



JEFFERSON PARISH



JEFFERSON UNITED MITIGATION PROFESSIONALS MULTIJURISDICTIONAL PROGRAM FOR PUBLIC INFORMATION

2021
ANNUAL EVALUATION REPORT

Program for Public Information Annual Evaluation Report 2021

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

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

The PPI was developed over several years and finalized and adopted in late 2015 and formally updated in late 2020. Over 100 projects were initially identified in the 2015 plan and that list has been modified to less than 60 total projects for ease of implementation. 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 six 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 virtually on August 24, 2021, to work through the evaluation process. The list of committee members who attended the meeting can be found at the end of this report.

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

Outreach Projects (OP):

- No projects were discontinued. The following projects could not be implemented during the last cycle due to COVID-19 and feasibility issues. They will be reevaluated in 2022:
 - OP#10 EC Trainings
 - OP#25 Great American Clean Up
 - OP#27 Evacuation Plan Checklists
 - OP#28 Flood Hazard Disclosure to Buyer
 - OP#30 Share Various Literature in Spanish and Vietnamese
 - OP#31 JP Library System
 - OP#34 Meet with Realtors, Home Builders, and Contractors
 - OP#41 Hurricane Preparedness Day
 - OP#42 Presentations by Request

- OP#48 Handouts for Driver’s Ed Course
- OP#49 Poster for Schools, Driving Schools, DMV’s, and/or Government Buildings
- OP#50 Create Brochures on Flood Insurance and Mitigation
- OP#51 Bus Shelters
- OP#52 Interior Bus

At the meeting, the committee reviewed the topics, messages, and target audiences originally identified in the PPI. They looked at project statistics for all three categories of projects including: outreach projects (OP), flood response preparation (FRP) projects, and coverage improvement plan implementation (CPI) projects. Goal 2 of the four PPI goals is to increase flood insurance coverage across all jurisdictions. As part of the annual evaluation, the PPI Committee compared Flood Insurance Assessments and analyzed 2015-2021 NFIP policy data to gauge if completed projects are having a positive effect on Jefferson Parish’s flood insurance policy count. This report compares changes that occurred from 2019 to 2021.

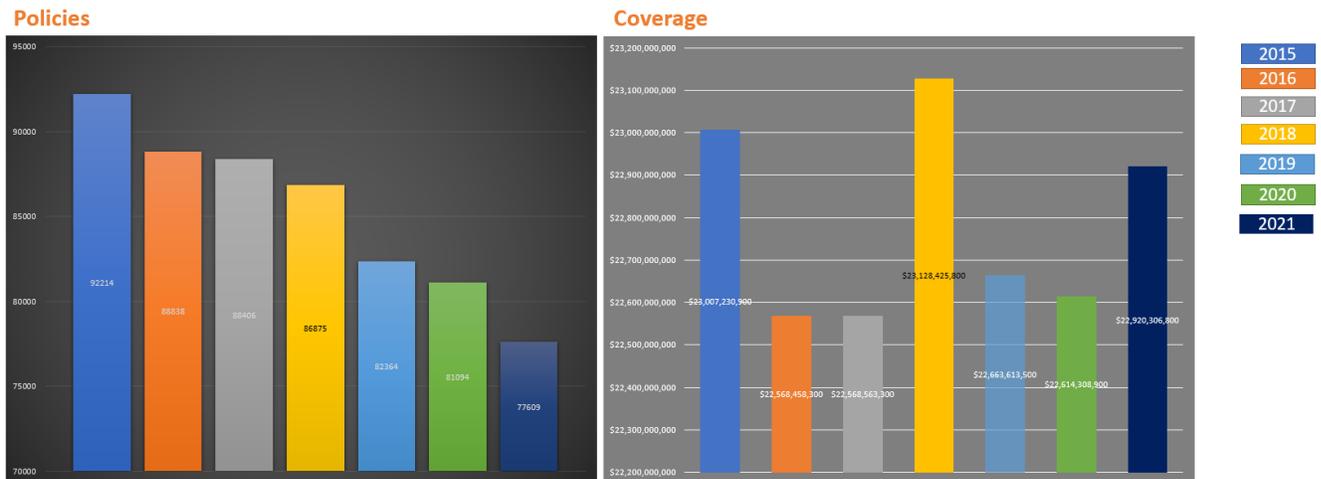
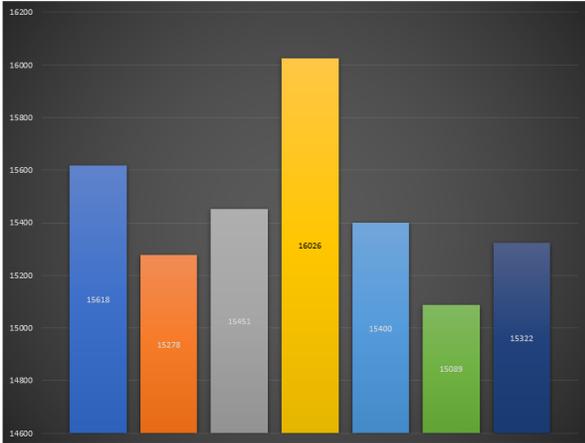


Figure 1. Unincorporated Jefferson Parish Policy & Coverage changes from 2015-2021



Figure 2. City of Harahan Policy & Coverage changes from 2015-2021

Policies



Coverage

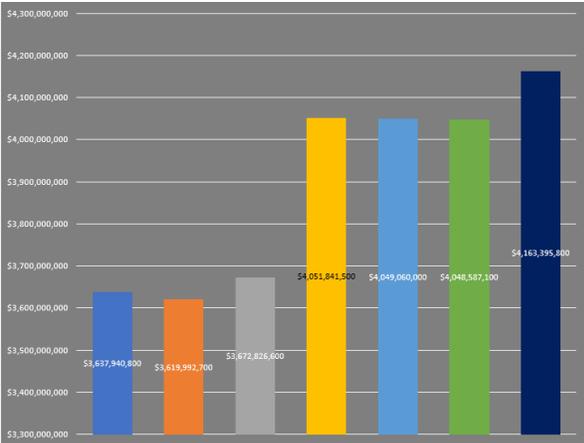
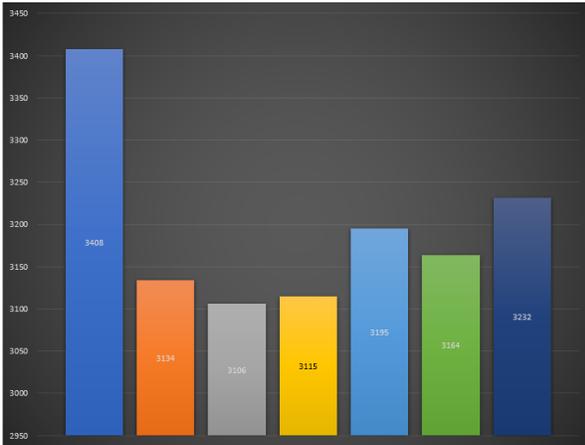


Figure 3. City of Kenner Policy & Coverage changes from 2015-2021

Policies



Coverage

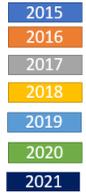
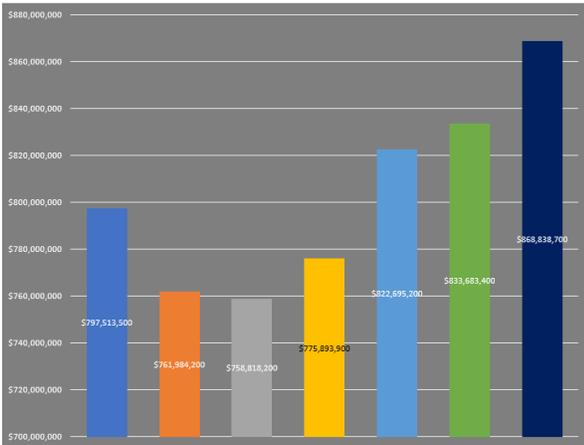
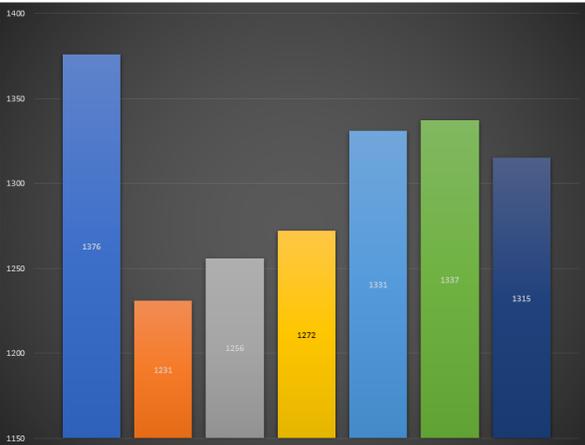


Figure 4. City of Gretna Policy & Coverage changes from 2015-2021

Policies



Coverage

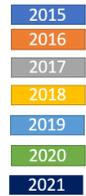
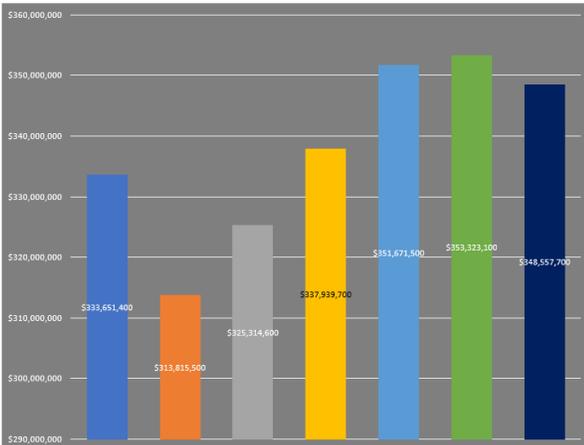


Figure 5. City of Westwego Policy & Coverage changes from 2015-2021

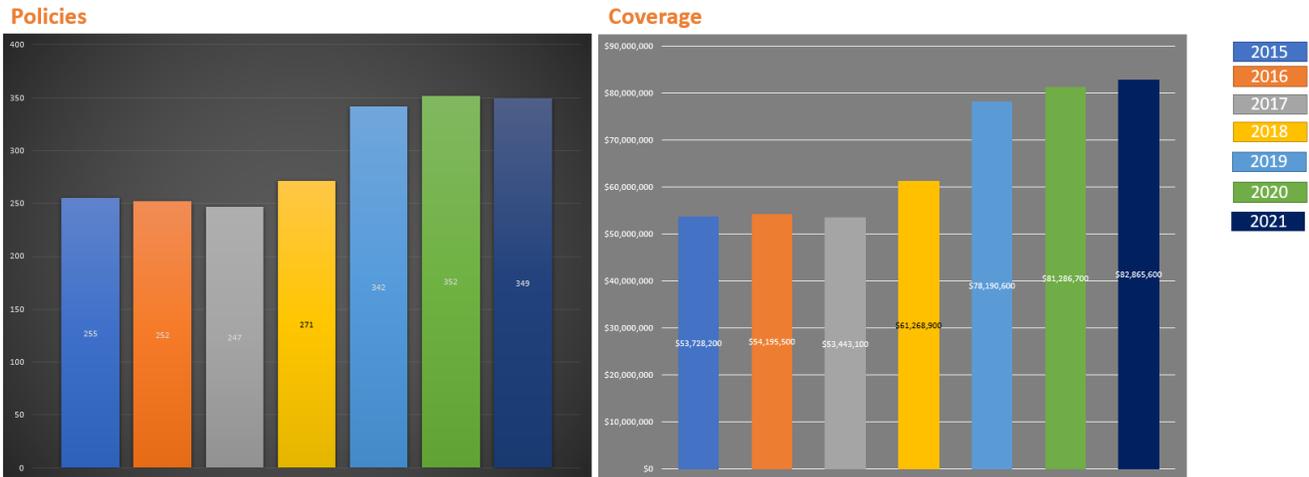


Figure 6. Town of Jean Lafitte Policy & Coverage changes from 2015-2021

As depicted in Figures 1-6, the general trend for total policy count and coverage per municipality decreased from 2019-2020 and increased from 2020-2021. The following are changes from 2019 to 2021: unincorporated Jefferson Parish lost 4,755 policies and \$256,693,300 in coverage (Figure 1); the City of Harahan lost 25 policies, but gained \$10,501,600 in coverage (Figure 2); the City of Kenner had a decline of 78 policies, but a \$114,335,800 increase in coverage (Figure 3); the City of Gretna gained 37 policies and \$46,143,500 in coverage (Figure 4); the City of Westwego lost 16 policies and \$3,113,800 in coverage (Figure 5); and the Town of Jean Lafitte added 7 policies and \$4,675,000 in coverage (Figure 6).

Total policy and coverage totals are beginning to stabilize after the February 2, 2018, map change, but fluctuations are still being observed as expected. While our outreach initiatives extend parishwide, unincorporated Jefferson Parish and the City of Westwego will be focus areas for the next annual cycle.

Figure 7 provides an overview of 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 there is a federally backed mortgage on the property. Zone X properties are not required to have a flood insurance policy. Figure 7 shows that from 2019 to 2021, there was a decrease in the Zone AE percent of policies to structures in unincorporated Jefferson Parish, and the City of Harahan; and an increase in Zone AE policies to structures percentages for the Cities of Kenner, Gretna, Westwego, and the Town of Jean Lafitte. Also observed, was a decrease in the Zone X percent of policies to structures for unincorporated Jefferson Parish and the City of Westwego; and an increase in Zone X policies to structures for The Cities of Harahan, Kenner, and Gretna. The Town of Jean Lafitte does not have Zone X areas.

Even though Jefferson Parish has lost a collective 15,044 policies since the inception of this Program for Public Information six years ago, approximately half of those were lost parishwide following the 2018 map change, with the largest decrease coming from unincorporated Jefferson Parish. All JUMP communities need to continue to promote flood insurance to all property owners so that they are protecting their investments from future flood events.

Flood Insurance Policies by Flood Zone

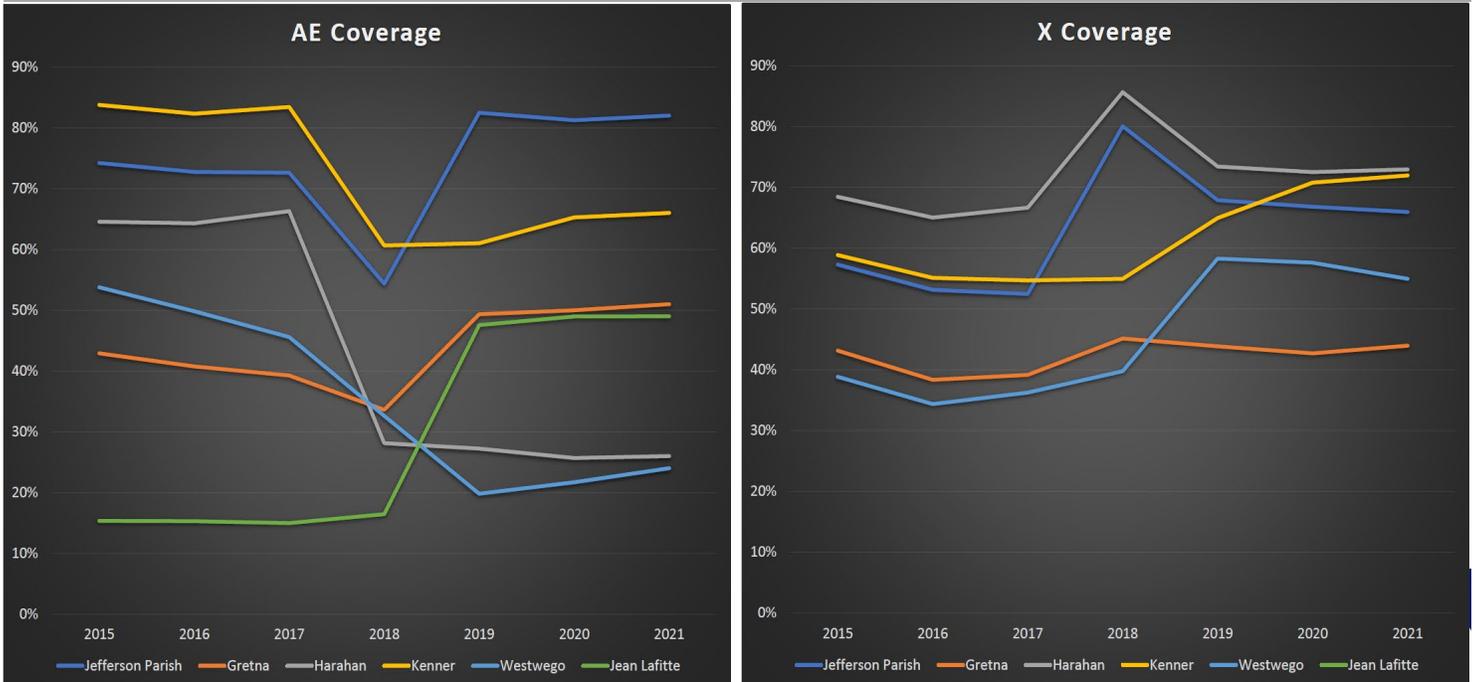


Figure 7. Percentages of Policies to Structures in Zones AE & X.

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

This evaluation report was submitted to the Jefferson Parish Council on December 22, 2021.

**2021 Annual PPI Committee Meeting Attendees
(no public)**

Name	Organization/Title	Email	Gov't vs Stk	Jurisdiction
Maggie Talley	JP Director of FP Mgmt & HM	mtalley@jeffparish.net	gov't	Jefferson Parish
Seamus Riley	JP Floodplain/CRS Specialist	smriley@jeffparish.net	gov't	Jefferson Parish
Gretchen Hirt	JP PIO	ghirt@jeffparish.net	gov't	Jefferson Parish
Alessandra Jerolleman	Metairie Resident	agazzo@gmail.com	stk	Jefferson Parish
Kelli W. Starrett	NOLA Realtors	kelli@nomar.org	stk	Jefferson Parish
Tammy Mercier	Real Estate	3395009@gmail.com	stk	Jefferson Parish
Tom Rodrigue	Metairie Resident	torodrigue@cox.net	stk	Jefferson Parish
Danielle Dauzat	Accessible Insurance Agency	danielle@accessibleins.com	stk	Jefferson Parish
Monica Farris	Metairie Resident	mateets@uno.edu	stk	Jefferson Parish
Danika Gorrondona	Gretna - Building Official	dgorrondona@gretnala.com	gov't	City of Gretna
Michael Wesley	Gretna - Floodplain Management	mwesley@gretnala.com	gov't	City of Gretna
Lydia Jemison	Jemison & Partners, Inc.	lydia@jemisonandpartnersinc.com	stk	City of Gretna
Joni Bathel	Entergy	jbathel@entergy.com	stk	City of Gretna
Ryan Daul	Daul Insurance Agency, Inc.	ryan@daulinsurance.com	stk	City of Gretna
Bryan Wallace	Harahan - Regulatory Office	bryan.wallace@ci.harahan.la.us	gov't	City of Harahan
Michelle Gonzales	Harahan Resident	mgonzales@jeffparish.net	stk	City of Harahan
Mollie Mcinnis	Kenner - Regulatory Office	mmcinnis@kenner.la.us	gov't	City of Kenner
Bob Ross	Kenner - PIO	bross@kenner.la.us	gov't	City of Kenner
Kevin Duffey	Duffey Insurance	kevin@guffeyinsurance.net	stk	City of Kenner
Lisa Tapia	Westwego - Clerk; Floodplain	LisaTapia@cityofwestwego.com	gov't	City of Westwego
Kim Reeves	Orleans Shoring	kimreevescfm1031@gmail.com	stk	City of Westwego
Thelma Meyers	Insurance Agent	thelma.c.meyers.mb0q@statefarm	stk	City of Westwego
Yvette Crain	Jean Lafitte - Clerk; Floodplain	ycrain@townofjeanlafitte.com	gov't	Town of Jean Lafitte
Dwain Gannard	Iberia Bank	Dwain.Gannard@Iberiabank.com	stk	Town of Jean Lafitte
Teddesse Tewelde	Business Owner	ttbmoney@aol.com	stk	Town of Jean Lafitte

#	Outreach Projects Description	Priority Audience(s)	Message	Anticipated Outcomes	Primary Lead(s)	External Principle Agency/Org	Proposed Schedule	CRS Community to Get Credit	June 2020 - May 2021 Implementation	Measured Outcomes	Recommendations
Outreach (OP) Projects											
1	JeffTalk (JP Employee Newsletter)	11. General Public	Various topics on hurricane preparedness, drainage, emergency management, and environmental issues	Employees educated on: 1. Hurricane preparation 2. Protecting Parish infrastructure & water bodies 3. Water quality, land and habitat loss 4. Endangered species	JP PIO	-	every other month	JP	Posted in Feb, April, June, August, and Dec of 2019; July, Oct, & Dec of 2020; and March, June, Oct and Dec of 2021	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	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.	1. NOMAR members educated on client risks 2. Communicating flood risks and mitigation options to homebuyers	JP FPM&HM	-	quarterly	All	Newsletter graphics posted in May, August, and Nov of 2019; July, Nov, and Dec of 2020; and March, Aug, and Dec of 2021	NOMAR members are aware of the risk their clients face and share a consistent message with homebuyers about their flood risks	Continue implementing with new graphics of Marsha that specifically talk to the housing stock in Jefferson Parish
3	Chamber of Commerce 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 businesses incorporating green infrastructure construction/projects	JP FPM&HM	-	quarterly	All	Digital posts May, Oct of 2019; May, July, and Nov of 2020; and July and Dec of 2021	Businesses are informed on how to prepare for hurricanes and protect the parish water bodies	Continue implementing with new graphics of Marsha that show the unique businesses in JP and how they relate to flood risk management
4	JP TV Channel (Hurricane Season PSAs, Evacuation Exercise, etc.)	11.General Public	Hurricanes produce major flooding Know your evacuation plans Get to higher ground.	1. Residents better prepared for hurricanes 2. Smoother evacuations 3. Increased number of insurance policies	JP PIO	-	year-round	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	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	Kenner's PIO	-	year-round	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	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.	JP FPM&HM JP Water	-	annually	All (Westwego own bill)	Sent with July water bills in 2019, 2020, and 2021	received request for 1 site visit this year	Continue to implement this cost effective parishwide outreach

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7	Curb Marker (2 languages)	10.Non-English Speakers (Span, Viet) 11.General Public	No dumping in storm drains.	Reduce the number of calls for drainage maintenance; cleaner water bodies	JP FPM&HM JP ECM JP Envir Affairs		year-round	All (markers were given to each community)	Markers placed - Bucktown 6/23/19 Bucktown on 7/10/20 Harahan on 5/20/21, Metairie on 5/26/21	Residents learn how to reduce flooding and protect water quality and natural floodplain functions	Schedule additional dates to deploy markers - need to use all of stock then redesign with new Parish logo
8	Mailout to RL Areas	1.SRL/RL Properties	Based on your structure's history of flooding, you may be at a high risk for future flooding.	Inform RL HO of their risk and decrease # of flood claims	JP FPM&HM JP I&CE	-	annually	All	RL postcards mailed 8/8/19 7/1/20 6/17/21	Residents inquire about flood zone and grants	Continue to implement
9	Grant opportunities to RL/SRL homeowners-mailout	1.SRL/RL Properties	Mitigation grants may be available for your property based on flood claims history.	Increase the number of mitigated structures in the parish	JP FPM&HM	-	annually	All	Mailed on - 9/25/19 7/20/20 9/15/21	Approximately 300 applications were sent received	Continue to implement - remember to update once Ida claims are closed
10	EC Trainings	11. General Public	Completion and correctness of elevation certificates is important for accurate rating and protecting property	Increase the number of correct elevation certificates submitted to Code offices and Insurance agents	Kenner		annually	All		Development and implementation sidelined by Covid-19. Project to be reevaluated at the 2022 PPI Committee Meeting.	
11	Tree Plantings	11. General Public	Host tree plantings events and provide brochures to participants of the natural functions of Louisiana's marshes	Citizens will be better informed of the need to protect natural functions	JP E&CM Municipality Depts		annually	All	3/3-3/5/20 Good Bayou plantings; 7/10-7/15/20 plantings in Goose Bayou; 7/23/20 Lafitte planting; 1/15/21 Bucktown planting; 2/6 & 2/8, 2021 Goose Bayou planting in Lafitte; 2/24/21 Spanish Pass planting; June 2021 Town of Jean Lafitte planting, 7/24/21 Town of Jean Lafitte planting	Improve natural floodplain function, mitigate soil erosion, provide habitat, educate public on the importance of trees in wetland habitats	Continue to implement
12	Pontchartrain Conservancy 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	JP Envir Affairs JP FPM& HM JP ECM Municipality Depts	LPBF	every March and Sept	All	Took part in sweep events on 5/11/19, 9/19/20, 5/20/21, 5/26/21, and 6/2/21	Hundreds of pounds of trash removed from multiple areas in JP	Continue to implement
13	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	JP EM JP FPM&HM JP ECM Municipality Depts	FEMA	year-round	All	2019, 2020	Readers have information on how to be better prepared	Project to be reevaluated in 2022 for duplicated efforts.
14	"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 wildlife, including endangered species.	JP Envir Affairs	-	every April	JP, Gretna, Harahan, Kenner, Westwego (MS4 Co-permittees)	8/24/19 No events in 20 or 21 due to COVID-19	Fewer pollutants get into the storm drains resulting in clean water samples	Continue to implement

#	Outreach Projects Description	Priority Audience(s)	Message	Anticipated Outcomes	Primary Lead(s)	External Principle Agency/Org	Proposed Schedule	CRS Community to Get Credit	June 2020 - May 2021 Implementation	Measured Outcomes	Recommendations
15	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	JP and Municipalities	-	year-round	All	Ongoing	The public is better informed on flood protection	Project to be reevaluated in 2022 for duplicated efforts.
16	LA Emergency Preparedness Guide	10.Non-English Speakers (Span, Viet)	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.	JP EM	GOHSEP		All	Ongoing	6 storms, mandatory and/or voluntary evacuations ordered for Town of Jean Lafitte, Lower Lafitte, Crown Point, and Barataria for all 6 storms	Project to be reevaluated in 2022 for duplicated efforts.
		11.General Public									
17	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	JP FPM&HM JP I&CE	-	every Oct	All	10/13/19 10/6/20 small scale individual events 2021 no events due to COVID-19	the public is better informed on flood protection	Continue to implement
18	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	JP FPM&HM	-	year-round	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	11.General Public	Donate your Christmas tree and restore the marsh.	Maintain, rebuild and/or increase marsh area to protect and preserve natural (water quality, habitat, carbon storage, etc.) and beneficial functions (storm surge attenuation, mitigating coastal erosion, etc.) of the floodplain, Hand's on experience to understand importance of wetland ecosystem.	JP ECM	-	every January	JP	Participated on 2/9/19, 2/1/20, 2/6/21	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	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	JP Citizens Affairs	-	every March	All	6/14/19, 2020 & 2021 Canceled due to COVID-19	Senior citizens better informed of flood risk	Continue to implement
21	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	JP FPM&HM	LA Sea Grant	year-round	All	Ongoing	Approximately 300 applications received for mitigation this year	Continue to implement
22	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	JP Envir Affairs	-	year-round	JP	Ongoing	Clean water samples	Continue to implement
		11.General Public									

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23	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	JP FPM&HM	-	year-round	All	Ongoing	Approximately 732 map inquiries for this timeframe	Continue to implement
24	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	JP EM	-	year-round	All	Ongoing	6 storms, mandatory and/or voluntary evacuations ordered for Town of Jean Lafitte, Lower Lafitte, Crown Point, and Barataria for all 6 storms	Project to be reevaluated in 2022 for duplicated efforts.
25	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	JP Envir Affairs	Keep Louisiana Beautiful	year-round	JP	2019 & 2020 No event in 2021 due to COVID-19	Covid mortified protocol for this program. A community shredding event was held on June 5th with over 150 participants	Continue to implement
26	"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	JP Envir Affairs	-	Sept-March annually	JP	Ongoing	Kits went to Patrick Taylor and Academy of Our Lady on 2/3/21	Continue to implement
27	Evacuation Plan Checklists	11.General Public	Beware of storm surge. Evacuations can take a long time. Develop your evacuation plan before Hurricane Season and plan to leave early.	More residents evacuating for hurricanes; more residents leaving early; fewer flood-related fatalities	JP FPM&HM Town of Jean Lafitte	Associated Food Stores	year-round	All	2019 & 2020	distributed at local grocery stores	Checklist's couldn't be tracked down in 2021. Project to be reevaluated at 2022 PPI Committee Meeting.
28	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	Real Estate Agents	-	year-round	All	Ongoing	Better informed buyers	Project to be reevaluated for duplicated efforts at the 2022 PPI Evaluation Meeting.
29	Distribute NFIP literature to local real estate agents to distribute to all buyers	8.Prospective/New Buyers	Flood damages are not covered by Homeowner's or Business Multi-Peril Insurance. Only flood insurance will cover contents and structural damage due to flooding. Will include information on available technical assistance.	Increase in the number of flood insurance policies at purchase	JP FPM&HM	FEMA	year-round	All	Ongoing	Buyers inquire about their flood zone before purchasing	Continue to implement
30	Share various literature in Spanish and Vietnamese	10.Non-English Speakers (Span, Viet)	various flood-related topics-be specific - which 2 brochures have the most messages?	Inform non-English speakers of mitigation, the cost of flooding and increase the # of flood insurance policies	JP FPM&HM / EM	FEMA	year-round	Kenner, Gretna	Ongoing	Non-English speakers are better informed of flood protection	Project to be reevaluated for duplicated efforts at the 2022 PPI Evaluation Meeting.
31	JP Library System	11.General Public	various FEMA brochures - be specific	Educate residents on the flood hazard, how to protect themselves and their property, and encourage mitigation	JP FPM&HM JP ECM	FEMA	year-round	All	Ongoing	The public is better informed on flood protection	Project to be reevaluated for duplicated efforts at the 2022 PPI Evaluation Meeting.
32	Civic Assn meetings	11.General Public	Flooding can happen anytime. Retrofit your property to protect it from flood waters. Know your flood hazard. Buy flood insurance.	Increase # of mitigation projects and insurance policies; decrease # of flood claims	JP FPM&HM	-	year-round	All	Ongoing	Better informed public but policy count is down	Continue to implement

#	Outreach Projects Description	Priority Audience(s)	Message	Anticipated Outcomes	Primary Lead(s)	External Principle Agency/Org	Proposed Schedule	CRS Community to Get Credit	June 2020 - May 2021 Implementation	Measured Outcomes	Recommendations
33	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	JP FPM&HM	-	as requested	JP, Gretna, Harahan, Kenner	Visits took place on 5/20/19; 12/16/20; 4/26/21, 5/14/21, 5/18/21, 7/22/21	Property owners provided with green infrastructure options and grant information	Continue to implement
34	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	JP FPM&HM	-	as requested	JP, Gretna, Harahan, Kenner	Ongoing	Met with the HBA on 3/16/21	Project to be reevaluated for duplicated efforts at the 2022 PPI Evaluation Meeting.
35	JPAlert - Emergency Notification System	10.Non-English Speakers (Spanish)	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	JP EM	-	year-round	JP	Ongoing; sign-up details posted on website	Residents receive warnings in real time	Continue to implement
		11.General Public									
36	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	JP I&CE	-	year-round	JP	Ongoing	The public is better informed on permit requirements	Continue to implement
37	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	JP FPM&HM JP I&CE	-	annually	All	Sent on - July 15, 2019, July 16, 2020, July 13, 2021	Homeowners and prospective buyers are better aware of their risk; increase in flood zone determinations	Continue to implement
38	Brooms to Basins	11.General Public	Keep storm drains clean and free of debris.	Improved drainage system and fewer complaints of backups	JP FPM&HM	-	year-round	JP	Resuming in 2022	Less trash to get into the storm drains improving water quality and reducing flooding	Implement in 2022 with a new idea of how to engage with citizens of the need to clean the catch basin without actually adopting the basin
39	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	JP Envir Affairs	-	year-round	JP	Ongoing	Clean water samples	Continue to implement
40	Emergency Management 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	JP EM Kenner EM	-	year-round	JP, Kenner	Numerous presentations in 2019, 2020, 2021	Residents have information on how to be better prepared	Continue to implement
41	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	JP EM	-	every May	JP	To be reevaluated at the 2022 PPI Committee Meeting	Residents have information on how to be better prepared	Project to be reevaluated for duplicated efforts at the 2022 PPI Evaluation Meeting.

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42	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	JP FPM&HM	-	year-round	JP, Gretna, Harahan, Kenner	Ongoing	No requests received	Project to be reevaluated for duplicated efforts at the 2022 PPI Evaluation Meeting.
43	Drainage Maintenance	11.General Public	Keep storm drains clean.	Free flowing drainage system will have fewer instances of back up and less street flooding	JP FPM&HM	-	year-round	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	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.	WWL News Channel 4 Television, Website, Brochure Social Media	WWL News Channel 4	year-round	All	Ongoing	6 storms, mandatory and/or voluntary evacuations ordered for Town of Jean Lafitte, Lower Lafitte, Crown Point, and Barataria for all 6 storms	Continue to implement
45	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.	Fox 8 News Television, Website, App, and Twitter	Fox 8 News	year-round	All	Ongoing	6 storms, mandatory and/or voluntary evacuations ordered for Town of Jean Lafitte, Lower Lafitte, Crown Point, and Barataria for all 6 storms	Continue to implement
46	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	Wright Flood Insurance	Wright Flood Insurance	year-round	All	Ongoing	Thousands of agents trained though dozens of webinars	Continue to implement
47	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	Wright Flood Insurance	Wright Flood Insurance	year-round	All	Ongoing	4,451 flood brochures distributed nationwide at the request of 57 agents	Continue to implement
48	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	JP FPM&HM	-	year-round	All	2019	Better informed public	To be reevaluated for continuation at the 2022 PPI Committee Meeting.
49	Poster for schools, driving schools, DMVs, and/or government buildings	4.Drivers	Know your flood hazard-avoid flooded areas. Be aware of flash flood and standing water dangers to drivers.	New drivers become aware of flood safety; fewer fatalities and flood-related car accidents	JP FPM&HM	-	year-round	All	2019	Better informed public	To be reevaluated for continuation at the 2022 PPI Committee Meeting.
50	Create brochure on flood insurance and mitigation	11.General Public	Flood insurance is changing. How well do you understand your flood insurance policy? Will include information on available technical assistance.	Increase in flood insurance policies and decrease flood damage	JP FPM&HM	-	year-round	All	2019	Better informed public	To be reevaluated for continuation at the 2022 PPI Committee Meeting.
51	Bus Shelters	4.Drivers	Before the rain gets heavy...Be Storm Ready	Increase in number of sign-ups for JPAAlert, adherence to evacuation mandates, and increased website views	JP FPM&HM	-	year-round	All	2019	Better informed public	To be reevaluated for continuation at the 2022 PPI Committee Meeting.

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52	Interior Bus Cards	11.General Public	If the water rises...is your family prepared and property protected? Visit jeffparish.net/flood to determine your flood zone, access contraflow maps and register for JPAAlert.	Increase in number of sign-ups for JPAAlert, adherence to evacuation mandates, and increased website views	JP FPM&HM	-	year-round	All	2019	Better informed public	To be reevaluated for continuation at the 2022 PPI Committee Meeting.
53	Post and maintain signs	11. General Public	The surrounding waterbodies are within the natural range of species listed as threatened or endangered by the U.S. Fish and Wildlife Service (FWS) or by the National Marine Fisheries Service (NMFS). It is illegal to harass, harm, pursue, hang, shoot, wound, kill, trap, capture, or collect these species. Attempting any of these things is also illegal.	Residents informed on the presence of, and prohibited activities pertaining to listed species.	JP ECM	-	Year-round	All	Future project	Implementation will begin in late 2021 or earlier 2022	Continue to implement

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Flood Response Preparation (FRP) Projects											
1	Door Hanger	12. 100% of flooded properties	Know what to do after a flood. Protect your property from the next one.	Structures are more resilient to future storms and flooding because of increase in retrofitting activities.	JP FPM&HM	LSU AgCenter	after an event	All	ready for dissemination	No federal declarations issued during this timeframe	Note that this activity was performed during Hurricane Ida which is outside of the implementation period of this report and will be further accounted for in next year's report.
2	ICC Trifold Brochure	12. 100% of flooded properties	ICC can help mitigate grant your home if it is declared substantially damaged.	More compliant structures; increase # of mitigation projects and insurance policies; decrease # of flood claims	JP FPM&HM	FEMA	after an event	All	ready for dissemination	No federal declarations issued during this timeframe	Note that this activity was performed during Hurricane Ida which is outside of the implementation period of this report and will be further accounted for in next year's report.
3	Grant Opportunities - handout	12. 100% of flooded properties	Protect your property from the next flood. Contact the Jefferson Parish Dept of Floodplain Management and Hazard Mitigation at 504-736-6540 to know if you qualify for a mitigation grant.	Increase the number of mitigated structures in the parish	JP FPM&HM	-	after an event	All	ready for dissemination	No federal declarations issued during this timeframe	Note that this activity was performed during Hurricane Ida which is outside of the implementation period of this report and will be further accounted for in next year's report.
4	Permit Requirements Panel	12. 100% of flooded properties	All development, regardless of location, requires a permit. Requirements are different for new construction, substantial improvements, and substantial damaged structures.	Permits obtained for all development and when rebuilding after a flood	JP FPM&HM	-	after an event	All	ready for dissemination	No federal declarations issued during this timeframe	Note that this activity was performed during Hurricane Ida which is outside of the implementation period of this report and will be further accounted for in next year's report.
5	Plastic Bag	12. 100% of flooded properties	Floods can happen anytime in any zone. Learn more about protecting yourself and your property at jeffparish.net/flood	Increased website hits and flood map inquiries; increase in flood insurance policies	JP FPM&HM	-	after an event	All	ready for dissemination	No federal declarations issued during this timeframe	Note that this activity was performed during Hurricane Ida which is outside of the implementation period of this report and will be further accounted for in next year's report.
6	ICC News Release	11. General Public	ICC may provide owners of damaged buildings up to \$30,000 to help pay the costs of complying with local building codes and floodplain ordinances.	property owners are able to elevate or reconstruct their damaged home with ICC assistance	JP FPM&HM	-	after an event	All	ready for dissemination	No federal declarations issued during this timeframe	Project to be reevaluated for duplicated efforts at the 2022 PPI Evaluation Meeting.

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Coverage Improvement Plan Implementation (CPI) Projects											
1	Flyer-Grant Opportunities to RL/SRL	1.SRL/RL Properties	Mitigation grants may be available for your property based on flood claims history.	Increase the number of mitigated structures in the parish	JP FPM&HM	-	annually	All	Mailed on 7/20/20	Approximately 300 applications were sent received	Continue to implement
2	Mailout to RL Areas	1.SRL/RL Properties	Based on your structure's history of flooding, you may be at a high risk for future flooding.	Inform RL HO of their risk and decrease # of flood claims	JP FPM&HM JP I&CE	-	annually	All	RL postcards mailed on 6/17/21	residents inquire about flood zone and grants	Continue to implement
3	STK - 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	JP Citizens Affairs	-	every March	All	canceled due to COVID-19	Senior citizens better informed of flood risk	Continue to implement
4	Brochure-All Hazards Prep	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	JP EM	-	year-round	All	ongoing	6 storms, mandatory and/or voluntary evacuations ordered for Town of Jean Lafitte, Lower Lafitte, Crown Point, and Barataria for all 6 storms	Continue to implement
5	STK - Brochures Displayed@EOC Spanish	11.General Public	Various Emergency Management/Flood/Hurricane-related topics	Residents learn how to prepare for hurricanes and increase number of insurance policies	JP EM JP FPM&HM JP ECM Municipality Depts	FEMA	year-round	All	ongoing	non-English speakers are better informed of flood protection	Continue to implement
6	STK - Brochures Displayed@EOC Vietnamese	11.General Public	Various Emergency Management/Flood/Hurricane-related topics	Residents learn how to prepare for hurricanes and increase number of insurance policies	JP EM JP FPM&HM JP ECM Municipality Depts	FEMA	year-round	All	ongoing	non-English speakers are better informed of flood protection	Continue to implement
7	Video or Letter on Flood Insurance (370)	11.General Public	Flooding can happen anytime. Check that your flood insurance policy is current and consider a separate policy for your contents. Renters can get flood insurance too. Evacuate to higher ground when necessary.	Increase in # of flood insurance policies parishwide	Parish President/ Mayor	-	year-round	All	ongoing	decrease in policy count; increase in coverage	Continue to implement
8	Flood Insurance Promotion Pen (370)	11.General Public	Zone X buildings CAN flood. Learn about flood insurance @ jeffparish.net keyword: Flood	Increase policies; those moving to a lower risk maintain flood insurance	JP	-	year-round	All	ongoing; in office and handed out at various community meetings	decrease in policy count; increase in coverage	Continue to implement
9	Digital Billboard (370)	11.General Public	Floods are the #1 natural disaster in the US. Damage from flood is not covered by homeowners.	Increase policies; those moving to a lower risk maintain flood insurance	Eagan Insurance	Eagan Insurance	hurricane season	All	2019 & 2022	Better informed public.	To be reevaluated for continuation at the 2022 PPI Committee Meeting.