



JEFFERSON PARISH



JEFFERSON UNITED MITIGATION PROFESSIONALS MULTIJURISDICTIONAL PROGRAM FOR PUBLIC INFORMATION

2023
ANNUAL EVALUATION REPORT

Program for Public Information Annual Evaluation Report 2023

Unincorporated Jefferson Parish, the Cities of Gretna, 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 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, the higher likelihood these residents will be prepared to take action towards 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 and formally updated in late 2020. Over 100 projects were initially identified in the 2015 plan, that list has been modified to 53 total projects for ease of implementation. Through the process of developing the PPI, the committee added three additional topics to the six required CRS topics and identified 9 priority audiences to whom the outreach messages should be delivered. JUMP has been implementing the PPI for eight years.

The PPI Committee is tasked with evaluating the PPI each year to ensure that projects maintain their relevance and feasibility and to track progress and outcomes. The PPI Committee met in-person on August 22, 2023, to work through the evaluation process. The list of committee members who attended the meeting can be found on page 5.

The spreadsheet that follows the report provides a status update for each active project. The committee determined if an outreach 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):

- Four Projects were discontinued
 - OP#38 Brooms to Basin
 - OP#48 Handouts for Driver's Ed Courses
 - OP#51 Bus Shelters
 - OP#52 Interior Bus Cards
- The following projects could not be implemented during the last PPI cycle due to time and budgetary constraints. These projects will be implemented during the next annual PPI cycle.
 - OP#25 Great American Clean-up
 - OP#28 Flood Hazard Disclosure to Buyer
 - OP#49 Poster for Schools, Driving Schools, DMV's, and/or Government Buildings
 - OP#50 Create Brochures on Flood Insurance and Mitigation

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 project categories including: outreach projects (OP), flood response preparation (FRP) projects, and coverage improvement plan implementation (CPI) projects. As part of the annual evaluation, the PPI Committee compared Flood Insurance Assessments and analyzed 2015-2023 NFIP policy data. This report compares changes that occurred from 2015 to 2023 with special emphasis on changes that occurred from 2022 to 2023.

Figure 1. Percent of Policies to Structures from 2015-2023

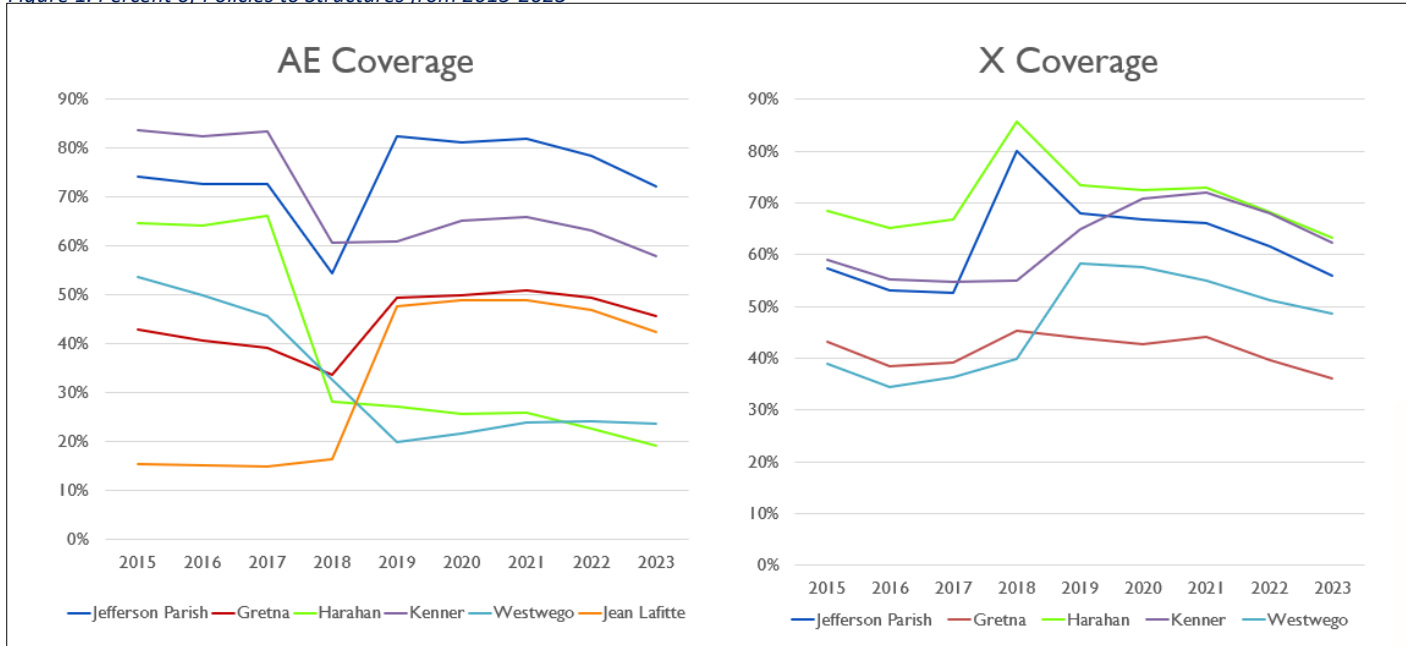


Figure 2. Unincorporated Jefferson Parish Policies Vs Coverage from 2015-2023

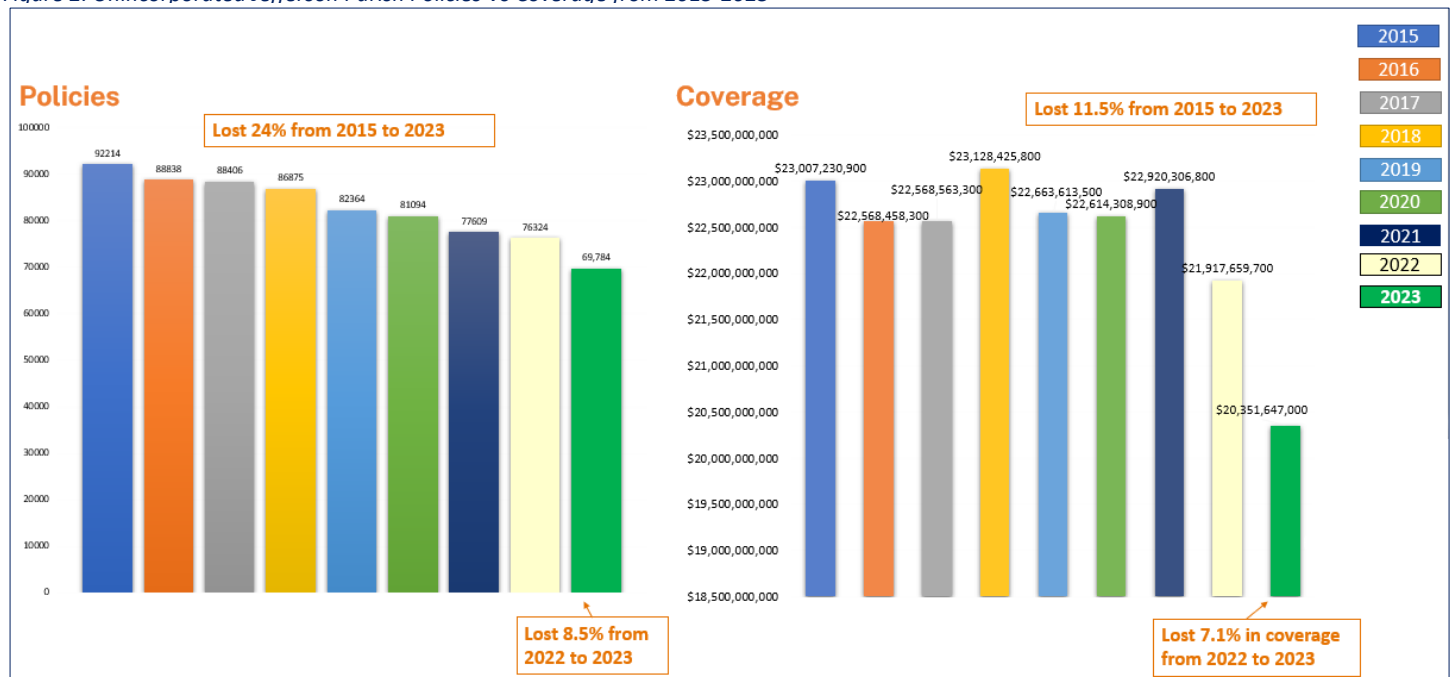


Figure 3. City of Kenner Policies Vs Coverage from 2015-2023

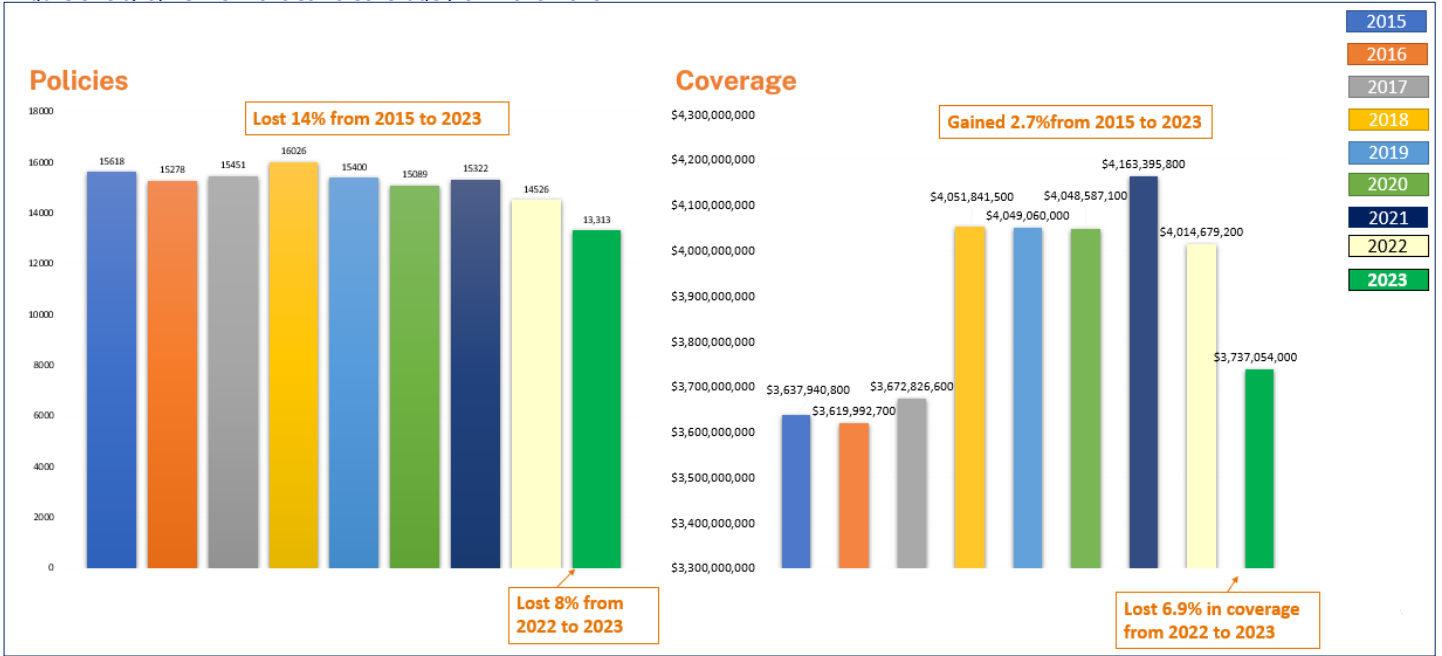


Figure 4. City of Gretna Policies Vs Coverage from 2015-2023

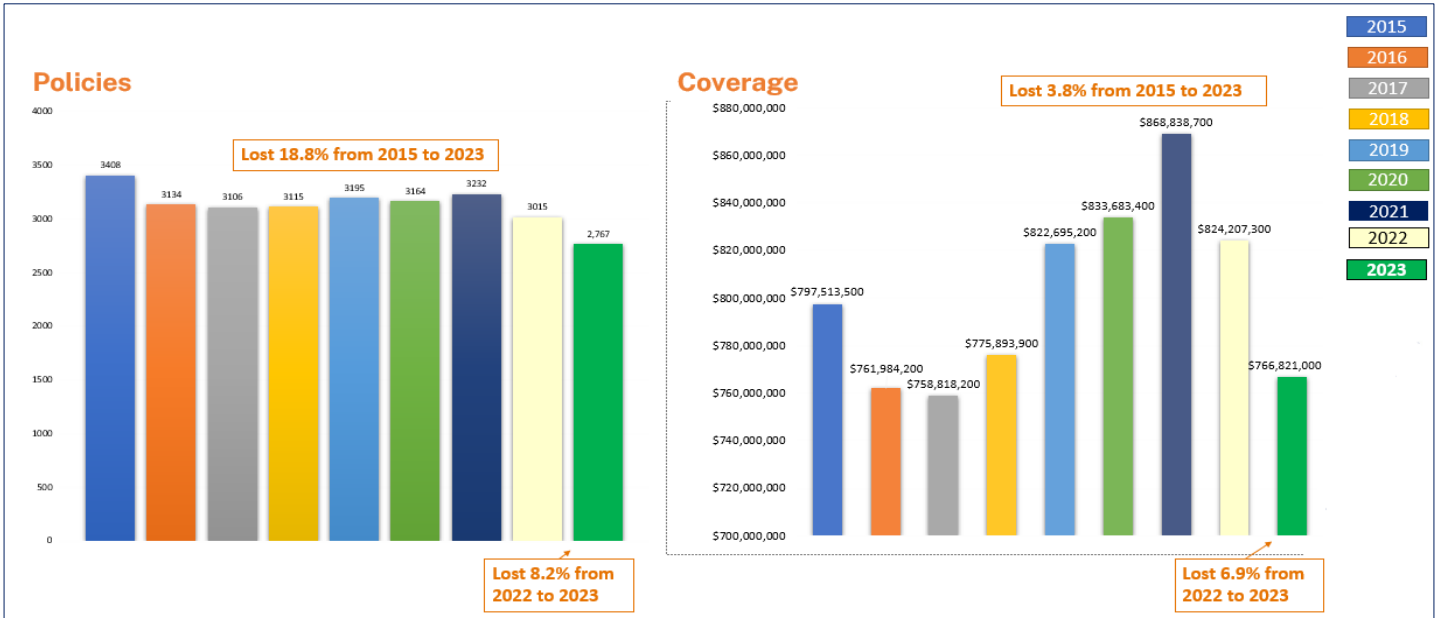


Figure 5. City of Westwego Policies Vs Coverage from 2015-2023

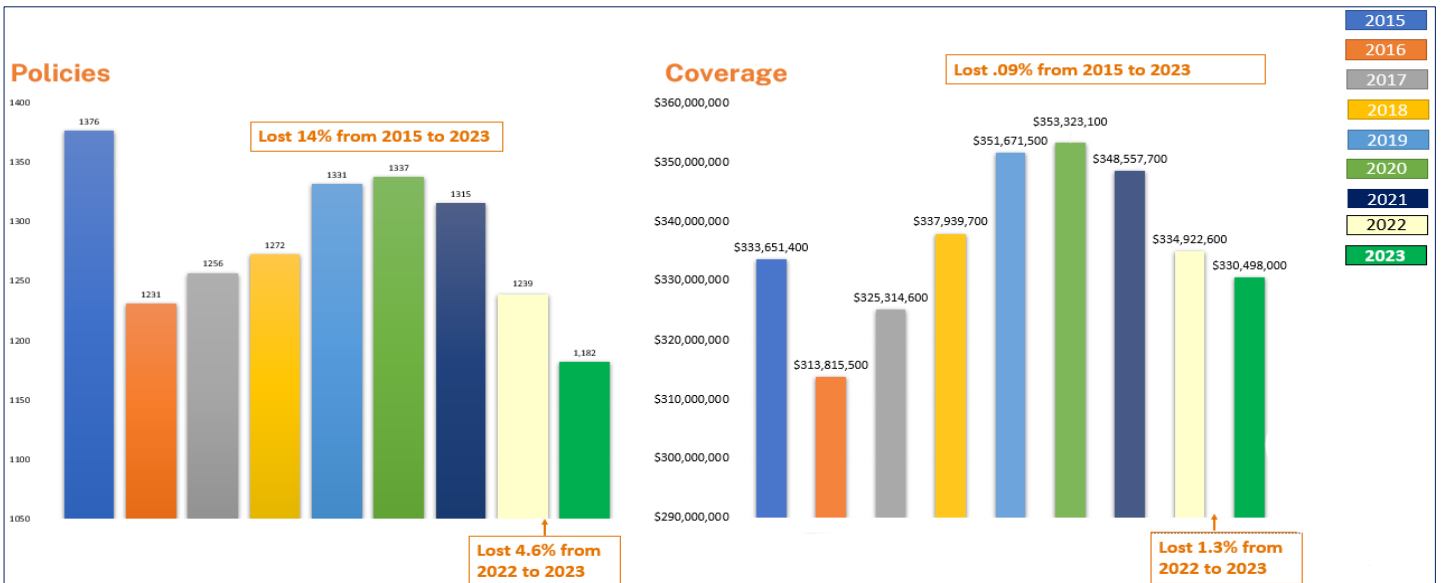


Figure 6. Town of Jean Lafitte Policies Vs Coverage from 2015-2023

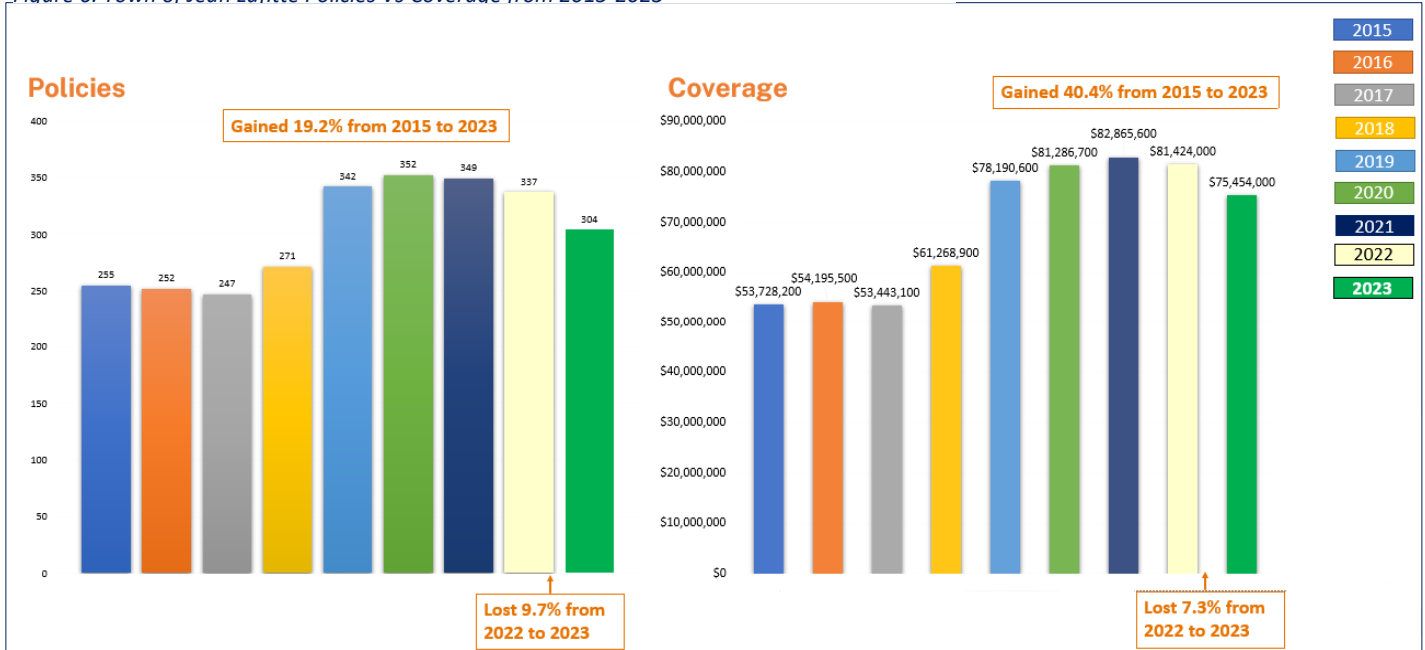


Figure 1 provides an overview of the changes in the percent of policies to structures in Flood Zones AE and X. Properties in Zone AE and VE are required to carry flood insurance if they carry a federal backed mortgage. Zone X properties are not required to have a flood insurance policy. From 2022 to 2023, there was a decrease in Zone AE percent of policies to structures in all jurisdictions. Decreases were also observed in Zone X percent of policies to structures for all jurisdictions except the Town of Jean Lafitte as they do not have Zone X areas.

Policy counts and coverage totals decreased from 2022 to 2023 in all jurisdictions. The following are changes from 2022 to 2023: unincorporated Jefferson Parish experienced a loss of 6,540 policies (Figure 2); the City of Kenner lost 1,213 policies (Figure 3); the City of Gretna lost 248 (Figure 4); the City of Westwego experienced a loss of 57 policies (Figure 5); and the Town of Jean Lafitte lost 33 policies (Figure 6).

The following changes pertain to total coverage (sum of elected coverage amounts) from 2015 to 2023. Unincorporated Jefferson Parish experienced an 11% reduction in coverage from 2015 to 2023, and a 7.1% reduction from 2022 to 2023; the City of Kenner saw a 2.7% gain in coverage from 2015 to 2023, but experienced a loss of 6.9% from 2022 to 2023; the City of Gretna experienced a 3.8% reduction in coverage from 2015 to 2023, and a 6.9% reduction from 2022 to 2023; the City of Westwego lost 0.09% of coverage from 2015 to 2023, but lost 1.3% in coverage from 2022 to 2023; the Town of Jean Lafitte experienced a 40.4% gain in coverage from 2015 to 2023, but saw a 7.3% loss in coverage from 2022 to 2023.

Policy counts and coverage totals were beginning to stabilize after three years of continuous variation following the February 2, 2018, map change. However, due to drastic premium increases under Risk Rating 2.0, that trend is no longer being observed. All JUMP communities need to continue to promote flood insurance to all property owners so they are protecting their investments from future flood events.

The PPI Committee is continuing to implement and refine the PPI so that flood insurance is seen as a necessity. The efforts put forth by the committee will continue to support the Community Rating System (CRS) program, which affords residents with a discount in their flood insurance premiums.

This evaluation report was submitted to the Jefferson Parish Council on September 6, 2023.

2023 Annual PPI Committee Meeting Attendees

Name	Organization/Title	Email	Government vs Stakeholder	Jurisdiction
Unincorporated Jefferson Parish				
Seamus Riley	JP Floodplain/CRS Specialist	smriley@jeffparish.net	Government	Jefferson Parish
Gretchen Hirt	JP PIO	ghirt@jeffparish.net	Government	Jefferson Parish
Danielle Dauzat	Accessible Insurance Agency	danielle@accessibleins.com	Stakeholder	Jefferson Parish
Monica Farris	Metairie Resident	mateets@uno.edu	Stakeholder	Jefferson Parish
City of Gretna				
Danika Gorrondona	Gretna - Building Official	dgorrondona@gretnala.com	Government	City of Gretna
Michael Wesley	Gretna - Floodplain Management	mwesley@gretnala.com	Government	City of Gretna
Lydia Jemison	Jemison & Partners, Inc.	lydia@jemisonandpartnersinc.com	Stakeholder	City of Gretna
Ryan Daul	Daul Insurance Agency, Inc.	ryan@daulinsurance.com	Stakeholder	City of Gretna
City of Kenner				
Jamie Shorkey	Kenner - Regulatory Office	ishorkey@kenner.la.us	Government	City of Kenner
Paris Vinnett	Kenner - PIO	pvinnett@kenner.la.us	Government	City of Kenner
Lynda Nugent Smith	Keller Williams Realtor	lynda@kw.com	Stakeholder	City of Kenner
Kevin Guffey	Guffey Insurance	kevin@guffeyinsurance.net	Stakeholder	City of Kenner
City of Westwego				
Lisa Tapia	Westwego - Clerk; Floodplain	LisaTapia@cityofwestwego.com	Government	City of Westwego
Town of Jean Lafitte				
Yvette Crain	Jean Lafitte - Clerk; Floodplain	yccrain@townofjeanlafitte.com	Government	Town of Jean Lafitte
Dana Silvey	First Horizon Bank	Dana.Silvey@firsthorizon.com	Stakeholder	Town of Jean Lafitte
Aida Tewelde	Business Owner	aidatewelde_beckwith@yahoo.com	Stakeholder	Town of Jean Lafitte
Additional Attendees				
Molliee McInnis	City of Harahan	mollie.mcinnis@ci.harahan.la.us	Government	City of Harahan
Pat Skinner	LSU Ag Center	pskinner@agcenter.lsu.edu	Stakeholder	State of Louisiana

#	Outreach Projects Description	Primary Lead(s)	CRS Community to Get Credit	September 2022 - August 2023 Implementation	Measured Outcomes	Jefferson Parish Recommendations
Outreach (OP) Projects						
1	JeffTalk (JP Employee Newsletter)	JP PIO	JP	Posted in November of 2022 and in February, May, and August of 2023.	Parish employees are informed on how to prepare for hurricanes and protect the parish infrastructure and water bodies	Continue implementing with innovative ways to express how the staff employees are meeting the goals of the PPI
2	Provide excerpt for NOMAR's digital newsletter	JP FPM&HM	All	Posted in November of 2022 and in February, May, and August of 2023.	Parish employees are informed on how to prepare for hurricanes and protect the parish infrastructure and water bodies	Continue implementing with innovative ways to express how the staff employees are meeting the goals of the PPI
3	Chamber of Commerce Insert for newsletter	JP FPM&HM	All	Posted in November of 2022 and in February, May, and August of 2023.	Parish employees are informed on how to prepare for hurricanes and protect the parish infrastructure and water bodies	Continue implementing with innovative ways to express how the staff employees are meeting the goals of the PPI
4	JP TV Channel (Hurricane Season PSAs, Evacuation Exercise, etc.)	JP PIO	JP	Ongoing	Residence are informed on hurricane season preparedness, flood insurance, flood hazards, elevation, grant funding, etc.	Work with PIO to develop additional content
5	Kenner TV	Kenner's PIO	Kenner	Ongoing	Residence are informed on hurricane season preparedness, flood insurance, flood hazards, elevation, grant funding, etc.	Work with Kenner PIO to develop additional content
6	Water bill mail out	JP FPM&HM JP Water	All (Westwego own bill)	Included in all June and July water bills.	Received requests for site visits	Continue to implement this cost effective parishwide outreach

#	Outreach Projects Description	Primary Lead(s)	CRS Community to Get Credit	September 2022 - August 2023 Implementation	Measured Outcomes	Jefferson Parish Recommendations
7	Curb Marker (2 languages)	JP FPM&HM JP ECM JP Envir Affairs	All (markers were given to each community)	Markers placed in the City of Westwego on 3/14/2023 Markers placed in the Town of Jean Lafitte on 11/2/2022	Residence learn how to reduce flooding and protect water quality and natural floodplain functions	Continue to implement. Schedule marking and clean-ups for October 2023 to March of 2024
8	Mailout to RL Areas	JP FPM&HM JP I&CE	All	6,032 mailers sent to unincorporated JP inside levee and to Crown Point on 7/20/2023 508 mailers sent to Barataria residents on 7/27/2023 380 mailers sent to residents in lower Lafitte on 7/27/23	Residents inquire about flood zone and grants	Continue to implement
9	Grant opportunities to RL/SRL homeowners-mailout	JP FPM&HM	All	Mailed on 9-19-22	Approximately 346 application were received	Continue to implement
10	EC Trainings	Kenner	All	Held first EC training class for 60 people on August 15th from 9:00 a.m. to 4:30 p.m.	Completion and correctness or elevation new elevation certificate for accurate rating protecting property	Continue to implement. Schedule training for 2024.
11	Tree Plantings	JP E&CM Municipality Depts	All	3/24/23 and 3/25/23 plantings at Bayou Segnette State Park 4/2/23 planting at Parc Des Famillies	Improve natural floodplain function, mitigate soil erosion, provide habitat, educate public on the importance of trees in wetland habitats	Continue to implement

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12	Pontchartrain Conservancy Sweep	JP Envir Affairs JP FPM& HM JP ECM Municipality Depts	All	City of Westwego clean-up and drain marking event of 3/14/23 Town of Jean Lafitte clean-up and drain marking event on 11/2/22	Litter collected and appropriately discarded; Numerous storm drain labels posted to drains	Continue to implement
13	Brochures on Display at Office	JP EM JP FPM&HM JP ECM Municipality Depts	All	2022, 2023	Readers have information on how to be better prepared for hazard events	Continue to implement
14	"Non-Point Source Pollution/Solutions" Poster and Essay Contest	JP Envir Affairs	JP, Gretna, Harahan, Kenner, Westwego (MS4 Co-permittees)	2022 event took place in late August / earlier September 2023 event will take place in late August / early September	Fewer pollutants get into the storm drains resulting in clean water samples	Continue to implement
15	Flyers/handouts at office	JP and Municipalities	All	Ongoing	Public is better informed on flood protection and aspects of all things flood insurance related	Continue to implement
16	LA Emergency Preparedness Guide	JP EM	All	Ongoing	No hurricanes or mandatory evacuations during this time period	Continue to implement
17	Night Out Against Crime-Table	JP FPM&HM JP I&CE	All	Night Out Against Crime took place on 10/2/2022. This year's event will take place in October.	Public is better informed on flood protection	Continue to implement

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18	Video tutorials or webinar of mapping portal	JP FPM&HM	All	Ongoing/still posted on website	Reduced number of calls on the new flood map as the public can view it themselves	Continue to implement
19	Christmas Tree Recycling Program	JP ECM	JP	Participated on 2/4/23	Over 5,000 trees placed in shoreline fences in Goose Bayou to restore and protect Jefferson Parish's coastal wetlands	Continue to implement
20	Senior Expo	JP Citizens Affairs	All	Participated on 6/22/23	Senior citizens better informed of flood risk	Continue to implement
21	LA Homeowner's Handbook to Prepare for Natural Hazards	JP FPM&HM	All	Ongoing	Over 346 applications received for mitigation this year	Continue to implement
22	Brochure-Storm Water Program (2 languages)	JP Envir Affairs	JP	Ongoing	Clean water samples	Continue to implement
23	Map inquiry service	JP FPM&HM	All	Ongoing	Approximately 589 map inquires for this timeframe	Continue to implement
24	Brochure-All Hazards Preparedness Guide	JP EM	All	Ongoing	No hurricanes or mandatory evacuations during this time period	Continue to implement

#	Outreach Projects Description	Primary Lead(s)	CRS Community to Get Credit	September 2022 - August 2023 Implementation	Measured Outcomes	Jefferson Parish Recommendations
25	Great American Clean Up	JP Envir Affairs	JP	Not implemented this year due to scheduling conflicts	Reduce the number of calls for drainage maintenance; reduction in flooding. Improve environmental conditions.	Continue to implement
26	"Sewer Science" Water Treatment Lab in High Schools	JP Envir Affairs	JP	Kits went to schools in September 2022	Students and teachers became more knowledgeable of the procedures and logistics required to ensure higher water quality standards.	Continue to implement. Kits going to schools in September 2023.
27	Evacuation Plan Checklists	JP FPM&HM Town of Jean Lafitte	All	Distributed in local grocery stores over the last year.	Residents evacuating for hurricanes will be more informed and prepared.	Continue to implement
28	Flood Hazard Disclosure to Buyer	Real Estate Agents	All	To be implemented by the end of October	Better informed buyers	Continue to implement
29	Distribute NFIP literature to local real estate agents to distribute to all buyers	JP FPM&HM	All	Ongoing	Buyers inquire about their flood zone before purchasing	Continue to implement
30	Share various literature in Spanish and Vietnamese	JP FPM&HM / EM	Kenner, Gretna	Ongoing	Non-English speakers are better informed of flood protection	Continue to implement
31	JP Library System	JP FPM&HM JP ECM	All	Ongoing	The public is better informed on flood protection	Continue to implement

#	Outreach Projects Description	Primary Lead(s)	CRS Community to Get Credit	September 2022 - August 2023 Implementation	Measured Outcomes	Jefferson Parish Recommendations
32	Civic Assn meetings	JP FPM&HM	All	Ongoing	Better informed public but policy count is down	Continue to implement
33	Site visits	JP FPM&HM	JP, Gretna, Harahan, Kenner	Only 1 request during this time period. The visit took place on 2/28/23.	Property owners provided with green infrastructure options and grant information	Continue to implement
34	Meet with realtors, home builders, contractors	JP FPM&HM	JP, Gretna, Harahan, Kenner	Numerous meetings with builders and contractors over this time period	Realtors, home builders, and contractors have a better understanding of flood risk	Continue to implement
35	JPAAlert - Emergency Notification System	JP EM	JP	Ongoing; sign-up details posted on website	Residents receive warnings in real time	Continue to implement
36	Brochure-When do I need a Permit?	JP I&CE	JP	Ongoing	The public is better informed on permit requirements	Continue to implement
37	Realtors, Ins Agents, Lenders - Mailout	JP FPM&HM JP I&CE	All	Sent on 7/27/23	Homeowners and prospective buyers are better aware of their risk; increase in flood zone determinations	Continue to implement
38	Brooms to Basins	JP FPM&HM	JP	Program discontinued due to site design and operation costs.		Remove during 2025 PPI update

#	Outreach Projects Description	Primary Lead(s)	CRS Community to Get Credit	September 2022 - August 2023 Implementation	Measured Outcomes	Jefferson Parish Recommendations
39	Brochure-Dept of Environmental Affairs	JP Envir Affairs	JP	Ongoing	Clean water samples	Continue to implement
40	Emergency Management Presentations by request	JP EM Kenner EM	JP, Kenner	Numerous presentations in 2022 & 2023	Residents have information on how to be better prepared	Continue to implement
41	Hurricane Preparedness Day	JP EM	JP	Emergency Management held 12 outreach events during this time period. More event planned for the next reporting period.	Residents are better informed on how to be prepared for storm events	Continue to implement
42	Presentations by request	JP FPM&HM	JP, Gretna, Harahan, Kenner	Multiple presentations in 2022 and 2023	Authorities and residents more informed on the current issues pertaining to flood insurance and flood safety.	Continue to implement
43	Drainage Maintenance	JP FPM&HM	All	Ongoing	Less trash to get into the storm drains improving water quality and reducing flooding	Continue to implement
44	Flooding and Hurricane Alerts; Hurricane Tracking Maps, Evacuation Tips	WWL News Channel 4 Television, Website, Brochure Social Media	All	Ongoing	No hurricanes or mandatory evacuations during this time period	Continue to implement
45	Hurricane Season News/Alerts, Hurricane Guide with Contraflow Instructions	Fox 8 News Television, Website, App, and Twitter	All	Ongoing	No hurricanes or mandatory evacuations during this time period	Continue to implement

#	Outreach Projects Description	Primary Lead(s)	CRS Community to Get Credit	September 2022 - August 2023 Implementation	Measured Outcomes	Jefferson Parish Recommendations
46	Wright Flood Insurance Webinars to Agents	Wright Flood Insurance	All	Ongoing	2,170 agents trained through 39 flood training webinars	Continue to implement
47	Brochures on flood insurance	Wright Flood Insurance	All	Ongoing	3,200 flood brochures distributed nationwide at the request of 11 agencies nationwide.	Continue to implement
48	Handouts for Driver's Ed Course	JP FPM&HM	All	Program discontinued due to feasibility issues.		Remove during 2025 PPI update
49	Poster for schools, driving schools, DMVs, and/or government buildings	JP FPM&HM	All	Design to be completed by end of October of this year	Better informed public	Continue to implement
50	Create brochure on flood insurance and mitigation	JP FPM&HM	All	Design to be completed by end of October of this year	Better informed public	Continue to implement
51	Bus Shelters	JP FPM&HM	All	Program discontinued due to feasibility issues.		Remove during 2025 PPI update
52	Interior Bus Cards	JP FPM&HM	All	Program discontinued due to feasibility issues.		Remove during 2025 PPI update
53	Post and maintain signs	JP ECM	All	<p>Pallid sturgeon caution signs were erected along the Mississippi River in the City of Gretna.</p> <p>Eastern black rail signs were erected along elevated boardwalks over prime eastern black rail habitat within the Town of Jean Lafitte</p> <p>High water mark signs posted at Joe's Landing Marina</p>	<p>1. Residents informed on the presence and prohibited activities pertaining to species listed under the ESA</p> <p>2. Residents and tourists more knowledge on water surge heights during hurricanes</p>	<p>Continue to implement. Numerous outreach/public education signs for various nature based projects will be posted at the Bucktown Harbor Marina Park and the Bonnadbel Boat Launch over the next year</p> <p>Marine turtle and piping plover caution signs will be posted in Grand Isle and on Elmer's Island</p>

#	Outreach Projects Description	Primary Lead(s)	CRS Community to Get Credit	September 2022 - August 2023 Implementation	Measured Outcomes	Jefferson Parish Recommendations
Flood Response Preparation (FRP) Projects						
1	Door Hanger	JP FPM&HM	All	Ongoing	No hurricanes or mandatory evacuations during this time period	Continue to implement
2	ICC Trifold Brochure	JP FPM&HM	All	Ongoing	No hurricanes or mandatory evacuations during this time period	Continue to implement
3	Grant Opportunities - handout	JP FPM&HM	All	Ongoing	No hurricanes or mandatory evacuations during this time period	Continue to implement
4	Permit Requirements Panel	JP FPM&HM	All	Ongoing	No hurricanes or mandatory evacuations during this time period	Continue to implement
5	Plastic Bag	JP FPM&HM	All	Ongoing	No hurricanes or mandatory evacuations during this time period	Continue to implement
6	ICC News Release	JP FPM&HM	All	Ongoing	No hurricanes or mandatory evacuations during this time period	Continue to implement

#	Outreach Projects Description	Primary Lead(s)	CRS Community to Get Credit	September 2022 - August 2023 Implementation	Measured Outcomes	Jefferson Parish Recommendations
Coverage Improvement Plan Implementation (CPI) Projects						
1	Flyer-Grant Opportunities to RL/SRL	JP FPM&HM	All	Mailed on 9-19-22	Approximately 346 application were received	Continue to implement
2	Mailout to RL Areas	JP FPM&HM JP I&CE	All	6,032 mailers sent to unincorporated JP inside levee and to Crown Point on 7/20/2023 508 mailers sent to Barataria residents on 7/27/2023 380 mailers sent to residents in lower Lafitte on 7/27/23	Residents inquire about flood zone and grants	Continue to implement
3	STK - Senior Expo	JP Citizens Affairs	All	Participated on 6/22/23	Senior citizens better informed of flood risk	Continue to implement
4	Brochure-All Hazards Prep	JP EM	All	Ongoing	No hurricanes or mandatory evacuations during this time period	Continue to implement
5	STK - Brochures Displayed@EOC Spanish	JP EM JP FPM&HM JP ECM Municipality Depts	All	ongoing	non-English speakers are better informed of flood protection	Continue to implement
6	STK - Brochures Displayed@EOC Vietnamese	JP EM JP FPM&HM JP ECM Municipality Depts	All	ongoing	non-English speakers are better informed of flood protection	Continue to implement

#	Outreach Projects Description	Primary Lead(s)	CRS Community to Get Credit	September 2022 - August 2023 Implementation	Measured Outcomes	Jefferson Parish Recommendations
7	Video or Letter on Flood Insurance (370)	Parish President/ Mayor	All	ongoing	decrease in policy count; decrease in coverage	Continue to implement
8	Flood Insurance Promotion Pen (370)	JP	All	Ongoing; in office and handed out at various community meetings	decrease in policy count; decrease in coverage	Continue to implement
9	Digital Billboard (370)	TBD	All	Design to be completed by end of October of this year	Residents will be more informed on the importance and benefits of flood insurance regardless of zone	Continue to implement