



JEFFERSON PARISH



JEFFERSON UNITED MITIGATION PROFESSIONALS MULTIJURISDICTIONAL PROGRAM FOR PUBLIC INFORMATION

2019
ANNUAL EVALUATION REPORT

Program for Public Information Annual Evaluation Report 2019

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 (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 four 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 20, 2019 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:

Outreach Projects (OP):

- Discontinued the following outreach projects because they are too closely related to another project or are not feasible to implement:
 - OP#11 Safe House Open Houses
 - OP#29 Patrick Taylor Storm Drain Marking Event
 - OP#33 Leaders Against Litter
 - OP#48 Brochure-Emergency Preparedness Initiative "Prepare Yourself" (Disaster Readiness tips for Owners of Pets or Service Animals)
 - OP#57 Museum/Video
 - OP#63 USACE-New Orleans District Announcements
 - OP#64 South East LA Flood Protection Authority Presentations
 - OP#69 High Water Mark Initiative

- OP#88 Art Contest
- OP#96 Create Brochure Geared Toward Home Builders Association Members
- OP#97 Update Language on Permit
- OP#101 Flood Disclosure Clause Handout
- OP#102 Flood Insurance Promotion (for Prospective Buyers)
- OP#103 Create Brochure on Building Requirements and Accessory Structures for Prospective Buyers
- OP#114 Home and Garden Show

For ease of viewing, the spreadsheet that starts on page 4 includes only the projects agreed upon for continuation. To request a copy of the master list of original projects, contact Alexandra Lopez at alopez@jeffparish.net.

At the meeting, the committee reviewed the topics, messages, and target audiences originally identified in the PPI. They looked at project statistics for all three categories of projects including: outreach projects (OP), flood response preparation (FRP) projects, and coverage improvement plan implementation (CPI) projects. Additionally, the committee provided feedback on the Brooms to Basins email graphics, which encourage homeowners to adopt the catch basin near their house to regularly clean.

Goal 2 of the four PPI goals is to increase flood insurance coverage across all jurisdictions. As part of the annual evaluation, the PPI Committee reviewed the Flood Insurance Assessment and analyzed 2019 NFIP policy data to gauge if completed projects had a positive effect on Jefferson Parish’s flood insurance policy count.

Policy Count Change						Total from 2015-2019	
Community	2015	2016	2017	2018	2019	Count	%
Jeff Parish	92,214	88,838	88,406	86,875	82,364	-9,850	-11%
Gretna	3,408	3,134	3,106	3,115	3,195	-213	-6%
Harahan	2,526	2,433	2,498	2,577	2,551	25	1%
Kenner	15,618	15,278	15,451	16,026	15,400	-218	-1%
Westwego	1,376	1,231	1,256	1,272	1,331	-45	-3%
Jean Lafitte	255	252	247	271	342	87	34%
Total (Parishwide)	115,397	111,166	110,964	110,136	105,183	-10,214	-9%

Table 1 – Policy Count Change From 2015-2019

As noted in Table 1, policy count is down 9% parishwide from when JUMP developed and started implementing the PPI in 2015. Considering that new Flood Insurance Rate Maps became effective on February 2, 2018 for Jefferson Parish and more than 40,000 parcels moved from Zone AE (high risk) to Zone X (low risk) where flood insurance is not required, this is a respectable count.

Tables 2 and 3 on the next page provide an overview of changes in policy count by flood zone. Zone AO was removed in the new maps, yet according to Table 2, three communities each have one policy in Zone AO. Additionally, Jefferson Parish dropped 87 policies in Zone AO from 210 to 123 policies, but

there are still 123 policies in this zone that should not be. Furthermore, Kenner does not have Flood Zone AH, yet there is one policy rated as such. This indicates that either these policies were not updated since the 2018 map became effective and/or are mis-rated to zones that do not currently exist on the Jefferson Parish Flood Insurance Rate Map.

Properties in Zone A/AE and VE are required to carry flood insurance if there is a federally backed mortgage on the property. Zone X properties are not required by law to have a flood insurance policy. Table 3 shows that there was a decrease in policies for every community in Zone A/AE except for Gretna, and Jean Lafitte. There is also an increase in Zone X policies for every community. It is very likely that the Zone AE policies that have decreased are not policies that are no longer active but rather the policy holder simply switched flood zones and those AE policies are now rated as Zone X.

Flood Insurance Policies by Flood Zone

Zone	Community	Policies	Total Coverage
AO	Jeff Parish	-87	(\$12,985,000)
	Gretna	1	\$207,800
	Kenner	1	\$175,900
	Jean Lafitte	1	\$136,500
AH	Kenner	1	\$346,700

Table 2 – AO/AH only coverage change from 2018-2019

Even though Jefferson Parish lost a collective 10,214 policies since the inception of this Program for Public Information four years ago, just under half of those were lost parishwide since last year (Table 1), with the largest decrease coming from unincorporated Jefferson Parish. While JUMP recognizes the merit in implementing the PPI projects, more needs to be done in helping JUMP communities attain its PPI goal of increasing flood insurance policies. The JUMP communities need to continue to promote flood insurance to all property owners so that they are protecting their investments from future flood events.

Zone	Community	Policies	Total Coverage
A/AE	Jeff Parish	-8,402	(\$1,854,338,700)
	Gretna	6	\$20,882,100
	Harahan	-224	(\$62,082,400)
	Kenner	-2,499	(\$609,988,500)
	Westwego	0	(\$2,267,700)
	Jean Lafitte	70	\$16,785,200
	Total	-11,049	(\$2,491,010,000)
X	Jeff Parish	4,038	\$1,411,391,800
	Gretna	73	\$25,711,400
	Harahan	198	\$73,057,900
	Kenner	1,871	\$606,684,400
	Westwego	59	\$15,999,500
	Total	6,239	\$2,132,845,000
VE	Jeff Parish	-60	(\$88,880,400)

Table 3 – Coverage change from 2018-2019

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 27, 2019.

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 2016-Sept 2017 Implementation	Measured Outcomes	Recommendations	Oct 2017-Sept 2018 Implementation	Measured Outcomes	Recommendations	Oct 2018-Sept 2019 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	distributed in August 2017 at the beginning of the HMA 2017 Grant Cycle	209 applications received	continue	Mailed out in September 2018 just prior to the beginning of the HMA 2018 grant cycle	92 applications received	continue	Mailed out in September 2019 just prior to the beginning of the HMA 2019 grant cycle	238 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		Management and HM and Code Enforcement	-	annually	-	All	sent mailer out in July 2017	residents inquire about flood zone and grants	continue	sent mailer out in September 2018	residents inquire about flood zone and grants	continue	sent mailer out in July 2019	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 2017	Senior citizens better informed of flood risk	continue	Participated in March 2018	Senior citizens better informed of flood risk	continue	Participated on June 14, 2019	Senior citizens better informed of flood risk	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							ongoing	clean water samples	continue	ongoing	clean water samples	continue	ongoing	clean water samples	continue
	11.General Public			No	Envir Affairs	-	year-round	-	JP	ongoing	clean water samples	continue	ongoing	clean water samples	continue	ongoing	clean water samples	continue	ongoing
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							ongoing	less trash to get into the storm drains improving water quality and reducing flooding	continue	ongoing	less trash to get into the storm drains improving water quality and reducing flooding	continue	ongoing	less trash to get into the storm drains improving water quality and reducing flooding	continue
	11.General Public			No	Envir Affairs	-	year-round	-	JP	ongoing	less trash to get into the storm drains improving water quality and reducing flooding	continue	ongoing	less trash to get into the storm drains improving water quality and reducing flooding	continue	ongoing	less trash to get into the storm drains improving water quality and reducing flooding	continue	ongoing
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	less trash to get into the storm drains improving water quality and reducing flooding	continue	ongoing	less trash to get into the storm drains improving water quality and reducing flooding	continue	ongoing	less trash to get into the storm drains improving water quality and reducing flooding	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	no mandatory evacuation or hurricane this year	continue	ongoing	no mandatory evacuation 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; conducted more than 6 this year	residents have information on how to be better prepared	continue	ongoing; conducted 4 this year	residents have information on how to be better prepared	continue	ongoing; conducted 4 this year at Assisted Living Centers	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	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 June 1, 2017	no mandatory evacuation or hurricane this year	continue	Held on May 30, 2018	no mandatory evacuation or hurricane this year	continue	Held on June 5, 2019	no mandatory evacuation 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	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 2016-Sept 2017 Implementation	Measured Outcomes	Recommendations	Oct 2017-Sept 2018 Implementation	Measured Outcomes	Recommendations	Oct 2018-Sept 2019 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 baysou and ditches clean; maintain water quality; protect fish and other sea creatures	No	Envir Affairs	-	every April	-	JP, Gretna, Harahan, Kenner, Westwego (MS4 Co-Permittees)	961 students participated (3rd-8th graders)	fewer pollutants get into the storm drains resulting in clean water samples	continue	completed	fewer pollutants get into the storm drains resulting in clean water samples	continue	704 posters and 97 essays were received for the 2018-2019 school year	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 13, 2017	less hazardous materials get into the storm drains resulting in clean water samples	continue	Participated on May 19th, 2018	less hazardous materials get into the storm drains resulting in clean water samples	continue	Participated on Nov 3, 2018 and May 18, 2019	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	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	Participated on January 20th, 2018	over 5,000 trees placed in shoreline fences in Goose Bayou to restore and protect Jefferson Parish's coastal wetlands	continue	Participated on February 9, 2019	roughly 7,000 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 May 20, 2017 and Sept 16, 2017	1331 volunteers collected 13,719 lbs of trash and 120 lbs of recycling	continue	Participated on March 24, 2018 and Sept 15, 2018	for the Spring Sweep-690 volunteers collected 33,920 lbs of trash; for the Beach Sweep-926 volunteers collected 58,665 lbs of trash and 40 lbs of recycling	continue	Participated on March 23, 2019, May 11, 2019 and Sept 21, 2019	picked up trash around the lake and marking storm drains with our bilingual, educational markers.	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 2016-2017 school year	better informed students lead to improved water quality	continue	completed in 2017-2018 school year	better informed students lead to improved water quality	continue	completed in 2018-2019 school year	better informed students lead to improved water quality	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?pa=gen-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 1,582 to 2,235 since last year	continue	ongoing	inquiries increased from 2,235 to over 10,000 since last year (new map became effective)	continue	ongoing	inquiries decreased to 1,012 now that new FIRM has been in effect almost two years	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	ongoing	no hurricanes or evacuations this year; policies decreased	continue	ongoing	no mandatory 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	the public is better informed on flood protection	continue	ongoing	the public is better informed on flood protection	continue	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 2017 water bill	received requests for 6 site visits this past year	continue	Sent with August 2018 water bill.	received requests for 6 site visits this past year	continue	Sent with August 2019 water bill.	received request for 1 site visit 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 2016-Sept 2017 Implementation	Measured Outcomes	Recommendations	Oct 2017-Sept 2018 Implementation	Measured Outcomes	Recommendations	Oct 2018-Sept 2019 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 6 site visits this year	2 of the properties visited have been included in grant apps; others provided with retrofitting ideas	continue	JP conducted 4 site visits this year	provided with retrofitting ideas	continue	JP conducted 1 site visit this year	provided property owner green infrastructure 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 4 LA SAFE Meetings during this timeframe	increase in request for flood zone determinations, grant requests, and site visits	continue	presented at JP Council, Kiwanis Club, to flood insurance agents, JEDCO annual luncheon, final LA SAFE meeting, Westwego Council, Gretna Council, AARP, and LBPF-Lighthouse Lecture during this timeframe	increase in request for flood zone determinations, grant requests, and site visits	continue	presented at a NOMAR meeting, to the National Technical Mapping Advisory Council Subcommittee, and at the National Association of Realtors Sustainability Summit	informed leaders of CRS on a local level; continue to get requests for flood zone determinations and grant requests	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 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	met with HBA on 11/2/17	made HBA members aware of implications the new flood maps have on new construction, remodeling, and insurance rates	continue	Met with the HBA on 2/28/19; NOMAR on 5/6/19, and Environmental hosted a Stormwater Controls Workshop for contractors on 4/24/19	informed members of upcoming change in datum, CRS benefits, and best practices on regulating construction sites - helps with natural functions	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	the public is better informed on flood protection	continue	ongoing	the public is better informed on flood protection	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	newsletter graphic posted in December 2017, February, April, and August 2018	parish employees are informed on how to prepare for hurricanes and protect the parish infrastructure and water bodies	continue	newsletter graphic posted in December 2018, February, April, June and August 2019	parish employees are informed on how to prepare for hurricanes; request flood zone determinations, and keep storm drains clean	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	ongoing; sign-up details posted on website	over 1300 people are signed up	continue
OP#47 Brochure-When do 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	the public is better informed on permit requirements	continue	ongoing	the public is better informed on permit requirements	continue	ongoing	the public is better informed on permit requirements	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	less trash to get into the storm drains improving water quality and reducing flooding	continue	ongoing	less trash to get into the storm drains improving water quality and reducing flooding	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 11 and Oct 13, 2016	the public is better informed on flood protection	continue	Participated on Friday October 12, 2018	the public is better informed on flood protection	continue	Participated on Friday October 15, 2019	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	the public is better informed on flood protection	continue	ongoing	the public is better informed on flood protection	continue	ongoing	the public is better informed on flood protection	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 2016-Sept 2017 Implementation	Measured Outcomes	Recommendations	Oct 2017-Sept 2018 Implementation	Measured Outcomes	Recommendations	Oct 2018-Sept 2019 Implementation	Measured Outcomes	Recommendations
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 in Sept 2017	homeowners and prospective buyers are better aware of their risk	continue	sent in Sept 2018	homeowners and prospective buyers are better aware of their risk	continue	sent in July 2019	homeowners and prospective buyers are better aware of their risk; increase in flood zone determinations	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. Buy flood insurance.	Residents learn how to prepare for hurricanes and evacuations	No	Code Enforcement	-	every May	-	Westwego	sent out in Sept 2017	no hurricanes or mandated evacuations	continue	sent out in Sept 2018	no hurricanes or mandated evacuations	continue	sent out in Sept 2019	no mandatory evacuations this year	continue
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	ongoing	no mandatory evacuations this year	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	209 applications received for mitigation this year	continue	ongoing	92 applications received for mitigation this year	continue	ongoing	238 applications received for residential 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, Brochure 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	ongoing	no mandatory evacuations 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, Website, 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	ongoing	no mandatory evacuations this year	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	10,328 webinar participants during this timeframe	continue	ongoing	over 10,000 webinar participants during this timeframe	continue	ongoing	31 flood insurance webinars held with over 2500 participants	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	approximately 25,000 brochures were distributed nationwide in this timeframe	continue	ongoing	approximately 25,000 brochures were distributed nationwide in this timeframe	continue	ongoing	approximately 9,000 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	ongoing	no mandatory evacuations this year	continue
OP#68 Civic Assn meetings	1.RL/SRL Properties	various flood-related topics as requested		No						none in RL Areas	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	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.	Increase # of mitigation projects and insurance policies; decrease # of flood claims	No	Floodplain Management and HM	-	Quarterly	-	JP	four scheduled presentations; three given since October 2016	better informed public but policy count is down	continue	five presentations given since October 2017	better informed public but policy count is down	continue	one presentations given since October 2018	better informed public but policy count is down	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	guide on display at 12 grocery stores throughout the parish	no hurricanes or mandatory evacuations this year	continue	guide on display at 12 grocery stores throughout the parish	no hurricanes or mandatory evacuations this year	continue	guide on display at 12 grocery stores throughout the parish	no mandatory evacuations 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 2016-Sept 2017 Implementation	Measured Outcomes	Recommendations	Oct 2017-Sept 2018 Implementation	Measured Outcomes	Recommendations	Oct 2018-Sept 2019 Implementation	Measured Outcomes	Recommendations
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	drafting	n/a	continue	digital post on Chamber website for November 2017, January, March, and May 2018	businesses are informed on how to prepare for hurricanes and protect the parish water bodies	continue	digital post on Chamber website for December 2018	businesses are informed on how to prepare for hurricanes and protect the parish water bodies	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	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	keep under consideration	not yet	n/a	keep under consideration	not yet	n/a	continue to explore
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	continue to explore	not yet	n/a	continue to explore	not yet	n/a	continue to explore
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	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	drafting	n/a	continue	newsletter graphic posted in December 2017, February, April, and May 2018	NOMAR members are aware of the risk their clients face and share a consistent message with homebuyers about their flood risks	continue	newsletter graphic posted in December 2018, March, and April 2019	NOMAR members are aware of the risk their clients face and share a consistent message with homebuyers about their flood risks	continue
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	keep under consideration	not yet	n/a	keep under consideration	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-P 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	ongoing	too soon to tell	continue	ongoing	too soon to tell	continue	ongoing	buyers inquire about their flood zone before purchasing	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/Em agency Management	FEMA	year-round	-	Kenner, Gretna	ongoing	non-English speakers are better informed of flood protection	continue	ongoing	non-English speakers are better informed of flood protection	continue	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	created August 2017; posted on website	too soon to tell	continue	Ongoing/still posted on website	reduced number of calls on the new flood map as the public can view it themselves	continue	Ongoing/still posted on website	reduced number of calls on the new flood map as the public can view it themselves	continue
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	created and available in office	too soon to tell	continue	available in office	too soon to tell	continue	available in office	property owners are inquiring about their flood zone and grant opportunities	continue
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	ongoing	no hurricanes or evacuations this year	continue	ongoing	no hurricanes or evacuations this year	continue	ongoing	no mandatory evacuations this year	continue

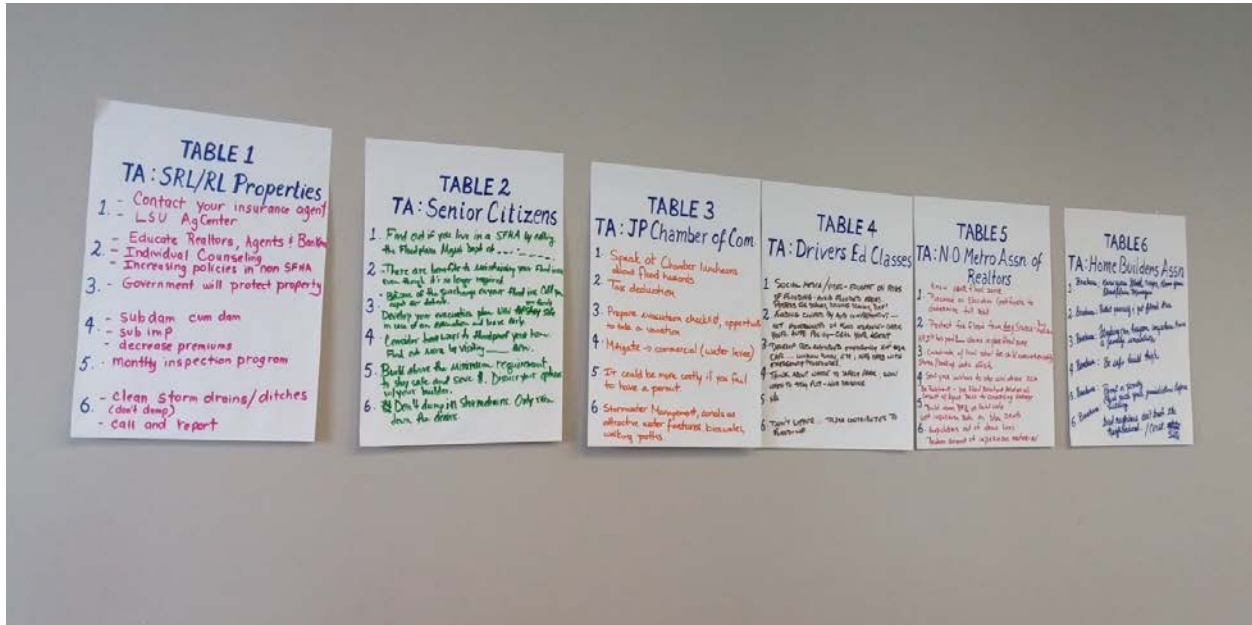
Outreach Projects (OP)	Priority Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Oct 2016-Sept 2017 Implementation	Measured Outcomes	Recommendations	Oct 2017-Sept 2018 Implementation	Measured Outcomes	Recommendations	Oct 2018-Sept 2019 Implementation	Measured Outcomes	Recommendations
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	drafted	n/a	continue	Ongoing, Marsha signs posted at bus shelters	too soon to tell	continue	Ongoing, Marsha signs posted at bus shelters	no mandatory evacuations this year	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 contralflow 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	drafted	n/a	continue	Ongoing, Marsha signs posted inside buses	too soon to tell	continue	Ongoing, Marsha signs posted inside buses	Increase in number of online flood zone determination requests	continue
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	ready for dissemination	n/a	continue	ready for dissemination	n/a	continue	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	ready for dissemination	n/a	continue	ready for dissemination	n/a	continue	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	ready for dissemination	n/a	continue	ready for dissemination	n/a	continue	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	ready for dissemination	n/a	continue	ready for dissemination	n/a	continue	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	Increase website hits and flood map inquiries; increase in flood insurance policies	No	Floodplain Management and HM	-	after an event	-	All	ready for dissemination	n/a	continue	ready for dissemination	n/a	continue	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	ready for dissemination	n/a	continue	ready for dissemination	n/a	continue	ready for dissemination	n/a	continue
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	ongoing	decrease in policies since last year	continue	ongoing	decrease in policies since last year	continue	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; in office and handed out at various community meetings	decrease in policies since last year	continue	ongoing; in office and handed out at various community meetings	decrease in policies since last year	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	decrease in policies since last year	continue	ongoing	decrease in policies since last year	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 fourth Multi-Jurisdictional Program for Public Information (PPI) Committee Meeting Annual Evaluation. This meeting will be held on August 20, 2019 at the JEDCO Conference Center located at 701A Churchill Pkwy in Westwego from 10:30 AM – 12:00 PM.

Agenda items include an overview of PPI Outreach Projects accomplished this year, measured outcomes, an updated assessment of flood insurance policies in Jefferson Parish, and approval of suggested changes/recommendations to the program.

Questions may be directed to Maggie Talley, Director of Floodplain Management and Hazard Mitigation 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

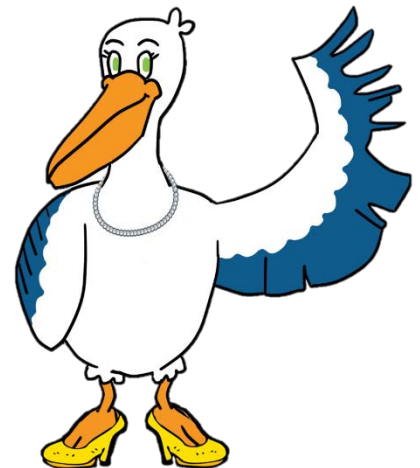
Annual Evaluation

August 20, 2019, 10:30 AM

JEDCO

AGENDA

10:30 AM	Coffee & Sign-In
10:35 AM	Welcome/Introductions
10:40 AM	Review and Provide Input on Components of PPI Plan
11:20 AM	Flood Insurance Policies – Where are we Now?
11:30 AM	Ideas for Brooms to Basins Email Graphics
11:50 AM	Approval of Changes/Recommendations
12:00 PM	Meeting Adjourned



Sign In Sheet

Name	City/Community/Organization	Email Address	Initial
Alessandra Jerolleman	Metairie Resident	agazzo@gmail.com	
Angie Albrecht	Harahan Resident	AAlbrecht@TrigonAssociates.com	
Annette Claverie	Regions Bank	annette.claverie@regions.com	ABC
Bob Ross	Kenner - PIO	bross@kenner.la.us	BR
Danielle Dauzat	Accessible Insurance Agency	danielle@accessibleins.com	
Danika Gorrondona	Gretna - Building Official	dgorrondona@gretnala.com	DG
James Mohamad	Kenner - Director of Inspect & CE	jmohamad@kenner.la.us	JM
Jeff Charlet	Harahan - Regulatory Office	jeff.charlet@ci.harahan.la.us	JC
Jessica Martin	JP - Floodplain	jemartin@jeffparish.net	JM
Joni Bathel	Entergy	jbathel@entergy.com	JB
Kelli W. Starrett	New Orleans Metro Assn of Realtors	kelli@nomar.org	KWS
Kim Reeves	Orleans Shoring	kimr@orleansshoring.com	KR
Lisa Tapia	Westwego - Floodplain/CRS Coordinator	LisaTapia@cityofwestwego.com	LT
Lydia Jemison	Jemison & Partners, Inc.	lydia@jemisonandpartnersinc.com	
Maggie Talley	JP Director of FP Mgmt & HM	mtalley@jeffparish.net	MT
Marie Clesi <i>Liz Dupuy</i>	State Farm	marie.clesi.b270@statefarm.com	MC

Sign In Sheet

Name	City/Community/Organization	Email address	Initial
Michael Wesley	Gretna - IT Manager and Floodplain	mwesley@gretnala.com	MW
Michelle Gonzales	Harahan Resident	mgonzales@rostan.com	mg
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
Ryan Daul	Daul Insurance Agency, Inc.	ryan@daulinsurance.com	RD
Samantha de Castro	JP - PIO	sdecastro@jeffparish.net	SDC
Steve Bean	Real Estate	shbean@cox.net	SB
Tammy Mercier	Real Estate	3395009@gmail.com	
Teddesse Tewelde	Business Owner	tbtmoney@aol.com	
Thelma Meyers	Hispanic Chambers of Commerce; State Farm	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/CRS Coordinator	yccrain@townofjeanlafitte.com	YC

Jefferson United Mitigation Professionals (JUMP)

**Multi-Jurisdictional
Program for Public Information (PPI)**



**PPI COMMITTEE MEETING
ANNUAL EVALUATION
AUGUST 20, 2019
JEDCO**



PPI Objective



- **Provide the public with information needed to increase flood hazard awareness and to motivate actions to reduce flood damage, encourage flood insurance coverage, and protect the natural functions of floodplains.**

Committee Guidelines



- ✓ Comprise at least five people
- ✓ Include one or more representatives from the community's floodplain management office
- ✓ Include one or more representatives from the community's public information office, if there is one
- ✓ Must include at least one representative from a local insurance agency (370 credit req)

For Multi-Jurisdictional Programs

- ✓ Each community wanting the credit must send at least two representatives
- ✓ At least half of the community's representatives must be from outside the local government

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

- **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

- First 6 – CRS Required

- 7, 8, 9 – additional
 - Add 1 more?

Messaging – Original Target Audiences



- **“Target” Audiences**

1. Repetitive Loss (RL)/Severe Rep Loss (SRL) Properties
2. Senior Citizens
3. JP Chamber
4. New Drivers
5. New Orleans Metropolitan Association of Realtors (NOMAR)
6. LA Home Builders Association (HBA)
7. Properties outside levee
8. Prospective Buyers
9. Building Officials Association of LA (BOAL)
10. Non-English Speakers
11. General Public

Must reach ALL members of the target audience to receive TA credit

Projects per Target Audience



Target Audiences	Original Projects Identified per Audience	Projects Implemented per Audience	Projects scored as Targeted Audience
1.RL/SRL Properties	5	2	2
2.Senior Citizens	9	1	
3.JP Chamber	5	1	
4.New Drivers	10	3	
5.NOMAR	5	2	1
6.LA HBA	4	0	
7.Properties outside levee	1	0	
8.Prospective Buyers	5	1	
9.BOAL	2	0	
10.Non-English Speakers	5	3	
11.General Public	75	42	2

Messaging – Changes to Audiences



- Changed from “Target” Audiences to “Priority” Audiences
 1. RL/SRL Properties
 2. Senior Citizens – How do we reach ALL?
 3. JP Chamber
 4. New Drivers – Changed to Drivers in 2016. How do we reach ALL?
 5. NOMAR
 6. LA HBA – No current projects. Keep or change to GNO HBA?
 7. Properties outside levee – No current projects. Keep?
 8. Prospective Buyers – How do we reach ALL?
 9. BOAL – No current projects. Would like to delete.
 10. Non-English Speakers – How do we reach ALL?
 11. General Public
 12. 100% of Flooded Properties – Added in 2017 per new CRS manual

Highlights from this Year



PROJECT REVIEW

Projects



- **Project Stats**

- Outreach Projects (OP)

- ✦ Originally identified 114 total
- ✦ Currently have 71 active projects
- ✦ Proposing to proceed with 53 projects

- Flood Response Preparation (FRP)

- ✦ Originally identified 3 FRP projects
- ✦ Currently have 6 FRP projects (to maximize points)

- Coverage Improvement Plan Implementation (CPI)

- ✦ 3 CPI projects (renamed from OPs)
- ✦ 6 OPs with Topic 2 (Insurance Promotion) partially scored under CPI

Flood Response Preparation (FRP) 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

Stakeholder Credit



- Provides a “bonus” to our PPI score
- Any organization or person (non-government) that supports the message.
- Examples:
 - An insurance company that publishes a brochures on flood insurance
 - FEMA
 - LA Sea Grant
 - Lake Pontchartrain Basin Foundation (LPBF)

Flood Insurance Assessment



2019 UPDATE

Flood Insurance Policies



Policy Count Change						Total from 2015-2019	
Community	2015	2016	2017	2018	2019	Count	%
Jeff Parish	92,214	88,838	88,406	86,875	82,364	-9,850	-11%
Gretna	3,408	3,134	3,106	3,115	3,195	-213	-6%
Harahan	2,526	2,433	2,498	2,577	2,551	25	1%
Kenner	15,618	15,278	15,451	16,026	15,400	-218	-1%
Westwego	1,376	1,231	1,256	1,272	1,331	-45	-3%
Jean Lafitte	255	252	247	271	342	87	34%
Total (Parishwide)	115,397	111,166	110,964	110,136	105,183	-10,214	-9%

Flood Insurance Policies by Flood Zone



- Change from 2018-2019

Zone	Community	Policies	Total Coverage
AO	Jeff Parish	-87	(\$12,985,000)
	Gretna	1	\$207,800
	Kenner	1	\$175,900
	Jean Lafitte	1	\$136,500
AH	Kenner	1	\$346,700

Flood Insurance Policies by Flood Zone



- Change from 2018-2019 by zone

Zone	Community	Policies	Total Coverage
A/AE	Jeff Parish	-8,402	(\$1,854,338,700)
	Gretna	6	\$20,882,100
	Harahan	-224	(\$62,082,400)
	Kenner	-2,499	(\$609,988,500)
	Westwego	0	(\$2,267,700)
	Jean Lafitte	70	\$16,785,200
	Total	-11,049	(\$2,491,010,000)
X	Jeff Parish	4,038	\$1,411,391,800
	Gretna	73	\$25,711,400
	Harahan	198	\$73,057,900
	Kenner	1,871	\$606,684,400
	Westwego	59	\$15,999,500
	Total	6,239	\$2,132,845,000
VE	Jeff Parish	-60	(\$88,880,400)

Brooms to Basins



- Sign up at www.jeffparish.net/brooms
- Those who sign up will get a monthly email reminding them to clean their catch basin
- Need ideas for next year's graphics





MAY 2019

83,000

**CATCH BASINS IN
JEFFERSON PARISH**

**ONLY
RAIN
DOWN
THE
DRAIN**

**THANK YOU FOR ADOPTING A
CATCH BASIN IN YOUR
NEIGHBORHOOD!**

As we head into summer, we can expect heavy pop-up storms in Southeast Louisiana. Marsha the Pelican and Jefferson Parish need your help to keep our drains clear of debris and to help prevent street flooding.

HOW TO KEEP YOUR BASIN CLEAN:

- Always wear gloves
- Don't stick your hands down the drain
- Sweep debris, leaves, and trash away from drain
- Dispose of your bagged debris in your trash can

**STORM DRAIN NOT
WORKING?**

Eastbank: 504-736-6578
Westbank: 504-437-3949





JUNE 2019

DOES YOUR CATCH BASIN LOOK LIKE THIS?

THEN IT'S TIME TO CLEAN DAT BASIN!

Did you know that when it rains, storm water and the litter it sweeps up into the catch basins, does not directly go to the sewer treatment plant? Most of it goes straight to our waterways and streams. That's why it's critical Jefferson Parish residents help keep our streets and basins clean to not only prevent street flooding, but to protect our natural habitats and preserve our wildlife. It's what makes Louisiana a Sportsman's Paradise!

CATCH BASIN CLEANING TIPS:

- Pick a regular, recurring day and time to clean your basin
- Always wear gloves
- Don't stick your hands down the drain
- Sweep and pick up debris, leaves, and trash from drain
- Please clean before and after rain events

CATCH BASIN NOT WORKING?

Eastbank: 504-736-6578
Westbank: 504-437-3949





JULY 2019

MARSHA NEEDS YOU

To do your part and help prevent street flooding by adopting a catch basin!

ONLY RAIN DOWN THE DRAIN!

Don't forget to properly dispose of your July 4th party debris

WHEN CLEANING YOUR CATCH BASIN:

- Always wear gloves
- Never stick your hand down into the basin
- Sweep up and bag leaves, trash and litter

STORM DRAIN NOT WORKING?

Eastbank: 504-736-6578
Westbank: 504-437-3949



CREATE A COMMUNITY DRAIN MARKING EVENT
AUGUST 2019



**ADOPT A
CATCH BASIN**



Recruit your family, neighbors and classmates!

Welcome to the peak of hurricane season. This is a good time to consider organizing a group of volunteers in your neighborhood and clean debris away from catch basins. If a storm were to form in the Gulf, we want to make sure our basins can handle the potential heavy rain.

To organize a drain marking event in your area:
Environmental Affairs Department
504-736-6440

CATCH BASIN NOT WORKING?

📞 Eastbank: 504-736-6578
Westbank: 504-437-3949



OCTOBER 2019

BEWARE OF SPOOKY CATCH BASINS



THIS IS NO HOCUS POCUS!

CLEAN THAT BASIN

Thank you for helping keep litter out of our streets and wetlands. Any trash that makes its way into the basin ends up in our rivers and waterways. We want to protect our wildlife and seafood. Remember, only rain down the drain!

CATCH BASIN NOT WORKING?

Eastbank: 504-736-6578
Westbank: 504-437-3949

NOVEMBER 2019



**"Changing the world
always needs volunteers."**

- UNKNOWN

We're thankful for you!

As family and friends gather this holiday season, we want to take the time to thank you for participating in Brooms to Basins. We appreciate you doing your part by cleaning your basin to help prevent street flooding and protect our natural habitats. No task is too small, so thank you!

**CATCH BASIN STILL NOT WORKING?
THERE COULD BE A PROBLEM
BELOW THE SURFACE!**
Eastbank: 504-736-6578
Westbank: 504-437-3949



Color Time!

January



Recap of Previous Evaluation Meetings



- **2016**
 - Changed “New” Drivers to just “Drivers”
 - Discontinued 7 projects
 - Combined OP#94 and 95 since they were basically the same
- **2017**
 - Merged other similar projects
 - Added 3 Outreach Projects (OPs)
 - Discontinued 36 projects
- **2018**
 - Discontinued 3 additional projects

Changes/Recommendations for 2019



- **Any objections to delete these OPs?**
- OP#11 Safe House Open Houses
- OP#29 Patrick Taylor Storm Drain Marking Event
- OP#33 Leaders Against Litter
- OP#48 Brochure “Prepare Yourself”
- OP#57 Museum/Video
- OP#63 USAE-New Orleans District Announcements
- OP#64 South East LA Flood Protection Authority Presentations
- OP#69 High Water Mark Initiative
- OP#88 Art Contest
- OP#96 Create Brochure Geared Toward Home Builders Association Members
- OP#97 Update Language on Permit
- OP#101 Flood Disclosure Clause Handout
- OP#102 Flood Insurance Promotion (for Prospective Buyers)
- OP#103 Create Brochure on Building Requirements and Accessory Structures for Prospective Buyers
- OP#114 Home and Garden Show

What's Next?



- Update the plan based on today's discussion and share with the committee for review and input
 - Once final, will submit to each of our governing bodies for adoption
- Continue implementing projects
- Reconvene in a year for annual evaluation – add in projected date for August 2020

Thanks for sharing!

