

JEFFERSON PARISH



JEFFERSON UNITED MITIGATION PROFESSIONALS MULTIJURISDICTIONAL PROGRAM FOR PUBLIC INFORMATION

2016
ANNUAL EVALUATION REPORT

Program for Public Information Annual Evaluation Report 2016

Unincorporated Jefferson Parish, the City of Gretna, City of Harahan, City of Kenner, City 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 chance 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 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 almost a full year.

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 23, 2016 to work through the evaluation process. The list of committee members who attended the meeting is attached at the end of this report.

The spreadsheet that follows provides a status update for each project. The committee looked at whether or not the project had been implemented, if there were any measurable outcomes, and recommendations on continuing or discontinuing the project. The committee has agreed to continue the majority of the projects (both ongoing and new). Here is a summary of findings/recommendations:

- Change Target Audience “New” Drivers to “All” Drivers to be more encompassing
- Change Outreach Project (OP) #68 from Homeowner Association Meetings to Civic Association Meetings to be get a broader base of groups
 - The committee also decided to set parameters for civic association meetings (OP#68). This outreach effort is geared toward two different target audiences – the general public and Repetitive Loss/Severe Repetitive Loss (RL/SRL) properties. As a way to measure which category an association falls under, the committee decided that if 50% or more of the association boundaries are RL, the association would be considered an RL association. Additionally, the committee wanted to set a specific number of civic association meetings to participate in and agreed upon the goal of completing five meetings per year (cumulative across all jurisdictions).

- Agreed to discontinue the following seven projects
 - Grant opportunities to RL/SRL homeowners delivered by Orleans Shoring (OP#2)
 - Retired Senior Volunteer Program-Emergency Preparedness Outreach at Community Centers and Senior Centers (OP#6)
 - Senior Center Games (OP#72)
 - Senior Center Presentations on Flood Insurance (OP#74)
 - Seniors tour the EOC (OP#75)
 - Field trip to Lafitte’s Barataria Museum (OP#76)
 - “Safe Driver” credit (OP#89)
- Combine email blast with newsletter excerpt for our realtors (OP#94 and 95) since they are so closely related; the newsletter is digital and is sent out through an email blast

One of the challenges the committee is working through is deciding which version of an existing brochure to use or designing new one that would be more specific to JUMP communities. There is also consideration of separating out brochures and educational literature from actual events where brochures are distributed. This may be as simple as adding a new column in the attached spreadsheet to note which outreach projects are informational, general and targeted outreach as these are the three categories by which CRS Specialists review outreach projects. To create a better way to track outreach projects, JUMP reformatted the project spreadsheet to organize projects chronologically by outreach project number rather than by target audience. JUMP decided to add the following columns – anticipated outcomes, whether or not the project required a design phase, which entity in the multi-jurisdictional PPI would complete the project, whether or not a stakeholder can deliver the project, a proposed start date for new projects, and the three additional columns that help track status – implementation, measured outcomes, and recommendations.

As part of this annual evaluation, the PPI Committee reviewed the Flood Insurance Assessment section and looked at 2016 NFIP policy data to gauge if completed projects had a positive effect on Jefferson Parish flood insurance policies – meaning the number of active policies increased. Tables 1 and 2 provide an overview of 2016 policy information compared to 2015 data.

Coverage 2016		
Community	Policies	Total Coverage
JP	-3376	(\$438,772,600)
Gretna	-274	(\$35,529,300)
Harahan	-93	(\$12,168,800)
Kenner	-336	(\$17,816,500)
Westwego	-145	(\$19,835,900)
Jean Lafitte	-3	\$467,300

Table 1 Total Coverage

Zone	Community	Policies	Total Coverage
A/AE	JP	-1,236	(\$25,665,700)
	Gretna	-86	(\$9,147,500)
	Harahan	-3	\$4,312,700
	Kenner	-243	(\$3,857,500)
	Westwego	-24	\$2,131,400
	Jean Lafitte	-1	\$533,100
AO	JP	-15	\$532,900
VE	JP	8	\$192,600
X	JP	-2,110	(\$413,105,700)
	Gretna	-188	(\$26,381,800)
	Harahan	-90	(\$16,481,500)
	Kenner	-93	(\$13,959,000)
	Westwego	-121	(\$21,967,300)

Table 2 Coverage by Flood Zone

For every community, there is a decrease in policies. This suggests the PPI projects have not been successful just yet in helping to increase the number of flood insurance policies in Jefferson Parish. Although, with less than a year of implementation, it is a stretch to say that policy changes are a direct result of PPI efforts. There are several reasons for this decline in policies. For some, flood insurance is beyond affordability. Also, the Jefferson Parish preliminary maps show a great benefit for the majority of Jefferson Parish structures. It could be that some policyholders are choosing to be uninsured or they have dropped the expensive policy this year knowing when the map changes next year, they can get a lower Preferred Risk Policy (PRP) rate.

Table 3 looks at how much of the Jefferson Parish housing stock is uninsured broken down by jurisdiction. In summary, the average of both columns show that about 30% of Jefferson Parish, 60% of Gretna, 40% of Harahan, 25% of Kenner, 60% of Westwego, and 85% of Jean Lafitte are uninsured. The PPI Committee is committed 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.

Community	By Occupancy	By Zone
JP	24%	35%
Gretna	59%	60%
Harahan	41%	35%
Kenner	32%	21%
Westwego	63%	63%
Jean Lafitte	85%	85%

Table 3 Percent Uninsured

Several of the PPI Committee members provided written feedback on suggestions moving forward. One member suggested advertising flood information to the Hispanic community on Spanish TV, radio, and newspapers. Another member offered suggestions geared toward businesses such as looking beyond the Chamber of Commerce and focusing on new businesses and businesses in at-risk (for flooding) areas. This could be delivered through model projects, workshops and presentations, and/or through a guidebook. Also provided were existing data sets such as views/downloads on a website and whether or not they correlate to the PPI outreach efforts as well as qualitative data for agents. Another committee member suggested Continuing Education Classes for Realtors so that the message about having flood insurance is consistent throughout Southeast Louisiana. The input data sheets are attached at the end of this report for review. JUMP will take these suggestions into consideration in the coming year.

This evaluation report was submitted to the Jefferson Parish Council on September 30, 2016.

Outreach Projects (OP)	Target Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Implementation	Measured Outcomes	Recommendations
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	149 properties were submitted in HMA 2016	continue
OP#2 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	Orleans Shoring	Orleans Shoring	annually		All	not done annually	property owners inquire about grant eligibility	discontinue project
OP#3 Flood Awareness Newsletter to RL HO-mailout	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		JP, Kenner, Westwego	sent letter	residents inquire about grants	continue; change project from newsletter to just letter
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
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
OP#6 Retired Senior Volunteer Program-Emergency Preparedness outreach at Community Centers and Senior Centers	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.	Residents learn how to prepare for hurricanes and increase number of insurance policies	No	Citizens Affairs	-	year-round		All	no update	n/a	discontinue
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
	11.General Public			No						ongoing	clean water samples	continue

Outreach Projects (OP)	Target Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Implementation	Measured Outcomes	Recommendations
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
	11.General Public			No						ongoing	clean water samples	continue
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	Drainage	-	year-round		JP	ongoing	starting to track complaints	continue
OP#10 Video on website	11.General Public	Check out this video for an inside view of Jefferson Parish's drainage system. Click here to learn more.	Residents learn how drainage works and are encouraged to keep the system clean	No	Drainage	-	year-round		JP	ongoing	public has better understanding of drainage system	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
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		JP	ongoing	Too early to tell; no mandatory evacuation or hurricane this year	continue
OP#13 St. Joachim Family Expo and Craft Show-Table	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	No	Emergency Management	-	every March		JP	participated March 2016	not met; policies decreased 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
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	-	year-round		JP	ongoing	readers have information on how to be better prepared	continue

Outreach Projects (OP)	Target Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Implementation	Measured Outcomes	Recommendations
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
OP#17 Flood-related Links on Website	11.General Public	Know your flood hazard. Protect your property. Know your evacuation route (with Contraflow Map). Know what to do before, during, and after a flood.	Residents learn how to prepare for hurricanes and increase number of insurance policies; smoother evacuations	No	Emergency Management /Floodplain Management	-		year-round	All	ongoing; posted on website	informed public regarding hurricane preparedness	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
OP#19 "Enviro Scape" 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.	Students learn how the stormwater conveyance system works; maintain high levels of water quality and protect natural habitats	No	Envir Affairs	-		Sept-March annually	JP	completed	clean water samples	continue
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	completed	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
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
OP#23 Beach 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	-		every Sept	JP, Kenner	participated on Sept 17, 2016	1512 volunteers collected 11,728 lbs trash	continue

Outreach Projects (OP)	Target Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Implementation	Measured Outcomes	Recommendations
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; starting 2016-17 school year	better informed students	continue
OP#25 MS4 Program	11.General Public	Keep trash and pollutants out of the storm drains, river, lake, and bayous.	Maintain high levels of water quality and protect natural habitats	No	Envir Affairs	-	year-round		JP	ongoing; earned gold level in innovation and program management; top 3 MS4s in the country	clean water samples and no dead zones	continue
OP#26 Workshop- Managing Stormwater in Functional Landscapes	11.General Public	Keep debris out of storm drains.	Improved stormwater systems; reduced number of calls for drainage maintenance	No	Envir Affairs	-	annually		JP	event not held in 2016	n/a	consider keeping if planned for 2017
OP#27 Lake Pontchartrain Basin Foundation Lake Fest	11.General Public	Protect the fish and turtles in Lake Pontchartrain by keeping trash out. (other various environmental topics)	Maintain high levels of water quality and protect natural habitats	No	Envir Affairs	-	annually		JP	event not held in 2016	n/a	consider keeping if planned for 2017
OP#28 Jefferson Beautification Inc. Earth Day	11.General Public	Pick up litter to make the community "Cleaner and Greener". No dumping in storm drains. (other various environmental topics)	Learn stream dumping regulations and improve drainage; maintain high levels of water quality and protect natural habitats	No	Envir Affairs	-	every April		JP	held May 6, 2016; more than 300 4th and 5th grade JP students participated	students learn to treat the environment well	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
OP#30 Spring Sweep	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		JP	participated in event held April 2, 2016	clean water samples and no dead zones	continue
OP#31 Civic Association Clean Up Events	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	-	year-round		JP	none requested this year	n/a	continue

Outreach Projects (OP)	Target Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Implementation	Measured Outcomes	Recommendations
OP#32 Stop the Trash Bash	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 April		JP	no update	n/a	reconsider based on whether or not event is still annual
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		JP	Participated in event held March 18, 2016 at Lafreniere Park	less trash to get into the storm drains	continue
OP#34 EPA Trash Free Waters	11.General Public	Keep debris and trash 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 July		JP	no update	n/a	reconsider based on whether or not event is still annual
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
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, Kenner	ongoing	no hurricanes or evacuations this year; policies decreased	continue; need to request how many hits various topics receive
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
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 request for four site visits this past year (Oct 2015-Sep 2016) compared to one the year before	continue
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

Outreach Projects (OP)	Target Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Implementation	Measured Outcomes	Recommendations
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
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
OP#42 JP App	11.General Public	Download the Jefferson Parish to receive hurricane and other disaster event updates via social media.	Residents are informed in real time of the hazard and what steps to take as the hurricane approaches and after it has passed	No	Public Information Office	-	year-round		JP	ongoing; alerts sent out in real time allowing residents to respond immediately	not measurable yet; no hurricanes or major disaster this year	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
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	n/a	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
OP#46 Link to FloodSmart Website (370)	11.General Public	variety of tools and topics on the NFIP	Increase in flood insurance policies; better informed residents about the flood risks	No	Floodplain Management and HM	-	year-round		JP	ongoing; posted on website	policies decreased but inquiries are up	continue
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

Outreach Projects (OP)	Target Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Implementation	Measured Outcomes	Recommendations
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	-	year-round		JP	ongoing	no hurricane or mandatory evacuation this year	continue
OP#49 Regional Teen CERT Camp	11.General Public	Disaster response can be learned at any age. If you want to be a first responder when you grow up, check out the Teen CERT Camp this summer.	Teens get introduced to and educated on disaster preparedness and response; stronger emergency responders in future years	No	Emergency Management	-	every July		JP	held July 11-15, 2016	56 JP teens participated; learned how to respond to disasters from first responders	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		Gretna, Harahan, Kenner, Westwego	ongoing	need to measure calls per month or year	continue
OP#51 Gretna Heritage Festival-booth	11.General Public	various flood-related handouts	Inform residents of the cost of flooding and increase the # of flood insurance policies	No	Gretna Building Official	-	every Oct		All	participated on Oct 4, 2016	better informed public but policy count is down	continue; consider better way to measure outcomes
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	Harahan Building Official	-	every Oct		All	participated on Oct 11 and Oct 13, 2016	better informed public but policy count is down	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
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	-	annually		JP, Kenner, Westwego	sent September 2016	too soon to tell	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	went out in September 2016	policy count down in 2016; no hurricanes or mandated evacuations	continue

Outreach Projects (OP)	Target Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	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 Employees Federal Credit Union	-	year-round		JP	ongoing	no hurricanes or evacuations this year; try to measure how many people sign-up for JP Alert monthly	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
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
OP#59 Flood Mapping Portal	11.General Public	You may live in a Special Flood Hazard Area. Find out by logging onto http://maps.lsuagcenter.com/floodmaps/?FIPS=22051 . Your community's contact person and phone number are provided.	Increase # of inquiries for flood zone designation	No	Floodplain Management and HM	LSU AgCenter	year-round		All	ongoing	inquiries increased from 345 to 1,582 in one year	continue
OP#60 Floodhelp Portal	11.General Public	Flooding can happen anytime. Retrofit your property to protect it from flood waters.	Increase # of inquiries related to flood mitigation	No	Floodplain Management and HM	UNO-CHART	year-round		All	ongoing	track number of hits on portal	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
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

Outreach Projects (OP)	Target Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	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
OP#64 Southeast LA Flood Protection Authority-East 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	Southeast LA Flood Protection Authority-East	year-round		All	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 misated policies annually to measure	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
OP#67 Hurricane 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	Red Cross and the LA State Police Public Safety Services	GOHSEP	every June		All	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
	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	cotinue; specify that we want to reach five associations (cumulative across all jurisdictions) each year
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
	11.General Public			Yes						not yet	n/a	wait for RFP
	1.RL/SRL Properties		More residents evacuating for	?						not yet	n/a	decide on which checklist to use

Outreach Projects (OP)	Target Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Implementation	Measured Outcomes	Recommendations
OP#70 Evacuation Plan Checklists	3.JP Chamber of Commerce (small business)	Evacuations can take a long time. Develop your evacuation plan before Hurricane Season and plan to leave early.	hurricanes; more residents leaving early; fewer flood-related fatalities	?	Floodplain Management and HM	-	year-round		All	not yet	n/a	decide on which checklist to use
	2.Senior Citizens		More Seniors evacuating for hurricanes; more residents leaving early; fewer flood-related fatalities	?						not yet	n/a	decide on which checklist to use
	7.Properties Outside the Levee	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	?	Floodplain Management and HM	-	year-round		JP and Lafitte	not yet	n/a	decide on which checklist to use
	11.General Public		?	All						not yet	n/a	decide on which checklist to use
	10.Non-English Speakers (Span, Viet)		More non-English speakers evacuating for hurricanes; more residents leaving early; fewer flood-related fatalities	?	Floodplain Management and HM	-	year-round	All	not yet	n/a	decide on which checklist to use	
OP#71 Substantial damage/improvement (and ICC)	1.RL/SRL Properties	Any improvements or damage that are equal to or more than 50% the market value of the property will need to be elevated above the BFE.	More compliant structures; increase # of mitigation projects and insurance policies; decrease # of flood claims	No	Floodplain Management and HM	-	year-round		All	not yet	n/a	further specify project - brochure or PSA?
	2.Senior Citizens									not yet	n/a	further specify project - brochure or PSA?
	3.JP Chamber of Commerce (small business)									not yet	n/a	further specify project - brochure or PSA?
	6.Home Builders Assn									not yet	n/a	further specify project - brochure or PSA?
	7.Properties Outside the Levee									not yet	n/a	further specify project - brochure or PSA?
	9.BOAL									not yet	n/a	further specify project - brochure or PSA?
	10.Non-English Speakers (Span, Viet)									not yet	n/a	further specify project - brochure or PSA?
OP#72 Senior Center Outreach and Games (like BINGO)	2. Senior Citizens	You may live in a Special Flood Hazard Area. Know your risk and buy flood insurance.	Seniors understand their risks and are better prepared for floods and hurricanes	Yes	Floodplain Management and HM	-	year-round		All	not yet	n/a	discontinue
OP#73 Health fairs	2.Senior Citizens	various flood-related topics	Inform Seniors of Flood Safety and Insurance so they stay safe; fewer flood-related fatalities among the Senior demographic	No	Floodplain Management and HM	-	year-round		All	participated in the Marrero/Harvey Health Fair at the Senior Center in Sept 2015	too early to tell	continue

Outreach Projects (OP)	Target Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Implementation	Measured Outcomes	Recommendations
OP#74 Senior Center Presentations on Flood Insurance (370)	2. Senior Citizens	There are benefits to maintaining your flood insurance even though it is no longer required. Increased Deduction = Lower Premium; will include information on available technical assistance	Increase in X zone and renters flood insurance policies; more policies maintained; seniors learn what questions to ask their agent	No	Floodplain Management and HM	-	year-round		All	not yet	n/a	discontinue
OP#75 Seniors tour the EOC	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.	Residents learn how to prepare for hurricanes and increase number of insurance policies	No	Citizens Affairs and Emergency Management	-	annually		All	not yet	n/a	not sure this is feasible any longer; discontinue
OP#76 Field trip to Lafitte's Barataria Museum (watch movie)	2.Senior Citizens	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.	Seniors get to see firsthand the Barataria-Lafitte area and learn about wetlands from the video; Reduce flooding and protect wildlife and fisheries	No	Citizens Affairs	-	annually		All	not yet	n/a	not sure this is feasible any longer; discontinue
OP#77 High School Senior Service day-clean up	11. General Public	Keep the storm drains free of debris. (High school seniors volunteer to clean storm drains, install rain gardens, or any other flood-related service)	High school seniors learn about green infrastructure and how it can help reduce flooding; could open an interest in future career paths; Seniors get a more flood-resistant building in which they spend their days	No	Floodplain Management and HM	-	annually		All	not yet	n/a	continue
OP#78 Speak at Chamber luncheons	3.JP Chamber of Commerce (small business)	One ft of water could cost this ___ much damage. Learn how flood insurance is changing.	Shorter business interruption time and costs when a disaster hits; increase in commercial flood policies	No	Floodplain Management and HM	-	annually		All	not yet	n/a	continue
OP#79 Business Continuity Workshops with a focus on flood and hurricane preparedness	3.JP Chamber of Commerce (small business)	Keep your business safe from flooding.	Shorter business interruption time and costs when a disaster hits; increase in commercial flood policies	No	Floodplain Management and HM/JEDCO	-	annually		All	not yet	n/a	possibly partner with a Stakeholder
OP#80 Flyer-Flood Facts for Businesses	3.JP Chamber of Commerce (small business)	Know what's in your policy and have a back up location for your employees and your files.	More businesses surviving disasters	Yes	Floodplain Management and HM	-	year-round		All	not yet	n/a	wait for RFP

Outreach Projects (OP)	Target Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	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	not yet	n/a	wait for RFP
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
OP#83 Flooded Streets Video	4.Drivers	Know your flood hazard-avoid flooded areas. Be aware of flash flood and standing water dangers to drivers.	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
OP#84 Rallies at schools/School fairs	4.Drivers	Turn Around Don't Drown	New drivers become aware of flood safety; fewer fatalities and flood-related car accidents	No	TBD	-	annually		Gretna, Harahan, Jean Lafitte, Westwego	not yet	n/a	do this fall
OP#85 Window Punch (with message imprinted)	4.Drivers	You can't see canals when the streets have flooded. Don't get stuck in car that has stalled in flooded waters.	Fewer fatalities among drivers	No	Floodplain Management and HM	-	year-round		All	not yet	n/a	requires money; try to secure funds.
OP#86 Create a laminated information card with emergency procedures	4.Drivers	Take these steps when you have an emergency.	New drivers know how to respond to an emergency or disaster	Yes	Floodplain Management and HM	-	year-round		All	not yet	n/a	wait for RFP
OP#87 Poster for schools, driving school, DMV	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
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
OP#89 "Safe Driver" credit on car insurance if pass annual test (similar to good grade discount)	4.Drivers	Don't drive through flooded streets.	New drivers become aware of flood safety; fewer fatalities and flood-related car accidents	Yes	Floodplain Management and HM	-	TBD		All	not yet	n/a	not feasible; discontinue
OP#90 PSA	4.Drivers	If your car gets flooded, only comprehensive auto insurance covers it; not flood insurance. Work with your parents to review your auto policy or call your agent.	Increase in comprehensive auto coverage	Yes	Floodplain Management and HM	-	year-round		All	not yet	n/a	wait for RFP

Outreach Projects (OP)	Target Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Implementation	Measured Outcomes	Recommendations
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	?	Floodplain Management and HM	-	year-round		All	not yet	n/a	Does FEMA's brochure count?
OP#92 Flood history of target property	5.NO Metro Assn of Realtors	Did you know that FEMA only provides the flooding history to a property's owner? Ask the seller to provide the flood history before any contracts are signed.	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	Maybe this message could be a newsletter excerpt?
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
OP#94 Email blasts to all members (370)	5.NO Metro Assn of Realtors	Flood insurance is changing. Stay informed with these updates. Will include information on available technical assistance.	Realtors better understand insurance changes and how that affects their clients	Yes	Floodplain Management and HM	-	annually		All	not yet	n/a	so close to OP#95 which goes out as an email blasts; discontinue
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
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
	6.Home Builders Assn	Consider freeboard to decrease NFIP premiums and increase marketability of house.	More affordable premiums leads to higher coverage/ decreased risk; increase in requests for zone determinations and ECs	Yes	Code Enforcement/ Bldg Official	-	year-round		All	not yet	n/a	wait for RFP
	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
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

Outreach Projects (OP)	Target Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Implementation	Measured Outcomes	Recommendations
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
OP#99 Disseminate brochure describing FEMA's flood zones, BFE, and the cost of a flood	8.Prospective/New Buyers	Know the flood risk for a property before you buy it.	Increase in the number of inquiries from prospective buyers asking about a potential home's flood zone.	Yes	Floodplain Management and HM	-	year-round		All	not yet	n/a	wait for RFP
OP#100 Distribute NFIP literature to local real estate agents to distribute to all buyers (370)	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	-	year-round		All	not yet	n/a	follow through - FEMA has documents
OP#101 Flood Disclosure Clause (handout) (370)	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?
OP#102 Flood Insurance Promotion (370)	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?
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
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

Outreach Projects (OP)	Target Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Implementation	Measured Outcomes	Recommendations
OP#105 JP TV	10.Non-English Speakers (Span, Viet)	Various topics on hurricane preparedness, drainage, emergency management, and environmental	Inform non-English speaking residents on how to prepare for hurricanes and protect the parish infrastructure and water bodies	Yes	Public Information Office	-	year-round		JP	not yet	n/a	wait for RFP
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	-	year-round		Kenner, Gretna	not yet	n/a	wait for RFP
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
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	Ask EM	continue
OP#109 YouTube Video on Flood Insur (370) or letter	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
OP#110 One-pager on new HFIAA surcharge	11.General Public	The NFIP charges a new surcharge. Click on this document to learn more.	Policyholders better understand their policy terms and fewer of them overpaying the surcharge	Yes	Floodplain Management and HM	-	year-round		JP	not yet	n/a	wait for RFP
OP#111 Create brochure on flood insurance and mitigation (370)	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	Parish President/ Mayor	-	year-round		All	not yet	n/a	wait for RFP
OP#112 Pilot "Flood Club" Program with Jefferson Parish Credit Union (370)	11.General Public	Save monthly for your flood premium payment by opening a Flood Club account.	Policyholders will have the option of a monthly installment to the Credit Union so they can better manage saving for their annual premium payment (like a Christmas Club).	No	Floodplain Management and HM	-	year-round		JP	not yet	n/a	work with credit union to create

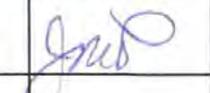
Outreach Projects (OP)	Target Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Implementation	Measured Outcomes	Recommendations
OP#113 Link to NOMAR's Website (370)	11.General Public	Flooding can happen anytime. Check that your flood insurance policy is current and consider a contents policy. Renters can get flood insurance too.	The general public will visit the website to get updates on flood insurance and contact information for local and state floodplain officials	No	Floodplain Management and HM	-	year-round		All	not yet	n/a	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
FRP#1 Door hangers	11.General Public	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	-	after an event		All	not yet	n/a	have ready for dissemination
FRP#2 Substantial damage (ICC)	11.General Public	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	-	after an event		All	not yet	n/a	have ready for dissemination
FRP#3 Grant opportunities -handout	11.General Public	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

new projects being implemented

Flood Promotion Pens (370)	11.General Public	All buildings are at risk for flooding. Learn more at 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
Flood Promotion Pens (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
Flood Promotion Pens (370)	11.General Public	The 1% flood can happen any day. 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

Outreach Projects (OP)	Target Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Implementation	Measured Outcomes	Recommendations
Digital Billboard	11.General Public	Floods are the #1 natural disaster in the US	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
Digital Billboard	11.General Public	Damage from flood is not covered by homeowners. Did you know New Orleans is 4th in the world for flood loss risk.	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

Sign In Sheet

Name	City/Community/Organization	Email Address	Initial
Alessandra Jerolleman	NHMA	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	see below
Brian Heiden	Banker	brianheiden@gulfbank.com	
Danika Gorrondona	Gretna - Building Official	dgorrondona@gretnala.com	
Dwayne LeBlanc	Eagan Insurance	leblancd@eaganins.com	
Edwin Lauricella	Harahan - Regulatory Office	edwin.lauricella@ci.harahan.la.us	
Erin Merrick	Metairie Resident	emerrick@solutient.com	
Jamelyn Trucks	Austin Trucks LLC	jamelyntr@yahoo.com	
Joann M. Castaing	State Farm Insurance	joann.m.castaing.hw4e@statefarm.com	
John Parr	State Farm Insurance	john.parr.b275@statefarm.com	
Judy Bradshaw	St. Bernard Project	JBradshaw@sbpusa.org	
Kathy Vinet	State Farm Insurance	kavllc@yahoo.com	

Sign In Sheet

Name	City/Community/Organization	Email address	Initial
Kelli Walker	NOLA Realtors	kelli@nomer.org	KW
Kim Reeves	Orleans Shoring	kimr@orleansshoring.com	
Lacy Strohschein	GNO, Inc.	lstrohschein@gnoinc.org	
Lisa Tapia	Westwego - CRS Coordinator	LisaTapia@cityofwestwego.com	LT
Lydia Jemison	Jemison & Partners, Inc.	jempart@bellsouth.net	LJ
Maggie Olivier	JP Floodplain/CRS Specialist	molivier@jeffparish.net	MO
Max Burwick	Caldwell Bank	max.burwick@hotmail.com	
Melissa Martin	Entergy	mpende1@entergy.com	MM
Michael Wesley	Gretna - IT Manager and Floodplain	mwesley@gretnala.com	MW
Michelle Gonzales	JP Director of FP Mgmt & HM	mgonzales@jeffparish.net	MG
Monica Farris	UNO-CHART; Metairie Resident	mateets@uno.edu	MF
Noel Bunol	Imperial Fire and Casualty Insurance	noel.bunol@imperialfire.com	
Pam Lightfoot	NFIP State Coordinator	pam.lightfoot@la.gov	
Pat Skinner	LSU AgCenter	pskinner@agcenter.lsu.edu	
Rhonda Collins	JP - PIO	rcollins@jeffparish.net	

Sign In Sheet

Name	City/Community/Organization	Email Address	Initial
Ryan Daul	Daul Insurance Agency, Inc.	ryan@daulinsurance.com	RD
Sarah Hammitt	St. Bernard Project	shammitt@sbpusa.org	SH
Stephen Petit	Kenner - Director of Inspect & CE	spetit@kenner.la.us	SMP
Steve Bean	Real Estate	shbean@cox.net	SB
Tammy Mercier	Real Estate	3395009@gmail.com	
Teddesse Tewelde	Business Owner	ttbmoney@aol.com	TT
Terri Guidry	Century 21 Richard Berry & Associates, Inc	terriguidry@richardberry.com	
Thelma Meyers	Hispanic Chambers of Commerce	thelma.c.meyers.mb0q@statefarm.com	TAM
Tom Rodrigue	Metairie Resident	torodrigue@cox.net	
Vicki Holmes	Orleans Shoring	vickih@orleansshoring.com	VH
Yvette Crain	Jean Lafitte - Floodplain Management	yccrain@townofjeanlafitte.com	YCR
Deane Prud'homme	Digital Bayou	dprud@digitalbayouhd.com	DAP
Craig Comeaux	BBR / Metairie	ccomeaux@bbredc.com	CC
Robert Ross	Kenner	bross@kenner.la.us	RR

Jefferson United Mitigation Professionals (JUMP)

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

Annual Evaluation

August 23, 2016, 10:30 AM

Mel Ott Multi-Purpose Center in Gretna

AGENDA

10:30 AM	Coffee & Sign-In
10:40 AM	Welcome/Introductions
10:50 AM	Overview of PPI Outreach Projects
11:00 AM	What We Have Accomplished this Year
11:10 AM	Measured Outcomes
11:20 AM	Flood Insurance Policies – Where are we Now?
11:30 AM	Role of Stakeholders
11:45 AM	Suggested Changes/Recommendations
12:00 PM	Meeting Adjourned

Jefferson United Mitigation Professionals (JUMP)

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



**PPI COMMITTEE MEETING
ANNUAL EVALUATION
AUGUST 23, 2016
MEL OTT MULTI-PURPOSE CENTER**

Welcome



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**

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

Overview of PPI Outreach Projects

- **Outreach Project (OP) – Method of Delivering the Message**

- Informational Materials
- General Outreach Projects
- Targeted Outreach Projects

- **2015 OP Stats**

- 67 ongoing projects
- 47 proposed new projects
- 3 flood response preparation projects

- **Target Audiences**

1. RL/SRL Properties
2. Senior Citizens
3. JP Chamber
4. ~~New Drivers~~
5. NOMAR
6. LA HBA
7. Properties outside levee
8. Prospective Buyers
9. BOAL
10. Non-English Speakers
11. General Public

Annual Mailer – Shared Project



FLOOD WARNING SYSTEM

Jefferson Parish operates a flood warning system called **JPAAlert** to alert citizens about the possibility of impending flooding caused by hurricanes, tropical storms, and storm water from prolonged thunderstorms, tornadoes, winter storms, high winds or a combination thereof.

JPAAlert also allows officials to immediately contact you during a major crisis or emergency and can deliver important emergency alerts, notifications and updates to all your devices.

A warning period will be available for most emergency situations, but the amount of lead time may vary from hazard to hazard. Proper action during this warning period will save lives, reduce injuries, and protect property.

JPAAlert will give you instructions on where to go, what to do or not to do, and who to contact during an emergency. To sign up for this free service, go to www.jeffparish.net scroll down the homepage and click on **JPAAlert**.

In the event of a power outage, use a battery powered radio to listen for initial warning information preceded by three (3) short dual tones and subsequent updates on 870 AM or 101.9 FM.

IMPORTANT NUMBERS

JEFFERSON PARISH:		HARAHAN:	
Department of Drainage	736-6751	Drainage Department	737-6383
Department of Inspection and Code Enforcement		Inspection and Code Enforcement	737-6765
Eastbank	736-6997	Floodplain Administrator	737-6765
Westbank	364-3512		
Floodplain Administrator	726-6540	JEAN LAFITTE:	
		Drainage Department	689-2208
GRAND ISLE:		Inspection and Code Enforcement	689-2208
Drainage Department	985-781-3196	Floodplain Administrator	689-2208
Inspection & Code Enforcement	985-787-3196	KENNER:	
Floodplain Administrator	985-787-3196	Department of Drainage	468-7515
		Department of Inspection and Code Enforcement	468-6606
GREYNA:		Floodplain Administrator	468-6606
Drainage Department	363-1579	WESTWEGO:	
Inspection and Code Enforcement	363-1563	Drainage Department	341-3424
Floodplain Administrator	363-1563	Inspection and Code Enforcement	341-3424
		Floodplain Administrator	341-3424

FLOODPLAIN DEVELOPMENT PERMIT REQUIREMENTS



Land in Jefferson Parish is located in or next to a floodplain. All development, regardless of the location, requires a permit to build, fill, or perform any other type of development.

Due to requirements of the National Flood Insurance Program (NFIP) and the overall goal for a more hazard-resistant and sustainable community, Jefferson Parish Ordinance Chapter 14 looks at the required height for properties located in a Zone AE:

1. **New Construction:**
 - a. The finished floor elevation must be above the FEMA Base Flood Elevation or the Jefferson Parish higher regulatory standard as found in Chapter 14-5.6.
2. **Substantial Improvements:**
 - a. When the cost of reconstruction, rehabilitation, additions, or other improvements to a building equals or exceeds 50% of the fair market value, the building must meet the same finished floor elevation requirements as a new building.
3. **Substantial Damage:**
 - a. When a structure receives damages and the cost of all repairs equals or exceeds 50% of the building's fair market value, the structure must meet the same finished floor elevation requirements as a new building.

Although the Jefferson Parish ordinances state the minimum height, it is highly advisable to build higher to see cost savings on insurance and ensure your investment is protected from unusual flood events.



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PROGRESSIVE
Jefferson
JULY/AUGUST 2018

PROPERTY PROTECTION

Many things can be done to an existing building to minimize or eliminate the potential for flood damage. Sand, plywood, plastic sheeting and lumber can be used to protect a structure temporarily. These supplies are readily available from a number of retail outlets throughout the parish.

Personal items can be elevated or moved to upper floors.

Permanent flood proofing measures for flood-prone structures are preferable. These include elevating the structure, building flood walls, and protecting utilities.

Visit www.lsuagcenter.com and search *Floodproofing Methods* for information on flood proofing. Call the Floodplain Manager at 504-736-6540 to request a site visit to discuss local flooding issues and give property protection advice specific to your property.

Before proceeding with retrofitting measures or any construction and development, (i.e. filling, dredging and remodeling) check with the Department of Inspection and Code Enforcement for applicable building codes, permit requirements, zoning restrictions or to report illegal development.

What We Have Accomplished this Year



- **Implemented 5 new projects so far**
 - 3 Homeowner Association Meetings (counts as 1)
 - Senior Citizen Health Fair
 - National PrepareAthon Day
 - Home and Garden Show
 - Flood Promotion Video
- **Plus Pens – 3 different messages**

Flood Promotion Video



Measured Outcomes



- Outcome = changes in behavior
- Example
 - Message: Purchase flood insurance.
 - Outcome: Increase total number of policies in SFHA.
- Not much to measure just yet
- Need to think about data sets

Open Discussion-Outcome Data



- Increase in mitigated structures – NFIP and community
- Increase in flood policies – NFIP
- Decrease in flood claims - NFIP
- Fewer complaints/reduced calls about drainage backup and maintenance – Drainage Dept.
- More people adhere to evacuation warnings – Emergency Management
- Cleaner waterways – Water Dept. and Environmental Affairs
- Marsh growth – Environmental Affairs
- Protect natural habitats (abundance of fish and aquatic life) – Environmental Affairs
- Increase in requests for flood zone determinations – Floodplain Management
- Fewer building code violations/variances – Inspection and Code Enforcement
- Fewer hazard-related injuries - **Hospitals?**
- Reduced hurricane-related damages – **Homeowner's Insurance Company?**
- Fewer flood-related fatalities and fewer fatalities among drivers - ?
- More businesses surviving disasters – **Chamber?**
- Increase in comprehensive auto coverage – **Auto Insurance Companies?**
- Increase in flood policies at the time of purchase – **Realtor?**

Flood Insurance Policies – Where are we Now?

Coverage Difference

Coverage 2016		
Community	Policies	Total Coverage
JP	-3376	(\$438,772,600)
Gretna	-274	(\$35,529,300)
Harahan	-93	(\$12,168,800)
Kenner	-336	(\$17,816,500)
Westwego	-145	(\$19,835,900)
Jean Lafitte	-3	\$467,300

Coverage by Flood Zone

Zone	Community	Policies	Total Coverage
A/AE	JP	-1,236	(\$25,665,700)
	Gretna	-86	(\$9,147,500)
	Harahan	-3	\$4,312,700
	Kenner	-243	(\$3,857,500)
	Westwego	-24	\$2,131,400
	Jean Lafitte	-1	\$533,100
AO	JP	-15	\$532,900
VE	JP	8	\$192,600
X	JP	-2,110	(\$413,105,700)
	Gretna	-188	(\$26,381,800)
	Harahan	-90	(\$16,481,500)
	Kenner	-93	(\$13,959,000)
	Westwego	-121	(\$21,967,300)

Percent Insured



% Structures with Policies

Community	By Occupancy	By Zone
JP	76%	65%
Gretna	41%	40%
Harahan	59%	65%
Kenner	68%	79%
Westwego	37%	37%
Jean Lafitte	15%	15%

% Uninsured

Community	By Occupancy	By Zone
JP	24%	35%
Gretna	59%	60%
Harahan	41%	35%
Kenner	32%	21%
Westwego	63%	63%
Jean Lafitte	85%	85%

Role of Stakeholders



- What does it mean to be a stakeholder?
- Example: Eagan Insurance

Floods are the #1 natural disaster in the United States.

DAMAGE FROM FLOOD IS NOT COVERED BY HOMEOWNERS



DID YOU KNOW...

NEW ORLEANS IS 4TH IN THE WORLD FOR FLOOD LOSS RISK...

Changes/Recommendations?



- Changed “New” Drivers to “All” Drivers
- Deleted
 - Senior Center Games (OP#72)
 - Senior Center Presentations on Flood Insurance (OP#74)
 - “Safe Driver” credit (OP#89)
- Combined email blast with newsletter excerpt for our realtors (OP#94 and 95)
- Develop a baseline. For instance, is there a particular number of homeowner associations we want to strive to reach each year?

New Projects - 2016



Outreach Projects (OP)	Target Audience(s)	Message
Flood Promotion Pens (370)	11.General Public	All buildings are at risk for flooding. Learn more at jeffparish.net keyword: FLOOD
Flood Promotion Pens (370)	11.General Public	Zone X buildings CAN flood. Learn about flood insurance @ jeffparish.net keyword: Flood
Flood Promotion Pens (370)	11.General Public	The 1% flood can happen any day. Learn about flood insurance @ jeffparish.net keyword: flood
Digital Billboard	11.General Public	Floods are the #1 natural disaster in the US
Digital Billboard	11.General Public	Damage from flood is not covered by homeowners. Did you know New Orleans is 4th in the world for flood loss risk.

Restructure Project List



Outreach Projects (OP)	Target Audience(s)	Message	Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Implementation	Outcomes	Recommendation
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			
OP#2 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	Orleans Shoring	Orleans Shoring	annually		All			
OP#3 Flood Awareness Newsletter to RL HO-mailout	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	Code Enforcement	-	annually		JP, Kenner, Westwego			
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			

What's Next?



- Prepare evaluation report based on today's discussion and share with the committee for review and input
- Continue implementing projects
- Reconvene in a year for annual evaluation

Thank you for **JUMPING** with us!



PPI Committee Input
Annual Evaluation 2016

Topics: Flood

Target Audiences:

Hispanic Comm - why not advertise in Spanish
TV + RADIO + newspapers

Messages:

Contact Telemundo / Amanda Freeman
504-319-0543

Projects:

Data Sets for Outcomes:

Stakeholder Projects:

Recommendations:

PPI Committee Input
Annual Evaluation 2016

Topics:

Protect Your Business, Including Your Employees & Operations

Target Audiences:

Small businesses in at-risk areas
New businesses in the Parish

→ not just
chambers

Messages:

Plan ahead for flooding and other hazards
Consider floodproofing

Projects:

Model project
Workshops & Presentation
Guidebook

Data Sets for Outcomes:

NFIP data
Qualitative data from agents
Views/downloads → hits on the website, do they correlate
to outreach?

Stakeholder Projects:

Recommendations:

PPI Committee Input
Annual Evaluation 2016

Topics: REALTOR CE CLASS

Target Audiences:

Messages:

Projects:

Data Sets for Outcomes:

Stakeholder Projects:

Recommendations: