structures and Zone X structures, particularly with our 2018 Flood Insurance Rate Maps coming out where more than half of the structures are moving to Zone X.

After reviewing the Flood Insurance Assessment, the committee participated in a group activity to help provide a fresh prospective on messages for drivers in South Louisiana dealing with flooded streets. Each committee member was able to provide suggestions for new messages and then vote on their favorite for most effective message. The input sheets are attached at the end of this report for review. The green sticker means they loved it and the red sticker indicates they hated it. JUMP will take these suggestions into consideration as projects are drafted in the coming year.

The PPI Committee is continuing to implement and refine the PPI so that flood insurance is seen as a necessity and the efforts put forth by the committee help to keep it affordable.

This evaluation report was submitted to the Jefferson Parish Council on December 29, 2017.

Outreach Projects (OP)	Priority Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Oct 2015-Sept 2016 Implementation	Measured Outcomes	Recommendations	Oct 2016-Sept 2017 Implementation	Measured Outcomes	Recommendations
Outreach Projects (OP)															
OP#1 Grant opportunities to RL/SRL homeowners-mailout	1.SRL/RL Properties	Mitigation grants may be available for your property based on flood claims history. Contact the Jefferson Parish Department of Floodplain Management and Hazard Mitigation at 504-736-6540 to find out if you are eligible.	Increase the number of mitigated structures in the parish	No	Floodplain Management and HM	-	annually	-	All	mailed out at the beginning of the HMA 2016 Grant Cycle	165 applications received	continue	distributed in August 2017 at the beginning of the HMA 2017 Grant Cycle	209 applications received	continue
OP#3 Mailout to RL Areas	1.SRL/RL Properties	Based on your structure's history of flooding, you may be at a high risk for future flooding.	Inform RL HO of their risk and decrease # of flood claims	No	Floodplain Management and HM and Code Enforcement	-	annually	-	All	sent letter	residents inquire about grants	continue; change project from newsletter to just letter	sent mailer out in July 2017	residents inquire about flood zone and grants	continue
OP#4 Senior Expo	2.Senior Citizens	Know your flood hazard. Purchase flood insurance. Be safe in a flood. Protect your property from flood damage. Get necessary permits. Clean catch basins. Prepare for Hurricane Season.	Inform Seniors of Flood Safety and Insurance so they stay safe	No	Citizens Affairs	-	every March	-	All	participated in March 2016	Senior citizens better informed of flood risk	continue	participated in March 2017	Senior citizens better informed of flood risk	continue
OP#5 Annual Senior Luncheon-Table	2.Senior Citizens	Hurricanes can produce major flooding in Jefferson Parish. Ensure your property is protected from wind and flood. Check that your flood insurance policy is current and consider a separate policy for your contents. Renters can get flood insurance too. Evacuate to higher ground.	Seniors learn how to prepare for hurricanes and increase number of insurance policies	No	Emergency Preparedness	-	every May	-	JP	participated in May	better informed seniors; no mandatory evacuation or hurricane this year to test; policies decreased	continue	participated in May 2017	better informed seniors; no mandatory evacuation or hurricane this year to test; policies decreased	continue
OP#7 Brochure-Storm Water Program (2 languages)	10.Non-English Speakers (Span, Viet)	Keep drains clean from auto, yard, pet, cooking, and construction wastes.	Reduce the number of calls for drainage maintenance; cleaner Lake Pontchartrain	No	Envir Affairs	-	year-round	-	JP	ongoing	clean water samples	continue	ongoing	clean water samples	continue
	11.General Public			No						ongoing	clean water samples	continue	ongoing	clean water samples	continue
OP#8 Curb Marker (2 languages)	10.Non-English Speakers (Span, Viet)	No dumping in storm drains.	Reduce the number of calls for drainage maintenance; cleaner Lake Pontchartrain	No	Envir Affairs	-	year-round	-	JP	ongoing	clean water samples	continue	ongoing	less trash to get into the storm drains improving water quality and reducing flooding	continue
	11.General Public			No						ongoing	clean water samples	continue	ongoing	less trash to get into the storm drains improving water quality and reducing flooding	continue

Outreach Projects (OP)	Priority Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Oct 2015-Sept 2016 Implementation	Measured Outcomes	Recommendations	Oct 2016-Sept 2017 Implementation	Measured Outcomes	Recommendations
OP#9 Brooms to Basins	11.General Public	Keep storm drains clean and free of debris.	Improved drainage system and fewer complaints of backups	No	Floodplain Management	-	year-round	-	JP	ongoing	starting to track complaints	continue	ongoing	less trash to get into the storm drains improving water quality and reducing flooding	continue
OP#11 Safe House Open Houses	11.General Public	Safe Houses have been fortified to keep the pump operators safe during hurricanes.	Residents are more likely to evacuate	No	Drainage	-	annually	-	JP	provided at beginning of Hurricane Season	Too early to tell; no mandatory evacuation this year	continue	provided on the EB and WB at the beginning of Hurricane Season	Too early to tell; no mandatory evacuation this year	continue
OP#12 Brochure-All Hazards Preparedness Guide	11.General Public	Hurricanes can produce major flooding in Jefferson Parish. Ensure your property is protected from wind and flood. Check that your flood insurance policy is current and consider a separate policy for your contents. Renters can get flood insurance too. Evacuate to higher ground.	Residents learn how to prepare for hurricanes and have smoother evacuations	No	Emergency Management	-	year-round	-	All	ongoing	Too early to tell; no mandatory evacuation or hurricane this year	continue	ongoing	Too early to tell; no mandatory evacuation or hurricane this year	continue
OP#14 Presentations by request	11.General Public	Various Emergency Management and Hurricane Preparedness topics	Residents learn how to prepare for multi-hazards and protect themselves and their property	No	Emergency Management	-	year-round	-	JP	ongoing	residents have information on how to be better prepared	continue	ongoing; conducted more than 6 this year	residents have information on how to be better prepared	continue
OP#15 Brochures on Display at Office	11.General Public	Various Emergency Management/Flood/Hurricane-related topics	Residents learn how to prepare for hurricanes and increase number of insurance policies	No	Emergency Management	FEMA	year-round	-	JP	ongoing	readers have information on how to be better prepared	continue	ongoing	readers have information on how to be better prepared	continue
OP#16 Hurricane Preparedness Day	11.General Public	Hurricanes can produce major flooding in Jefferson Parish. Ensure your property is protected from wind and flood. Check that your flood insurance policy is current and consider a separate policy for your contents. Renters can get flood insurance too. Evacuate to higher ground.	Residents learn how to prepare for hurricanes and increase number of insurance policies; smoother evacuations	No	Emergency Management	-	every May	-	JP	Held May 23, 2016	too soon to tell	continue	Held June 1, 2017	no mandatory evacuation or hurricane this year	continue
OP#18 Brochure-Dept of Environmental Affairs	11.General Public	Recycle waste responsibly and keep the storm drains clean.	Cleaner water systems as noted by positive scores on water testing results	No	Envir Affairs	-	year-round	-	JP	ongoing	clean water samples	continue	ongoing	clean water samples	continue

Outreach Projects (OP)	Priority Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Oct 2015-Sept 2016 Implementation	Measured Outcomes	Recommendations	Oct 2016-Sept 2017 Implementation	Measured Outcomes	Recommendations
OP#20 "Non-Point Source Pollution/Solutions" Poster and Essay Contest	11.General Public	Keep pollutants out of the storm drains. Pollutants harm the receiving water bodies such as Lake Pontchartrain and Bayou Barataria and the sea life in them.	Educate school-age kids about keeping the bayous and ditches clean; maintain water quality; protect fish and other sea creatures	No	Envir Affairs	-	every April	-	JP, Gretna, Harahan, Kenner, Westwego (MS4 Co-Permitees)	completed	clean water samples	continue	961 students participated (3rd-8th graders)	fewer pollutants get into the storm drains resulting in clean water samples	continue
OP#21 Great American Clean Up	11.General Public	Pick up litter to make the community "Cleaner and Greener"	Reduce the number of calls for drainage maintenance; reduction in flooding	No	Envir Affairs	-	year-round	-	JP	participated on May 7, 2016	less trash to get into the storm drains	continue; reconsider anticipated outcomes	participated on May 13, 2017	less hazardous materials get into the storm drains resulting in clean water samples	continue
OP#22 Christmas Tree Recycling Program	11.General Public	Donate your Christmas tree and restore the marsh.	Rebuild and/or increase marsh area	No	Envir Affairs	-	every January	-	JP	ongoing	over 10,000 trees placed in shoreline fences in Goose Bayou in 2016	continue	participated on January 14, 2017	over 5,000 trees placed in shoreline fences in Goose Bayou to restore and protect Jefferson Parish's coastal wetlands	continue
OP#23 Lake Pontchartrain Basin Foundation (LPBF) Sweep	11.General Public	Protect the fish and turtles in Lake Pontchartrain by keeping trash out.	Maintain high levels of water quality and protect natural habitats	No	Envir Affairs	LPBF	every March and Sept	-	All	participated on Sept 17, 2016	1512 volunteers collected 11,728 lbs trash	continue	participated on May 20, 2017 and Sept 16, 2017	1331 volunteers collected 13,719 lbs of trash and 120 lbs of recycling	continue
OP#24 "Sewer Science" Water Treatment Lab in High Schools	11.General Public	Don't trash the Mississippi River. We rely on it for drinking water.	High school students learn about the environment; maintain high levels of water quality and protect natural habitats	No	Envir Affairs	-	Sept-March annually	-	JP	completed in 2015-16	better informed students	continue	completed in 2016-2017 school year	better informed students lead to improved water quality	continue
OP#29 Patrick Taylor Storm Drain Marking Event	11.General Public	Pick up litter to make the community "Cleaner and Greener". No dumping in storm drains.	Learn stream dumping regulations and improve drainage; maintain high levels of water quality and protect natural habitats	No	Envir Affairs	-	every March	-	JP	participated in March 2016	clean water samples and no dead zones	continue	80 students participated in May 2017	students learn to treat the environment well; less flooding in area and improved water quality	continue

Outreach Projects (OP)	Priority Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Oct 2015-Sept 2016 Implementation	Measured Outcomes	Recommendations	Oct 2016-Sept 2017 Implementation	Measured Outcomes	Recommendations
OP#33 Leaders Against Litter	11.General Public	Keep debris out of drains and ditches.	Learn stream dumping regulations and improve drainage; maintain high levels of water quality and protect natural habitats	No	Envir Affairs	-	every March	-		Participated in event held March 18, 2016 at Lafreniere Park	less trash to get into the storm drains	continue	Participated in event held March 10, 2017	over 100 bags of trash were collected by more than 15 community leaders; less trash to get into the storm drains improves water quality and reduces flooding	continue
OP#35 Map inquiry service	11.General Public	You may live in the Special Flood Hazard Area. Find out by requesting a flood zone determination online at www.jeffparish.net/index.aspx?page=3781 or call 504-736-6541.	Increase # of online requests and calls for zone designation	No	Floodplain Management and HM	-	year-round	-	All	ongoing	inquiries increased from 345 to 1,582 in one year	continue	ongoing	inquiries increased from 1,582 to 2,235 since last year	continue
OP#36 JP TV Channel (Hurricane Season PSAs, Evacuation Exercise, etc)	11.General Public	Hurricanes can produce major flooding in Jefferson Parish. Know your evacuation plan and get to higher ground.	Residents learn how to prepare for hurricanes and increase number of insurance policies; smoother evacuations	No	Public Information Office	-	year-round	-	JP	ongoing	no hurricanes or evacuations this year; policies decreased	continue; need to request how many hits various topics receive	ongoing	no hurricanes or evacuations this year; policies decreased	continue
OP#37 Flyers/handouts at office	11.General Public	Flooding can happen anytime. Retrofit your property to protect it from flood waters. Buy flood insurance.	Inform residents of the cost of flooding and increase the # of flood insurance policies	No	Floodplain Management and HM; Code Enforcement	-	year-round	-	All	ongoing	policy count down in 2016	continue but engage residents in conversation about the issues	ongoing	the public is better informed on flood protection	continue
OP#38 Water bill mail out	11.General Public	Know your flood hazard. Purchase flood insurance. Be safe in a flood. Protect your property from flood damage. Get necessary permits. Clean catch basins.	Citizens will be better prepared for floods and have fewer flood claims; increase number of online flood zone determination requests; protect natural habitats.	No	Floodplain Management and HM	-	annually	-	JP, Gretna, Harahan, Kenner, Jean Lafitte	sent with August 2016 water bill	received requests for four site visits this past year (Oct 2015-Sept 2016) compared to one the year before	continue	sent with August 2017 water bill	received requests for 6 site visits this past year	continue

Outreach Projects (OP)	Priority Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Oct 2015-Sept 2016 Implementation	Measured Outcomes	Recommendations	Oct 2016-Sept 2017 Implementation	Measured Outcomes	Recommendations
OP#39 Site visits	11.General Public	Call the Hazard Mitigation Office at 504-736-6541 to schedule a site visit to learn ways to retrofit or mitigate your property against flood waters.	Answer site-specific questions and encourage HOs to mitigate; increase # of mitigated structures	No	Floodplain Management and HM	-	as requested	-	JP, Gretna, Harahan, Kenner	JP conducted 4 site visits in 2016	3 of the 4 properties visited have been included in elevation grant app	continue	JP conducted 6 site visits this year	2 of the properties visited have been included in grant apps; others provided with retrofitting ideas	continue
OP#40 Presentations by request	11.General Public	Flooding can happen anytime. Retrofit your property to protect it from flood waters. Know your flood hazard. Buy flood insurance.	Inform residents of mitigation, the cost of flooding and increase the # of flood insurance policies	No	Floodplain Management and HM	-	year-round	-	JP, Gretna, Harahan, Kenner	presented at Young Insurance Professionals Mtg on 12/10/15 and Rotary Club Mtg on 5/17/16	not sure how to measure; policies decreased	continue and expand	presented at 4 LA SAFE meetings and a NOMAR Meeting during this timeframe	increase in request for flood zone determinations, grant requests, and site visits	continue
OP#41 Meet with realtors, home builders, contractors	11.General Public	Your clients may be in a Special Flood Hazard Area. Help them understand and prepare for their level of risk.	By sharing a consistent message with homebuyers/new buyers, they know about their flood risks and mitigation options	No	Floodplain Management and HM	-	as requested	-	JP, Gretna, Harahan, Kenner	met with HBA on 8/16/16 and 9/20/16	made HBA members aware of upcoming map changes	continue	met with HBA on 10/18/16, 12/6/16, and 1/17/17; met with 6 contractors on 4/6/17 and 4/11/17	made HBA members aware of impending changes in Ch.14 ordinance language	continue
OP#43 JP Library System	11.General Public	various FEMA brochures	Educate residents on the flood hazard, how to protect themselves and their property, and encourage mitigation	No	Floodplain Management and HM	FEMA	year-round	-	All	ongoing	need to measure how many brochures are taken each month	continue	ongoing	the public is better informed on flood protection	continue
OP#44 JP Employee Newsletter	11.General Public	Various topics on hurricane preparedness, drainage, emergency management, and environmental	Inform parish employees on how to prepare for hurricanes and protect the parish infrastructure and water bodies	No	Public Information Office	-	every other month	-	JP	ongoing	no measurable outcome at this time	continue	ongoing	no measurable outcome at this time	continue
OP#45 JPAAlert - Emergency Notification System	11.General Public	Jefferson Parish operates an emergency warning system to alert citizens about the possibility of impending flooding. When you hear three (3) short dual tones over TV and radio stations, listen closely for what action(s) you should take.	Warn residents when eminent weather is approaching and what steps to take to see it through; fewer hazard-related injuries	No	Emergency Management	-	year-round	-	JP	ongoing; sign-up details posted on website	no large events this year by which to measure	continue	ongoing; sign-up details posted on website	no large events this year by which to measure	continue

Outreach Projects (OP)	Priority Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Oct 2015-Sept 2016 Implementation	Measured Outcomes	Recommendations	Oct 2016-Sept 2017 Implementation	Measured Outcomes	Recommendations
OP#47 Brochure-When do I need a Permit?	11.General Public	Build responsibly. Get proper permits when you make a change to your property.	Fewer building code violations	No	Code Enforcement	-	year-round	-	JP	ongoing	need to measure how many brochures are taken each month	continue	ongoing	the public is better informed on permit requirements	continue
OP#48 Brochure-Emergency Preparedness Initiative "Prepare Yourself" (Disaster Readiness Tips for Owners of Pets or Service Animals)	11.General Public	Your pet can evacuate with you. Learn which shelters/hotels allow animals before Hurricane Season.	More people evacuating with their pets rather than staying behind in times of disaster	No	Citizens Affairs	National Organization on Disability	year-round	-	JP	ongoing	no hurricane or mandatory evacuation this year	continue	ongoing	no hurricane or mandatory evacuation this year	continue
OP#50 Drainage Maintenance	11.General Public	Keep storm drains clean.	Free flowing drainage system will have fewer instances of back up and less street flooding	No	Floodplain Management	-	year-round	-	All	ongoing	need to measure calls per month or year	continue	ongoing	less trash to get into the storm drains improving water quality and reducing flooding	continue
OP#52 Night Out Against Crime-Table	11.General Public	various flood-related topics	Inform residents of the cost of flooding and increase the # of flood insurance policies	No	Floodplain Management/Emergency Management/Code Enforcement	-	every Oct	-	All	participated on Oct 13, 2015	better informed public but policy count is down	continue	participated on Oct 11 and Oct 13, 2016	the public is better informed on flood protection	continue
OP#53 Handouts at City Hall	11.General Public	various flood-related topics	Inform residents of the cost of flooding and increase the # of flood insurance policies	No	Code Enforcement	-	year-round	-	Kenner	ongoing	policy count down in 2016	continue but engage residents in conversation about the issues	ongoing	the public is better informed on flood protection	continue
OP#54 Realtors, Ins Agents, Lenders - Mailout	11.General Public	Your clients may be in a Special Flood Hazard Area. Help them understand and prepare for their level of risk.	By sharing a consistent message with homebuyers/new buyers, they know about their flood risks and mitigation options	No	Code Enforcement/Floodplain Management	-	annually	-	All	sent Sept 2016	too soon to tell	continue	sent in Sept 2017	homeowners and prospective buyers are better aware of their risk	continue
OP#55 Utility bill-mailout	11.General Public	Hurricanes can produce major flooding in Westwego. Ensure your property is protected from wind and flood. Buy flood insurance.	Residents learn how to prepare for hurricanes and evacuations	No	Code Enforcement	-	every May	-	Westwego	sent out in Sept 2016	policy count down in 2016; no hurricanes or mandated evacuations	continue	sent out in Sept 2017	no hurricanes or mandated evacuations	continue

Outreach Projects (OP)	Priority Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Oct 2015-Sept 2016 Implementation	Measured Outcomes	Recommendations	Oct 2016-Sept 2017 Implementation	Measured Outcomes	Recommendations
OP# 56 Brochure on Hurricane Preparedness	11.General Public	Prepare now for Hurricane Season. Register with the JP Emergency Alert System. Sign up for electronic banking services.	Employees understand the operating procedures for the Credit Union during a hurricane/emergency so that they stay on top of their accounts.	No	JP Federal Credit Union	JP Federal Credit Union	year-round	-	JP, Gretna, Kenner	ongoing	no hurricanes or evacuations this year	continue	ongoing	no hurricanes or evacuations this year	continue
OP#57 Museum/Video	11.General Public	Jean Lafitte has many different kinds of wildlife and fish. Keep trash and pollutants out of Bayou Barataria and the surrounding marsh areas to protect the animals and keep the drain systems clear.	Reduce flooding and protect wildlife and fisheries	No	Floodplain Management	-	year-round	-	Jean Lafitte	ongoing	cleaner bayous	continue	ongoing	cleaner bayous	continue
OP#58 LA Homeowner's Handbook to Prepare for Natural Hazards	11.General Public	Jefferson Parish is vulnerable to flooding, hurricanes, storm surge, and other hazards. Ensure your property is protected from wind and flood.	Encourage more residents to mitigate their homes against flooding and decrease flood damages	No	Floodplain Management and HM	LA Sea Grant	year-round	-	All	ongoing	149 properties were submitted in HMA 2016	continue	ongoing	209 applications received for mitigation this year	continue
OP#61 Flooding and Hurricane Alerts; Hurricane Tracking Maps, Evacuation Tips	11.General Public	There is a hurricane heading your way. Evacuate if mandated to stay out of harm's way.	Residents stay informed with real-time news alerts and learn how to prepare for hurricanes and evacuations and reduce amount and cost of hurricane-related damages.	No	WWL News Channel 4 Television, Website, Facebook, and Twitter	WWL News Channel 4	year-round	-	All	ongoing	no mandatory evacuation or hurricanes this year	continue	ongoing	no mandatory evacuation or hurricanes this year	continue
OP#62 Hurricane Season News/Alerts, Hurricane Guide with Contraflow Instructions	11.General Public	There is a hurricane heading your way. Evacuate if mandated to stay out of harm's way.	Residents stay informed with real-time news alerts and learn how to prepare for hurricanes and evacuations and reduce amount and cost of hurricane-related damages.	No	Fox 8 News Television, Webstie, App, and Twitter	Fox 8 News	year-round	-	All	ongoing	no mandatory evacuation or hurricanes this year	continue	ongoing	no mandatory evacuation or hurricanes this year	continue

Outreach Projects (OP)	Priority Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Oct 2015-Sept 2016 Implementation	Measured Outcomes	Recommendations	Oct 2016-Sept 2017 Implementation	Measured Outcomes	Recommendations
OP#63 U.S. Army Corps of Engineers-New Orleans District Announcements	11.General Public	various levee and coastal-related topics	Residents learn about residual risk from living within a levee system	No	U.S. Army Corps of Engineers-New Orleans District Website, Facebook, and Twitter	U.S. Army Corps of Engineers-New Orleans District	year-round	-	All	ongoing	better informed public on residual risk	continue	ongoing	better informed public on residual risk	continue
OP#64 Southeast LA Flood Protection Authority-East and West Presentations	11.General Public	various levee and coastal-related topics	Residents learn about residual risk from living within a levee system	No	Southeast LA Flood Protection Authority-East and West	Southeast LA Flood Protection Authority-East and West	year-round	-	All	ongoing	better informed public on residual risk	continue	ongoing	better informed public on residual risk	continue
OP#65 Wright Flood Insurance Webinars to Agents	11.General Public	Flood insurance is changing. Help your clients understand their policies.	Agents better understand insurance changes and how that affects their clients; clients have better understanding of their policy	No	Wright Flood Insurance	Wright Flood Insurance	year-round	-	All	ongoing	better informed agents; can look at number of misrated policies annually to measure	continue	ongoing	10,328 webinar participants during this timeframe	continue
OP#66 Brochures on flood insurance	11.General Public	Flood insurance is changing. How well do you understand your flood insurance policy?	Increase in flood insurance policies and decrease flood damage	No	Wright Flood Insurance	Wright Flood Insurance	year-round	-	All	ongoing	policies decreased but inquiries are up	continue	ongoing	approximately 25,000 brochures were distributed nationwide in this timeframe	continue
OP#67 LA Emergency Preparedness Guide	11.General Public	Hurricanes can produce major flooding in Jefferson Parish. Ensure your property is protected from wind and flood. Check that your flood insurance policy is current and consider a separate policy for your contents. Renters can get flood insurance too. Evacuate to higher ground.	Residents learn how to prepare for hurricanes and evacuations and reduce amount and cost of hurricane-related damages.	No	Emergency Management	GOHSEP		-	All	ongoing	no hurricanes or mandatory evacuations this year	continue	ongoing	no hurricanes or mandatory evacuations this year	continue
OP#68 Civic Assn meetings	1.RL/SRL Properties	various flood-related topics as requested	Increase # of mitigation projects and insurance policies; decrease # of flood claims	No	Floodplain Management and HM	-	Quarterly	-	JP	not sure that any were primarily RL	n/a	will count as RL if >50% of the assn is RL	none in RL Areas	n/a	will count as RL if >50% of the assn is RL
	11.General Public	Flooding can happen anytime. Retrofit your property to protect it from flood waters. Know your flood hazard. Buy flood insurance.		No						three presentations given since October 2015	too soon to tell	continue	four scheduled presentations; three given since October 2016	better informed public but policy count is down	continue

Outreach Projects (OP)	Priority Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Oct 2015-Sept 2016 Implementation	Measured Outcomes	Recommendations	Oct 2016-Sept 2017 Implementation	Measured Outcomes	Recommendations
OP#69 High Water Mark Initiative (370)	1.RL/SRL Properties	The water got ___ high for Hurricane Katrina. Ensure you have current flood insurance and consider increasing your coverage.	Publicize flood depths of historic floods in the parish and increase the # of flood insurance policies	Yes	Floodplain Management and HM	-	year-round	-	All	not yet	n/a	wait for RFP	drafting	n/a	continue
	11.General Public			Yes						not yet	n/a	wait for RFP	drafting	n/a	continue
OP#70 Evacuation Plan Checklists	11.General Public	Beware of storm surge. Evacuations can take a long time. Develop your evacuation plan before Hurricane Season and plan to leave early.	More residents evacuating for hurricanes; more residents leaving early; fewer flood-related fatalities	No	Floodplain Management and HM	Associated Food Stores	year-round	-	All	not yet	n/a	decide on which checklist to use	guide on display at 12 grocery stores throughout the parish	no hurricanes or mandatory evacuations this year	continue
OP#81 Insert for newsletter	3.JP Chamber of Commerce (small business)	Highlight green infrastructure such as bio swales, canals as attractive water features, walking paths	More green infrastructure is utilized by businesses	Yes	Floodplain Management and HM	-	quarterly	-	All	not yet	n/a	wait for RFP	drafting	n/a	continue
OP#82 Handouts for Driver's Ed Course	4.Drivers	Know your flood hazard-avoid flooded areas. Be aware of flash flood and standing water dangers to drivers.	New drivers become aware of flood safety; fewer fatalities and flood-related car accidents	Yes	Floodplain Management and HM	-	year-round	-	All	not yet	n/a	continue to explore	not yet	n/a	continue to explore
OP#87 Poster for schools, driving schools, DMVs, and/or government buildings	4.Drivers	Know your flood hazard-avoid flooded areas. Be aware of flash flood and standing water dangers to drivers.	New drivers become aware of flood safety; fewer fatalities and flood-related car accidents	Yes	Floodplain Management and HM	-	year-round	-	All	not yet	n/a	wait for RFP	not yet	n/a	keep under consideration
OP#88 Art contest (prize could be mug/bottle)	4.Drivers	Know your flood hazard-avoid flooded areas. Be aware of flash flood and standing water dangers to drivers.	New drivers become aware of flood safety; fewer fatalities and flood-related car accidents	No	Floodplain Office	-	annually	-	Gretna, Harahan, Jean Lafitte, Kenner, Westwego	not yet	n/a	keep under consideration	not yet	n/a	keep under consideration
OP#91 Brochure from Realtors to Clients	5.NO Metro Assn of Realtors	Know the flood risk for a property before you buy it.	Buyers have full disclosure of flood risk and cost associated with new purchase	No	Floodplain Management and HM	-	year-round	-	All	not yet	n/a	Does FEMA's brochure count?	not yet	n/a	continue to explore

Outreach Projects (OP)	Priority Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Oct 2015-Sept 2016 Implementation	Measured Outcomes	Recommendations	Oct 2016-Sept 2017 Implementation	Measured Outcomes	Recommendations
OP#93 Flood Hazard Disclosure to Buyer	5.NO Metro Assn of Realtors	Inform prospective buyers of a property's flood zone and the flood insurance purchase requirements for properties in the Special Flood Hazard Area.	Buyers have full disclosure of flood risk and cost associated with new purchase	No	Real Estate Agents	-	year-round	-	All	ongoing	better informed buyers	continue	ongoing	better informed buyers	continue
OP#95 Provide excerpt for NOMAR's digital newsletter	5.NO Metro Assn of Realtors	Your clients may be in a Special Flood Hazard Area. Help them understand and prepare for their level of risk.	NOMAR members are aware of the risk their clients face and to share a consistent message with homebuyers about their flood risks and mitigation options	Yes	Floodplain Management and HM	-	quarterly	-	All	not yet	n/a	wait for RFP	drafting	n/a	continue
OP#96 Create brochure geared toward Assn Members	6.Home Builders Assn	Know your flood maps, know your floodplain manager. Get insurance quote on blue prints.	Fewer variances to the building code; no surprises on insurance rates	Yes	Floodplain Management and HM	-	year-round	-	All	not yet	n/a	wait for RFP	not yet	n/a	keep under consideration
	6.Home Builders Assn	Good neighbors don't trash the neighborhood.	Construction site crews clean up after themselves daily	Yes	Code Enforcement/ Bldg Official	-	year-round	-	All	not yet	n/a	wait for RFP	not yet	n/a	keep under consideration
OP#97 Update language on permit	6.Home Builders Assn	\$___ has been paid out in claims for X zone properties. If your property is in the X zone, you are still at risk of flooding. Buy insurance.	Increase # of flood insurance policies in X zones	No	Code Enforcement/ Bldg Official	-	year-round	-	All	not yet	n/a	not sure this is feasible; revisit	not yet	n/a	keep under consideration
OP#98 Create brochure geared toward their clients on building wisely	6.Home Builders Assn	Educate new property owners on freeboard. Be safe and build high.	Less damage to property, savings on flood insurance	Yes	Code Enforcement/ Bldg Official	-	year-round	-	All	not yet	n/a	wait for RFP	not yet	n/a	keep under consideration
OP#100 Distribute NFIP literature to local real estate agents to distribute to all buyers	8.Prospective/New Buyers	Flood damages are not covered by Homeowner's or Business Multi-Peril Insurance. Only flood insurance will cover contents and structural damage due to flooding. Will include information on available technical assistance.	Increase in the number of flood insurance policies at purchase	No	Floodplain Management and HM	FEMA	year-round	-	All	not yet	n/a	follow through - FEMA has documents	ongoing	too soon to tell	continue
OP#101 Flood Disclosure Clause (handout)	8.Prospective/New Buyers	Protect for flood from ANY source. Buy flood insurance. The NFIP has paid \$ --- claims in your flood zone. Increased Deduction = Lower Premium. Purchase an Elevation Certificate to determine full risk.	Increase in the number of flood insurance policies and amount of coverage.	Yes	Tax Assessor's Office	-	year-round	-	All	not yet	n/a	Wait for RFP; who should we contact in the assessor's office?	not yet	n/a	keep under consideration

Outreach Projects (OP)	Priority Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Oct 2015-Sept 2016 Implementation	Measured Outcomes	Recommendations	Oct 2016-Sept 2017 Implementation	Measured Outcomes	Recommendations
OP#102 Flood Insurance Promotion	8.Prospective/New Buyers	Protect for flood from ANY source. Buy flood insurance. The NFIP has paid \$ --- claims in your flood zone. Increased Deduction = Lower Premium. Purchase an Elevation Certificate to determine full risk. Will include information on available technical assistance.	Increase in the number of flood insurance policies and amount of coverage.	Maybe	Floodplain Management and HM	-	year-round		All	not yet	n/a	Specify type of project - brochure or other?	not yet	n/a	keep under consideration
OP#103 Create brochure on building requirements and accessory structures/enclosures	8.Prospective/New Buyers	There are penalties for enclosures. Consult with your agent prior to converting your garage. Use flood-resistant materials.	Fewer code violations and Board of Standards and Appeals cases.	Yes	Code Enforcement/Bldg Official	-	year-round	-	All	not yet	n/a	wait for RFP	not yet	n/a	keep under consideration
OP#104 Excerpt for newsletter	9.BOAL	Your clients may be in a Special Flood Hazard Area. Help them understand and prepare for their level of risk.	More building officials are aware of the floodplain implications in regards to building requirements	Yes	Code Enforcement/Bldg Official	-	Quarterly	-	All	not yet	n/a	wait for RFP	drafting	n/a	continue
OP#106 Share various literature in Spanish and Vietnamese	10.Non-English Speakers (Span, Viet)	various flood-related topics	Inform non-English speakers of mitigation, the cost of flooding and increase the # of flood insurance policies	Yes to items we create; no to existing FEMA items	Floodplain Management/Emergency Management	FEMA	year-round	-	Kenner, Gretna	not yet	n/a	wait for RFP	ongoing	non-English speakers are better informed of flood protection	continue
OP#107 Video tutorials or webinar of mapping portal	11.General Public	Find out how to find your flood zone on the flood map.	Residents learn how to find their flood zone remotely	Yes	Floodplain Management and HM	-	year-round	-	All	not yet	n/a	wait for RFP	created August 2017; posted on website	too soon to tell	continue
OP#108 National PrepareAthon Day	11.General Public	Warning, there is an emergency in your area. Follow these prompts to stay safe.	Test emergency alert system and receive feedback	No	Emergency Management	-	every Sept	-	All	Conducted in September 2016	no mandatory evacuation or hurricanes this year	continue	did not participate in 2017	n/a	keep under consideration for next year
OP#111 Create brochure on flood insurance and mitigation	11.General Public	Flood insurance is changing. How well do you understand your flood insurance policy? Will include information on available technical assistance.	Increase in flood insurance policies and decrease flood damage	Yes	Floodplain Management and HM	-	year-round	-	All	not yet	n/a	wait for RFP	created and available in office	too soon to tell	continue
OP#114 Home and Garden Show	11.General Public	Floods can happen anytime. Know your flood hazard and get insurance.	Increase in # of flood insurance policies parishwide	No	Floodplain Management and HM	-	every March	-	All	Participated in March 2016	Too early to tell	continue	Participated in March 2017	977 page views of jeffparish.net/flood from date of event through Sept 2017	continue

Outreach Projects (OP)	Priority Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Oct 2015-Sept 2016 Implementation	Measured Outcomes	Recommendations	Oct 2016-Sept 2017 Implementation	Measured Outcomes	Recommendations
OP#115 Kenner TV	11.General Public	Hurricanes can produce major flooding in Jefferson Parish. Know your evacuation plan and get to higher ground.	Residents learn how to prepare for hurricanes and increase number of insurance policies; smoother evacuations	No	Kenner's Public Information Office	-	year-round	-	Kenner	n/a	n/a	n/a	ongoing	no hurricanes or evacuations this year	continue
OP#116 Bus Shelters	4.Drivers	Before the rain gets heavy...Be Storm Ready	Increase in number of sign-ups for JPAAlert, adherence to evacuation mandates, and increased website views	Yes	Floodplain Management and HM	-	year-round	-	All	n/a	n/a	n/a	drafted	n/a	continue
OP#117 Interior Bus Cards	11.General Public	If the water rises...is your family prepared and property protected? Visit jeffparish.net/flood to determine your flood zone, access contraflow maps and register for JPAAlert.	Increase in number of sign-ups for JPAAlert, adherence to evacuation mandates, and increased website views	Yes	Floodplain Management and HM	-	year-round	-	All	n/a	n/a	n/a	drafted	n/a	continue

Outreach Projects (OP)	Priority Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Oct 2015-Sept 2016 Implementation	Measured Outcomes	Recommendations	Oct 2016-Sept 2017 Implementation	Measured Outcomes	Recommendations
Flood Response Preparation (FRP) Projects															
FRP#1 Door Hanger	12. 100% of flooded properties	Know what to do after a flood. Protect your property from the next one.	Structures are more resilient to future storms and flooding because of increase in retrofitting activities.	No	Floodplain Management and HM	LSU AgCenter	after an event	-	All	not yet	n/a	have ready for dissemination	ready for dissemination	n/a	continue
FRP#2 ICC Trifold Brochure	12. 100% of flooded properties	ICC can help mitigate grant your home if it is declared substantially damaged.	More compliant structures; increase # of mitigation projects and insurance policies; decrease # of flood claims	No	Floodplain Management and HM	FEMA	after an event	-	All	not yet	n/a	have ready for dissemination	ready for dissemination	n/a	continue
FRP#3 Grant Opportunities - handout	12. 100% of flooded properties	Protect your property from the next flood. Contact the Jefferson Parish Dept of Floodplain Management and Hazard Mitigation at 504-736-6540 to know if you qualify for a mitigation grant.	Increase the number of mitigated structures in the parish	No	Floodplain Management and HM	-	after an event	-	All	not yet	n/a	have ready for dissemination	ready for dissemination	n/a	continue
FRP#4 Permit Requirements Panel	12. 100% of flooded properties	All development, regardless of location, requires a permit. Requirements are different for new construction, substantial improvements, and substantial damaged structures.	Permits obtained for all development and when rebuilding after a flood	No	Floodplain Management and HM	-	after an event	-	All	n/a	n/a	n/a	ready for dissemination	n/a	continue
FRP#5 Plastic Bag	12. 100% of flooded properties	Floods can happen anytime in any zone. Learn more about protecting yourself and your property at jeffparish.net/flood	Increased website hits and flood map inquiries; increase in flood insurance policies	No	Floodplain Management and HM	-	after an event	-	All	n/a	n/a	n/a	ready for dissemination	n/a	continue
FRP#6 ICC News Release	11. General Public	ICC may provide owners of damaged buildings up to \$30,000 to help pay the costs of complying with local building codes and floodplain ordinances.	property owners are able to elevate or reconstruct their damaged home with ICC assistance	No	Floodplain Management and HM	-	after an event	-	All	n/a	n/a	n/a	ready for dissemination	n/a	continue

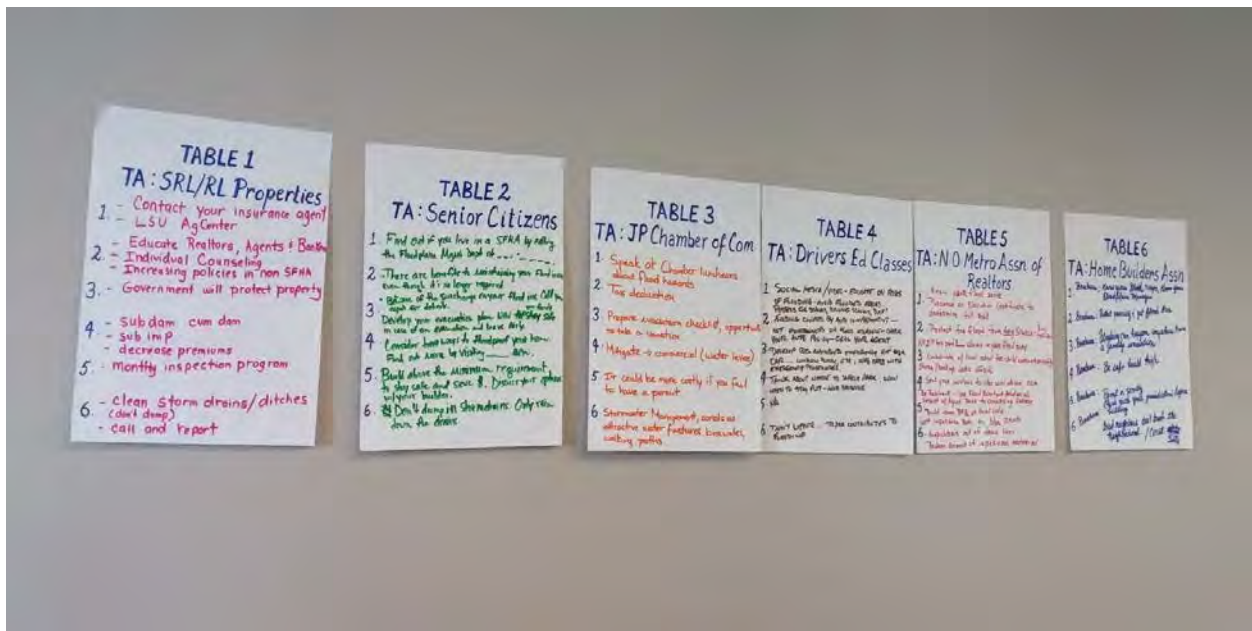
Outreach Projects (OP)	Priority Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Oct 2015-Sept 2016 Implementation	Measured Outcomes	Recommendations	Oct 2016-Sept 2017 Implementation	Measured Outcomes	Recommendations
Coverage Improvement Plan Implementation (CPI) Projects															
CPI#1 Video or Letter on Flood Insurance (370)	11.General Public	Flooding can happen anytime. Check that your flood insurance policy is current and consider a separate policy for your contents. Renters can get flood insurance too. Evacuate to higher ground when necessary.	Increase in # of flood insurance policies parishwide	Yes	Parish President/ Mayor	-	year-round	-	All	Filmed in May 2016 and posted to each jurisdiction's website	too early to tell	keep posted and expand to other platforms	ongoing	decrease in policies since last year	continue
CPI#2 Flood Insurance Promotion Pen (370)	11.General Public	Zone X buildings CAN flood. Learn about flood insurance @ jeffparish.net keyword: Flood	Increase policies; those moving to a lower risk maintain flood insurance	No	JP	-	year-round	-	All	ongoing	too soon to tell	continue	ongoing; in office and handed out at various community meetings	decrease in policies since last year	continue
CPI#3 Digital Billboard (370)	11.General Public	Floods are the #1 natural disaster in the US. Damage from flood is not covered by homeowners.	Increase policies; those moving to a lower risk maintain flood insurance	No	Eagan Insurance	Eagan Insurance	hurricane season	-	All	ongoing	too soon to tell	continue	ongoing	decrease in policies since last year	continue

Public Notice

The Department of Floodplain Management and Hazard Mitigation on behalf of Jefferson United Mitigation Professionals (JUMP) is hosting its second Multi-Jurisdictional Program for Public Information (PPI) Annual Evaluation Committee Meeting. This meeting will be held on August 22, 2017 at the Kenner Pavilion located at 3800 Loyola Drive in Kenner from 10:30 AM – 12:00 PM.

Agenda items include an overview of PPI Outreach Projects, what projects were accomplished this year, measured outcomes, an updated assessment on the flood insurance policies, the role of stakeholders, and approval of suggested changes/recommendations to the program.

Questions may be directed to Maggie Olivier, Floodplain/CRS Specialist at (504) 736-6541.



In accordance with provisions of the Americans with Disabilities Act of 1990 (ADA), Jefferson Parish will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs or activities. If you require auxiliary aids or devices or other reasonable accommodation under the ADA, submit your request to the ADA Coordinator at least 48 hours in advance of this meeting or as soon as possible. Advanced notice is required for ASL Certified Interpreters. Should you have any concerns, please contact the ADA Coordinator, Office of Citizens with Disabilities, 1221 Elmwood Park Blvd., Suite 210, Jefferson, LA 70123, (504) 736-6086 or by email: ADA@jeffparish.net.

Any person, who believes he or she has been subject to unlawful discrimination by the Parish or any Parish officer or employee based on a past or current disability, or his or her association with a person with a disability, may submit the grievance, in writing, to the Parish's designated Americans with Disabilities Act (ADA) Coordinator, contact information above.

Jefferson United Mitigation Professionals (JUMP)

Multi-Jurisdictional Program for Public Information (PPI) Committee Meeting

Annual Evaluation

August 22, 2017, 10:30 AM

Kenner Pavilion

AGENDA

10:30 AM	Coffee & Sign-In
10:40 AM	Welcome/Introductions
10:50 AM	What We Accomplished this Year
11:00 AM	Flood Response Preparation Project Review
11:10 AM	Measured Outcomes
11:20 AM	Flood Insurance Policies – Where are we Now?
11:30 AM	Stakeholder Assistance
11:50 AM	Approval of Changes/Recommendations
12:00 PM	Meeting Adjourned

Sign In Sheet

Name	City/Community/Organization	Email Address	Initial
Alessandra Jerolleman	Water Works/Metairie Resident	agazzo@gmail.com	AJ
Angie Albrecht	Trigon Associates	AAlbrecht@TrigonAssociates.com	AA
Annette Claverie	Regions Bank	annette.claverie@regions.com	ABC
Antwan Harris	JP - PIO	aharris@jeffparish.net	AH
Bob Ross	Kenner - PIO	bross@kenner.la.us	
Bobby Moss	Harahan - Code Compliance Officer	bobby.moss@ci.harahan.la.us	BW
Brian Heiden	Banker	brianheiden@gulfbank.com	
Craig Comeaux	Metairie Resident	ccomeaux@bbecllc.com	CW
Danika Gorrondona	Gretna - Building Official	dgorrondona@gretnala.com	DG
Dwayne LeBlanc	Wright Insurance	dwayne.leblanc@weareflood.com	
Jamelyn Trucks	Austin Trucks LLC	jamelyntr@yahoo.com	JT
Joann M. Castaing	State Farm Insurance	joann.m.castaing.hw4e@statefarm.com	
Kathy Vinet	State Farm Insurance	kavllc@yahoo.com	
Kelli Walker	New Orleans Metro Assn of Realtors	kelli@nomar.org	KW
Kim Reeves	Orleans Shoring	kimr@orleansshoring.com	KR

Sign In Sheet

Name	City/Community/Organization	Email address	Initial
Lacy McManus	GNO, Inc.	lmcmamus@gnoinc.org	
Lisa Tapia	Westwego - CRS Coordinator	LisaTapia@cityofwestwego.com	
Lydia Jemison	Jemison & Partners, Inc.	jempart@bellsouth.net	
Maggie Olivier	JP Floodplain/CRS Specialist	molivier@jeffparish.net	MO
Max Burwick	Caldwell Bank	max.burwick@hotmail.com	
Melissa Martin	Entergy	mpende1@entergy.com	MPM
Michael Wesley	Gretna - IT Manager and Floodplain	mwesley@gretnala.com	MW
Michelle Gonzales	JP Director of FP Mgmt & HM	mgonzales@jeffparish.net	MSG
Monica Farris	UNO-CHART; Metairie Resident	mateets@uno.edu	MF
Pam Lightfoot	NFIP State Coordinator	pam.lightfoot@la.gov	PL
Pat Skinner	LSU AgCenter	pskinner@agcenter.lsu.edu	PS
Rhonda Collins	JP - PIO	rcollins@jeffparish.net	
Richard Walther	Kenner - Director of Inspect & CE	rlwalther@kenner.la.us	
Ryan Daul	Daul Insurance Agency, Inc.	ryan@daulinsurance.com	RD
Sarah Hammitt	St. Bernard Project	shammitt@sbpusa.org	

Sign In Sheet

Name	City/Community/Organization	Email Address	Initial
Steve Bean	Real Estate	shbean@cox.net	
Tammy Mercier	Real Estate	3395009@gmail.com	TM
Teddesse Tewelde	Business Owner	ttbmoney@aol.com	TH
Terri Guidry	Century 21 Richard Berry & Associates, Inc	terriguidry@richardberry.com	
Thelma Meyers	Hispanic Chambers of Commerce	thelma.c.meyers.mb0q@statefarm.com	
Tom Rodrigue	Metairie Resident	torodrigue@cox.net	TR
Vicki Holmes	Orleans Shoring	vickih@orleansshoring.com	VH
Yvette Crain	Jean Lafitte - Floodplain Management	yccrain@townofjeanlafitte.com	YC
Lydia Jemison	Jemison & Partners	jempant@bellouth.net	LJ
Meredith Beers	SBP	mbeers@sbpusa.org	MB
Bob Ross	COK		BR

Jefferson United Mitigation Professionals (JUMP)

Multi-Jurisdictional Program for Public Information (PPI)



**PPI COMMITTEE MEETING
ANNUAL EVALUATION
AUGUST 22, 2017
KENNER PAVILION**



Goals



- 1) **Create a better informed public about the flood hazard in JP and approaches to prepare for and protect against the flood hazard**
- 2) **Increase flood insurance coverage across all jurisdictions**
- 3) **Decrease flood losses across all jurisdictions**
- 4) **Keep all citizens safe from flooding**

Messaging

• Topics

1. Know your flood hazard
2. Insure your property
3. Protect people
4. Protect property
5. Build responsibly
6. Protect natural functions
7. Know your evacuation route
8. Flooding can happen on either side of the levee
9. Zone X properties can flood

• Priority Audiences

1. RL/SRL Properties
2. Senior Citizens
3. JP Chamber
4. Drivers
5. NOMAR
6. LA HBA
7. Properties outside levee
8. Prospective Buyers
9. BOAL
10. Non-English Speakers
11. General Public
12. 100% of Flooded Properties-**new!**

PPI Project Review



- **2016/2017 Project Stats**
 - Outreach Projects (OP)
 - ✦ Originally identified 114 total
 - ✦ Currently have 69 active projects
 - Adding 2 more
 - Flood Response Preparation (FRP)
 - ✦ Originally identified 3 FRP projects
 - ✦ Currently have 6 FRP projects
 - Coverage Improvement Plan Implementation (CPI)
 - ✦ 3 CPI projects (renamed from OP)

Highlights from this Year



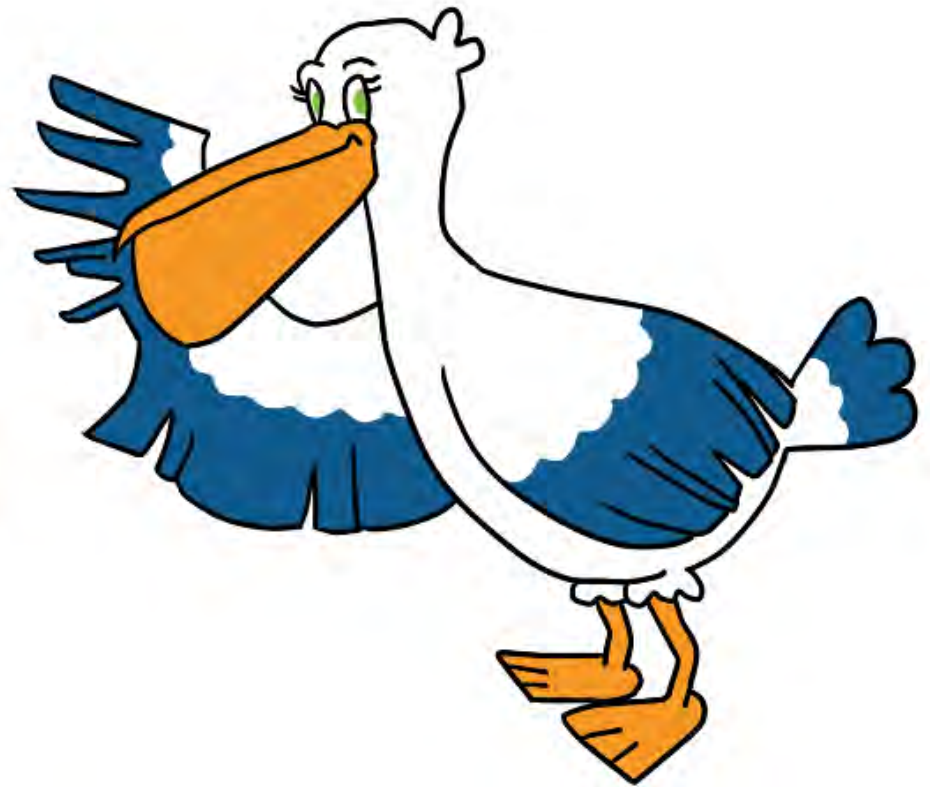
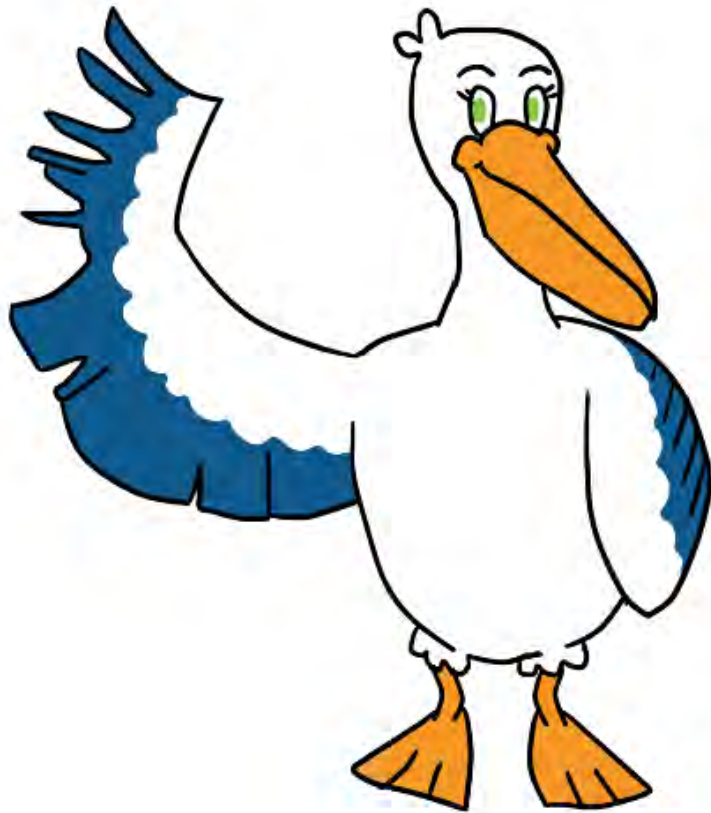
Outreach Projects



- Outreach Table has full list
- Created a Brand



Hello, I'm Marsha.



New Art for Mailer to RL Properties



The Safe Route - Panels



NAVIGATE
**FLOOD
INSURANCE**

Jeffers
to Flood



NAVIGATE
**DRAINAGE
SYSTEMS**

Jefferson Parish R
to Flood Safety & P



NAVIGATE
**PROPERTY
PROTECTION**

Jefferson Parish Road Map
to Flood Safety & Protection

Flood Response Preparation Projects



- FRP#1 Door Hanger
- FRP#2 ICC Trifold Brochure
- FRP#3 Grant Opportunities Handout
- FRP#4 Permit Requirements (Brochure Panel)
- FRP#5 Plastic Bag (for the above items to go in)
 - Floods can happen anytime in any zone. Learn more about protecting yourself and your property @jeffparish.net/flood.
- FRP#6 ICC News Release

Coverage Plan Implementation Projects



- **CPI#1 Video or Letter on Flood Insurance (370)**
 - Message comes from Parish President/Mayor
- **CPI#2 Flood Insurance Promotion Pens (370)**
 - Zone X buildings CAN flood. Learn about flood insurance @ jeffparish.net
- **CPI#3 Digital Billboard (370)**
 - Courtesy of Eagan Insurance on Causeway Blvd



Stakeholder Assistance



- **30% bonus credit**
- **Can be created by another agency**
- **Can be delivered by another agency**

Break



**CHECK OUT THE
PROJECT BOARDS!**

Measured Outcomes



- Outcome = changes in behavior
- Example
 - Message: Purchase flood insurance.
 - Outcome: Increase total number of policies in SFHA.

Flood Insurance Policies – Difference Since 2015

Coverage by Occupancy

Difference from 2015 to 2017		
Community	Policies	Total Coverage
JP	-3808	(\$438,667,600)
Gretna	-302	(\$38,695,300)
Harahan	-28	\$14,509,100
Kenner	-167	\$34,885,800
Westwego	-120	(\$8,336,800)
Jean Lafitte	-8	(\$219,300)

Coverage by Flood Zone

Zone	Community	Policies	Total Coverage
A/AE	JP	-1,354	(\$1,721,000)
	Gretna	-146	(\$23,789,500)
	Harahan	19	\$10,846,000
	Kenner	-59	\$56,837,600
	Westwego	-50	(\$2,471,500)
	Jean Lafitte	-6	(\$219,300)
AO	JP	-5	\$4,450,100
VE	JP	25	\$2,264,500
X	JP	-2,451	(\$442,934,500)
	Gretna	-156	(\$14,905,800)
	Harahan	-47	\$3,663,100
	Kenner	-104	(\$21,820,200)
	Westwego	-70	(\$5,865,300)

Flood Insurance Policies – Difference Since 2016

Coverage by Occupancy

Difference from 2016 to 2017		
Community	Policies	Total Coverage
JP	-432	\$105,800
Gretna	-28	(\$3,166,000)
Harahan	65	\$26,677,900
Kenner	173	\$52,833,900
Westwego	25	\$11,499,100
Jean Lafitte	-5	(\$752,400)

Coverage by Flood Zone

Zone	Community	Policies	Total Coverage
A/AE	JP	-118	\$23,944,700
	Gretna	-60	(\$14,642,000)
	Harahan	22	\$6,533,300
	Kenner	184	\$60,695,100
	Westwego	-26	(\$4,602,900)
	Jean Lafitte	-5	(\$752,400)
AO	JP	10	\$3,917,200
VE	JP	17	\$2,071,900
X	JP	-341	(\$29,828,800)
	Gretna	32	\$11,476,000
	Harahan	43	\$20,144,600
	Kenner	-11	(\$7,861,200)
	Westwego	51	\$16,102,000

Percent of Structures Insured - 2017



Residential vs. Non-Res

Community	Residential	Non-Res
JP	78%	54%
Gretna	42%	33%
Harahan	63%	32%
Kenner	71%	50%
Westwego	37%	42%
Jean Lafitte	14%	23%



Flood Zone – AE vs. X

Community	AE	X
JP	73%	53%
Gretna	39%	39%
Harahan	66%	67%
Kenner	83%	55%
Westwego	46%	36%
Jean Lafitte	15%	-



Stakeholder Credit Ideas



- Advertising/Marketing
- Outreach

Activity

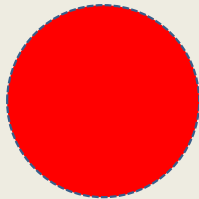


- Revisit our Driver Message

• Love it



• Hate it



• New suggestion?



Changes/Recommendations



- Do we have any objections?



What's Next?



- Prepare evaluation report based on today's discussion and share with the committee for review and input
- Continue implementing projects
 - Sign up to join us for Beach Sweep on September 16!
- Reconvene in a year for annual evaluation

Thank you for **JUMPING** with us!



Message for Drivers
Vote for Most Effective Local Message

1. Turn Around Don't Drown (trademarked by the National Weather Service)



2. If it's flooded, forget it. (created and copyrighted by Queensland Government in Australia)



3. Suggestion: ITS A MISTAKE - DON'T MAKE A WASTE
 HIGH WATER VEHICLES CAN CAUSE DAMAGE
 DRIVE SLOW



4. Suggestion: STAY PUT, DON'T GO ON FOOT
 - MANY HAVE CURBS, CANALS NOT DISGUISTABLE
 RISK A FLOOD



5. Suggestion: Find A manhole ~~cover~~ the nearest
grants.

6. — Amid the muck & the
 mire, you can always
 replace a line. — No A life.

Message for Drivers
Vote for Most Effective Local Message

1. Turn Around Don't Drown (trademarked by the National Weather Service)



2. If it's flooded, forget it. (created and copyrighted by Queensland Government in Australia)



3. Suggestion: Don't park near storm drains

4. Suggestion: _____

5. Suggestion: _____

Message for Drivers
Vote for Most Effective Local Message

1. Turn Around Don't Drown (trademarked by the National Weather Service)



2. If it's flooded, forget it. (created and copyrighted by Queensland Government in Australia)



3. Suggestion: _____



*When
Flooded
Turn Around*

4. Suggestion: _____

5. Suggestion: _____

Message for Drivers
Vote for Most Effective Local Message

1. Turn Around Don't Drown (trademarked by the National Weather Service)



2. If it's flooded, forget it. (created and copyrighted by Queensland Government in Australia)



3. Suggestion: Be Mindful of Homes on Residential Streets

4. Suggestion: Stay Put

5. Suggestion: _____

Message for Drivers
Vote for Most Effective Local Message

1. Turn Around Don't Drown (trademarked by the National Weather Service)



2. If it's flooded, forget it. (created and copyrighted by Queensland Government in Australia)



3. Suggestion: Is it worth it? Think About it

Is it worth it?
Think About it

4. Suggestion: DROWNING IS FOREVER

5. Suggestion: _____

Message for Drivers
Vote for Most Effective Local Message

1. Turn Around Don't Drown (trademarked by the National Weather Service)



2. If it's flooded, forget it. (created and copyrighted by Queensland Government in Australia)



3. Suggestion: This is deeper than you think.

4. Suggestion: ~~Slow your roll to~~

5. Suggestion: _____

Message for Drivers
Vote for Most Effective Local Message

1. Turn Around Don't Drown (trademarked by the National Weather Service)



2. If it's flooded, forget it. (created and copyrighted by Queensland Government in Australia)



3. Suggestion:

Share what you know!
Report Flood in Your Area!

4. Suggestion:

Low Risk doesn't
mean No Risk!

Real

5. Suggestion:

City & Business services connected to notification system

Message for Drivers
Vote for Most Effective Local Message

1. Turn Around Don't Drown (trademarked by the National Weather Service)



2. If it's flooded, forget it. (created and copyrighted by Queensland Government in Australia)



3. Suggestion: Check for flooding before you drive
→ Check your risks before you risk it
tie in an app/website

4. Suggestion: _____

5. Suggestion: _____

Something to consider →

Thinking about residents who don't have technology literacy or access, businesses & city should link up to alert them of flooding (ie grocery store tell people buses are delayed & streets w/ flooding)... needs work but a possible starting point

Can we mark water depth on streets in inches so people can decide if they drive on or not?

Message for Drivers
Vote for Most Effective Local Message

1. Turn Around Don't Drown (trademarked by the National Weather Service)



2. If it's flooded, forget it. (created and copyrighted by Queensland Government in Australia)



3. Suggestion: _____

↳ something indicating what to do when you are stuck or surrounded by water

4. Suggestion: _____

↳ something identifying what can happen to your car in shallow water

5. Suggestion: _____

↳ something showing impacts to neighbors if you drive through water in front of their house

Message for Drivers
Vote for Most Effective Local Message

1. Turn Around Don't Drown (trademarked by the National Weather Service)



2. If it's flooded, forget it. (created and copyrighted by Queensland Government in Australia)



3. Suggestion: Keep the Peace - Don't Make Waves



4. Suggestion: Don't go into the water if you can't see what's in it



5. Suggestion: Don't get stuck, drive a truck!



Message for Drivers
Vote for Most Effective Local Message

1. Turn Around Don't Drown (trademarked by the National Weather Service)



2. If it's flooded, forget it. (created and copyrighted by Queensland Government in Australia)



3. Suggestion: _____

4. Suggestion: _____

5. Suggestion: _____

Message for Drivers
Vote for Most Effective Local Message

1. Turn Around Don't Drown (trademarked by the National Weather Service)



2. If it's flooded, forget it. (created and copyrighted by Queensland Government in Australia)



3. Suggestion: Blinking light signs triggered by water level.
To let driver know of high water in flood prone areas.

4. Suggestion: _____

5. Suggestion: _____

Message for Drivers
Vote for Most Effective Local Message

1. Turn Around Don't Drown (trademarked by the National Weather Service)



2. If it's flooded, forget it. (created and copyrighted by Queensland Government in Australia)



*WHEN FLOODED
PROCEED AT OWN RISK!*

3. Suggestion: _____

4. Suggestion: _____

5. Suggestion: _____

Message for Drivers
Vote for Most Effective Local Message

1. Turn Around Don't Drown (trademarked by the National Weather Service)



2. If it's flooded, forget it. (created and copyrighted by Queensland Government in Australia)



3. Suggestion: "it's illegal to drive down flooded streets"
JP ordinance no.

If flooded,

stop and

4. Suggestion: Wait it out

> existing sign

5. Suggestion: _____

Message for Drivers
Vote for Most Effective Local Message

1. Turn Around Don't Drown (trademarked by the National Weather Service)



2. If it's flooded, forget it. (created and copyrighted by Queensland Government in Australia)



3. Suggestion: Don't be that guy.
(with an image of a flooded car)

4. Suggestion: _____

5. Suggestion: _____

Message for Drivers
Vote for Most Effective Local Message

1. Turn Around Don't Drown (trademarked by the National Weather Service)



2. If it's flooded, forget it. (created and copyrighted by Queensland Government in Australia)



3. Suggestion: Property can be replaced
Stay in place.

4. Suggestion: Stay in place just replace.

5. Suggestion: _____

Message for Drivers
Vote for Most Effective Local Message

1. Turn Around Don't Drown (trademarked by the National Weather Service)



2. If it's flooded, forget it. (created and copyrighted by Queensland Government in Australia)



3. Suggestion: _____

4. Suggestion: _____

5. Suggestion: _____

Comments/Suggestions (Marsha Board)

Do people know what to do after they "abandon their car"
to walk to high ground? How long do they have before
having to pick it up?

Comments/Suggestions

(OP Board)

Glass that changes color when filled is
a novel idea.

