



**Town of Hilton Head Island
Public Planning Committee
Special Meeting
Tuesday, June 30, 2015
3:30p.m.
Benjamin M. Racusin Council Chambers
Agenda**

1. Call to Order

2. Freedom of Information Act Compliance

Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

3. New Business

a) Program for Public Information – Request for recommendation to Town Council for approval of the Program for Public Information. As a recommended activity of the Community Rating System (CRS), and in an effort to maintain the reduced flood insurance costs to its residents and to provide flood-related information to property owners through a coordinated outreach program, the Town has developed the Program for Public Information (PPI). Because there are people who are not aware of flood insurance requirements or may not see a need to insure their property, a Flood Insurance Coverage Assessment and Coverage Improvement Plan will also be incorporated into the PPI. When having an outreach program and flood insurance coverage improvement plan, it is recommended by the CRS program to have all of the activities, educational opportunities and materials assembled in a coordinated document. The goal of the PPI is to better inform the public about their flood risks, how to improve their flood hazard preparedness, what they can do to decrease future damage and the benefits of having flood insurance coverage for both the structure and contents.

Presented by: Nicole Dixon

4. Adjournment

Please note that a quorum of Town Council may result if a majority of their members attend this meeting.



TOWN OF HILTON HEAD ISLAND

Community Development Department

TO: Public Planning Committee
VIA: Teri Lewis, *AICP, LMO Official*
FROM: Nicole Dixon, *CFM, Senior Planner*
CC: Charles Cousins, *AICP, Community Development Director*
DATE: June 22, 2015
SUBJECT: Community Rating System Program for Public Information

Recommendation: Staff recommends that Town Council approve the proposed Community Rating System Program for Public Information.

Summary: As a recommended activity of the Community Rating System (CRS), and in an effort to maintain the reduced flood insurance costs to its residents and to provide flood-related information to property owners through a more aggressive outreach program, the Town has developed the Program for Public Information (PPI). Because there are people who are not aware of flood insurance requirements or may not see a need to insure their property, a Flood Insurance Coverage Assessment and Coverage Improvement Plan are also incorporated into the PPI. When having an outreach program and flood insurance coverage improvement plan, it is recommended by CRS to have all of the activities, educational opportunities and materials assembled in a coordinated document.

The goal of the PPI is to better inform the public about their flood risks, how to improve their flood hazard preparedness, what they can do to decrease future damage and the benefits of having flood insurance coverage.

Background: The Town of Hilton Head Island has been actively participating in the CRS program since October 1, 1991. Because of the many activities done by the Town as part of that program, the National Flood Insurance Program awards the Town by giving its residents in the Special Flood Hazard Area (SFHA) a 25% discount on their flood insurance premiums. A major component of the CRS program is making the public aware of flood hazards, how to protect themselves and their property, emergency preparedness and the importance of purchasing flood insurance, via various outreach methods.

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA TO APPROVE THE TOWN OF HILTON HEAD ISLAND COMMUNITY RATING SYSTEM PROGRAM FOR PUBLIC INFORMATION

WHEREAS, the National Flood Insurance Program's (NFIP) Community Rating System (CRS) is a voluntary incentive program that recognizes and encourages community floodplain management activities that exceed the minimum NFIP requirements; and

WHEREAS, as a result of these activities, flood insurance premium rates are discounted to reflect the reduced flood risk resulting from the community actions meeting the three goals of the CRS:

1. Reduce flood damage to insurable property;
2. Strengthen and support the insurance aspects of the NFIP, and
3. Encourage a comprehensive approach to floodplain management; and

WHEREAS, the Town of Hilton Head Island has been actively participating in the CRS program since October 1, 1991; and

WHEREAS, the Town's commitment to the CRS program enhances public safety, protects property, preserves the natural functions of floodplains, and reduces flood insurance premiums; and

WHEREAS, the Town is currently a Class 5 Community, which gives its residents in the Special Flood Hazard Area (SFHA) a 25% discount on their flood insurance premiums; and

WHEREAS, a major component of the CRS program is promoting, through outreach projects, public awareness of flood hazards, protecting yourself and your property from the flood hazard, emergency preparedness and the importance of purchasing flood insurance; and

WHEREAS, the CRS program highly recommends that communities create a public information program, a more comprehensive approach for public outreach, that will have all of the activities, materials and educational opportunities assembled in a coordinated document, so that people at risk can learn about the hazards they face, protect themselves and their property, know the benefits of having flood insurance coverage, prepare for flooding and take steps to reduce their exposure to flood damage; and

WHEREAS, in an effort to maintain the reduced flood insurance premium costs to its residents and to provide flood hazard, flood insurance and emergency preparedness information to property owners through a more aggressive outreach program, the Town has developed the Program for Public Information (PPI); and

WHEREAS, since there are people who are not aware of flood insurance requirements or may not see a need to insure their property, a Flood Insurance Coverage Assessment and Coverage Improvement Plan are also incorporated into the PPI; and

WHEREAS, the Public Planning Committee held a public meeting on June 30, 2015 at which time a presentation was made by staff and an opportunity was given for the public to comment on the proposed PPI; and

WHEREAS, the Public Planning Committee, after consideration of the staff presentation and public comments, voted to recommend that Town Council <Motion> the proposed PPI; and

WHEREAS, after due consideration of said program and the recommendation of the Public Planning Committee, the Town Council, upon further review, finds it is in the public interest to <Motion> the proposed PPI.

NOW, THEREFORE BE IT, AND IT HEREBY IS RESOLVED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, THAT the *Community Rating System Program for Public Information* has been approved.

MOVED, APPROVED, AND ADOPTED ON THIS ___ DAY OF _____, 2015.

David Bennett, Mayor

ATTEST:

Victoria L. Pfannenschmidt, Town Clerk

APPROVED AS TO FORM:

Gregory M. Alford, Town Attorney

Introduced by Council Member: _____

TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA



PROGRAM FOR PUBLIC INFORMATION

Prepared in June 2015 by:
Town of Hilton Head Island
Nicole Dixon, CFM, Senior Planner and CRS Coordinator

Background

The Town of Hilton Head Island is a barrier island located along the Atlantic Coast in Beaufort County, South Carolina. It occupies a land area of approximately 23,000 acres or 54 square miles and is approximately 12 miles long and 5 miles wide.

The Island is bound on the northeast by Port Royal Sound, Calibogue Sound to the southwest, and Skull Creek, part of the Atlantic Intracoastal Waterway, to the north. A seven mile tidal inlet, Broad Creek, runs diagonally across the Island and opens into Calibogue Sound. The Island's southeast shoreline faces the Atlantic Ocean and has a beach that stretches 13 miles from Braddock Cove in the south to Fish Haul Creek in the north. The beach runs uninterrupted except for a small inlet located mid-island, called the Folly.

Hilton Head Island is a distinguished resort and retirement community that is known for the incredible natural beauty of the beaches, extensive wetlands, diverse wildlife and natural landscape, with a sense of harmony between the natural and built environment. The Island's natural habitats and resources are recognized for the benefits that they provide. The beach provides critical nesting habitat for several species of birds and other animals, particularly the threatened loggerhead sea turtle. As a coastal community, the accessible ocean beach is a predominant factor in the local tourism and vacation rental economy.

The Town takes a very proactive approach to flood awareness and mitigation and pursues a variety of activities, which we get credit for under the Community Rating System (CRS) program. Some of the activities include: preventive measures such as open space preservation (the Town has purchased over 1,320 acres of land to be left undeveloped, with the exception of parks and fire stations), storm water management, property protection measures such as building elevation, flood proofing, promotion of flood insurance, and adoption and enforcement of all ICC building codes, natural resources protection, structural protection such as beach nourishment and drainage improvements and emergency management services. Over the years the Town has developed several educational and outreach projects to promote flood awareness. The Town's commitment to the CRS program enhances public safety, protects property, preserves the natural functions of floodplains, and reduces flood insurance premiums.

The Town has been actively participating in the CRS program since October 1, 1991. The Town is currently a Class 5 Community, which gives its residents in the Special Flood Hazard Area (SFHA) a 25% discount on their flood insurance premiums. As

of April 15, 2015, there were 29,752 flood insurance policies on Hilton Head Island. The total savings as a result of the Town's participation in the CRS program is in excess of \$5.6 million per year or approximately \$190 to the average policy holder.

In an effort to maintain the reduced flood insurance premium costs to its residents and to provide flood-related information to property owners through a more aggressive outreach program, the Town has developed the Program for Public Information (PPI). Through the public information program, people at risk can learn about the hazards they face, prepare for flooding and take steps to reduce their exposure to flood damage.

The Town decided to incorporate a Flood Insurance Coverage Assessment and Coverage Improvement Plan into the PPI because there are people who are not aware of flood insurance requirements or may not see a need to insure their property. By having an outreach program and flood insurance coverage improvement plan, with all of the activities and educational opportunities assembled in a coordinated document, the Town hopes people will have the information they need to protect themselves and their property.

The goal of the PPI is to better inform the public about their flood risks, how to improve their flood hazard preparedness, identify what they can do to decrease future damage and the benefits of having flood insurance coverage for both the structure and contents. All of the public information activities will have the same objective: to get people to protect themselves and their property, whether it's to take flood protection steps, such as buying flood insurance, developing a family emergency plan, retrofitting a building, or complying with floodplain management regulations.

The Town's PPI Program will be based on specific information discussed further in this document. The messages dispersed will educate the public, through outreach materials such as publications and brochures, will provide flood response preparation and disaster recovery information when needed, and will help other organizations on getting the word out about flood awareness, educate contractors, builders, realtors, insurance agencies and mortgage brokers on the importance of flood awareness and promoting flood insurance and assist the stakeholders in their outreach efforts.

The CRS program requires a PPI go through a seven step process.

STEP 1. ESTABLISH A PPI COMMITTEE

PPI Committee Members

The PPI Committee consists of ten members. Four of the members are Town staff and six are volunteers from the community that together have a wealth of knowledge regarding flood hazards and flood risk. The community members, or stakeholders, represent real estate, flood insurance, mortgage lender, property management and property owners association. Some of the members of the committee are Hilton Head Island floodplain residents.

- ❖ Nicole Dixon, CFM, CRS Coordinator, Senior Planner, Town of Hilton Head Island
- ❖ Richard Spruce, CFM, Floodplain Manager & Plans Examiner, Town of Hilton Head Island
- ❖ Sally Krebs, Sustainable Practices Coordinator, Town of Hilton Head Island
- ❖ Tom Dunn, SC CEM, Emergency Management Coordinator, Town of Hilton Head Island
- ❖ Alan Perry, Mortgage Loan Officer, Synovus Mortgage Corporation
- ❖ Kristin Hayrinen, CISR, Private Client Advisor, Hub International Southeast
- ❖ Jean Beck, RCE, Executive Vice President, Hilton Head Area Association of Realtors
- ❖ Karen Ryan, Owner/Broker, Weichert Realtors
- ❖ Ben Brown, Principal Planner & Project Manager, Palmetto Dunes Property Owners Association
- ❖ Dru Brown, Business Development Manager, Beach Properties of Hilton Head

The members role is to assist in developing the PPI by providing feedback from their perspective on what areas are best to target for outreach, what groups should be targeted, what messages should be delivered, and the best method, by whom and how often, to deliver these messages. Nicole Dixon, as the Town's CRS Coordinator, took on the role of the Committee leader and developed the agendas, facilitated the meetings and drafted this document. Prior to setting each meeting date, the group members were asked for their availability to ensure that the group met the attendance requirements outlined in the CRS manual.

The first committee meeting took place on April 7, 2015. Everyone on the committee was present with the exception of Dru Brown, who was unable to attend. During this meeting, an overview of the CRS program and flood insurance was given. The purpose of the PPI and committee member responsibilities and expectations were

discussed. The seven step process was explained in detail. There were discussions about how the PPI Committee was also going to be the same as the Flood Insurance Coverage Improvement Plan Committee. The purpose of that committee and its coordination into our efforts was discussed in detail. We had a discussion about the current Town outreach projects and efforts. The committee discussed the needs of the community and the different needs for individual target areas within the Town as well as the Town as a whole. Based on comments made during the meeting, it was decided that there was a need for an aggressive outreach program to get more information out to the public. The committee identified special target areas and specific messages were drafted. Various committee members volunteered to contact other local organizations and agencies to find out what flood-related public information activities are being implemented already.

The second committee meeting took place on May 11, 2015. Everyone on the committee was present with the exception of Alan Perry and Karen Ryan, who were unable to make it. We still met our PPI committee requirements as there were 4 Town staff present and 4 outside agency members present. During the meeting, the committee reviewed the parts of the PPI program document that had been drafted. We discussed the research that was done by the committee members regarding outreach that was already being done by other organizations in the community. We discussed new outreach ideas and finalized our list of outreach projects. The committee also discussed topics such as real estate disclosures and promoting flood awareness and flood insurance through property owners associations, utility companies and the Chamber of Commerce.

The third and final meeting took place on June 16, 2015. Everyone on the committee was present with the exception of Tom Dunn, Kristin Hayrinen and Karen Ryan, who were unable to make it. We still met our PPI committee requirements as there were 3 Town staff present and 4 outside agency members present. During the meeting, the flood insurance coverage was assessed and conclusions were made based on this assessment as far as what areas of the Island the committee wished to promote the purchase of flood insurance. The draft PPI document was reviewed one final time and notes were taken for some changes that needed to be made. The final draft was emailed to all committee members, comments were sent back to the committee coordinator and the final document was revised and prepared to be presented to the Public Planning Committee, a sub-committee of Town Council, on June 30, 2015. The PPI program will be presented to the full Town Council on August 4, 2015.

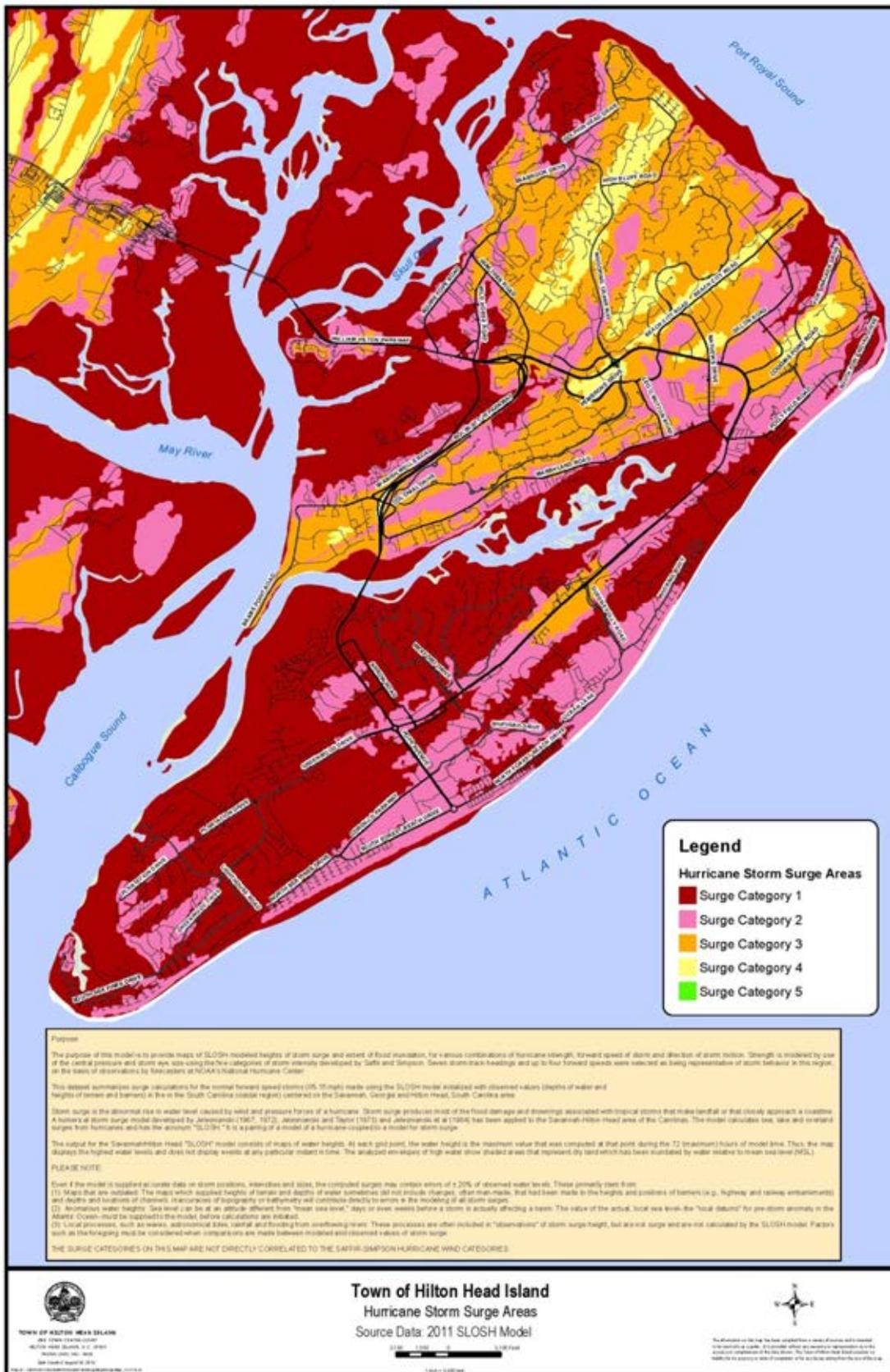
STEP 2. ASSESS THE COMMUNITY'S PUBLIC INFORMATION NEEDS

Before the PPI Committee was able to develop a program for raising public awareness about flood-related issues, we needed to assess the existing flood problems, conduct an assessment of the Island's flood insurance coverage, identify target areas or who needs to be informed and determine what projects were already underway.

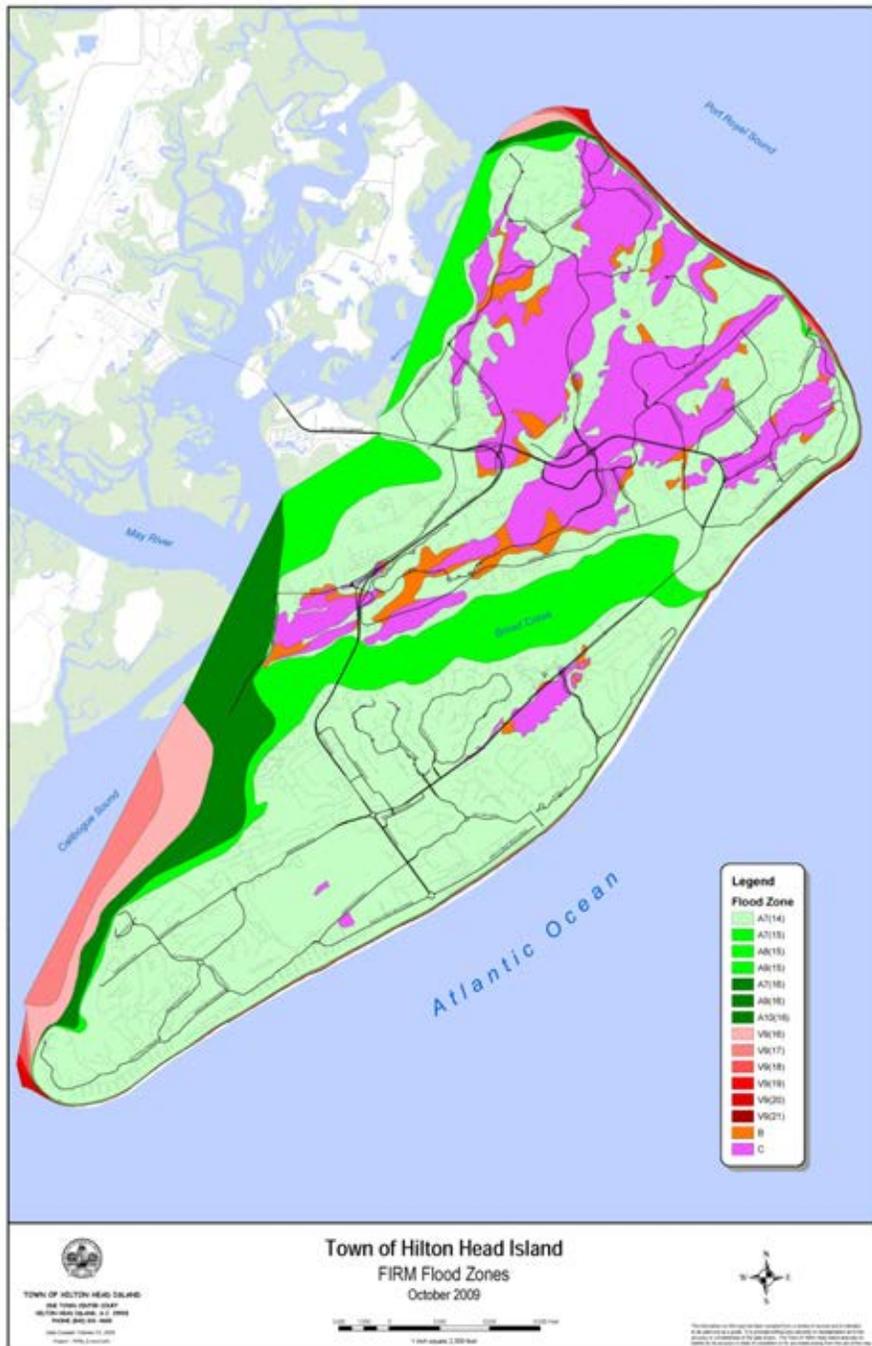
A) Existing Flood Problems

The Town of Hilton Head Island is relatively flat with a maximum elevation of twenty-four feet in limited places. Most areas of the Island are subject to base flood elevations of about 14 feet, although the flood elevations along the shoreline range from 15 to 22 feet. Much of the inland areas on the Island are subject to flooding of about 1 to 3 feet. Most of the built environment near the coastline of the Island lies in areas subject to base flood elevations of 14 to 15 feet, with ground elevations of only 8 to 12 feet, which would result in flood depths of 3 to 7 feet. There are some areas of the Island with properties located further towards the shoreline with higher base flood depths. For example, there are properties in some neighborhoods in the V zone with water surface elevations of 18 to 20 feet but ground elevations at 12 feet, which would result in flood depths of 6 to 8 feet. Because of this, the Island is incapable of handling storm surge from the Atlantic Ocean. Heavy rainfalls can sometimes result in flooding in low lying areas and streets.

The storm surge map below illustrates the areas of the island that are highly likely to be inundated by flooding, based on different categories of hurricane events.



The Town has an estimated total population of 37,965 according to 2013 Census Data. There are a total of 21,644 parcels in the Town. Approximately 80% of them, 16,543 parcels, are currently located within a mapped SFHA. Most of the remainder of the Island, 5,101 parcels, is located in flood zones B or C. The Town is susceptible to storm surge and drainage system flooding, coastal erosion and tropical storms and hurricanes. You can see from the map below that the entire Island is located in a flood zone.



B) Target Areas

After assessing the Town's existing flood hazards, the PPI Committee agreed on 10 target audiences that would benefit most from public information outreach. The overall goal of this program is to make information more readily available to the target audiences in a manner that will encourage each target audience to adopt behaviors to improve preparedness and decrease future flood damage or loss.

1. **Entire Island** - Because the entire Island is located within the floodplain, with a majority of it in the SFHA, the PPI committee determined that the entire Island should be included as a target area. Many flood related issues such as not driving through a flooded road, dumping in drainage ways that lead to water, lacking flood insurance coverage, not being aware of building permit requirements, and not knowing what to do in the event of a hurricane are all issues that anyone on the Island may experience.

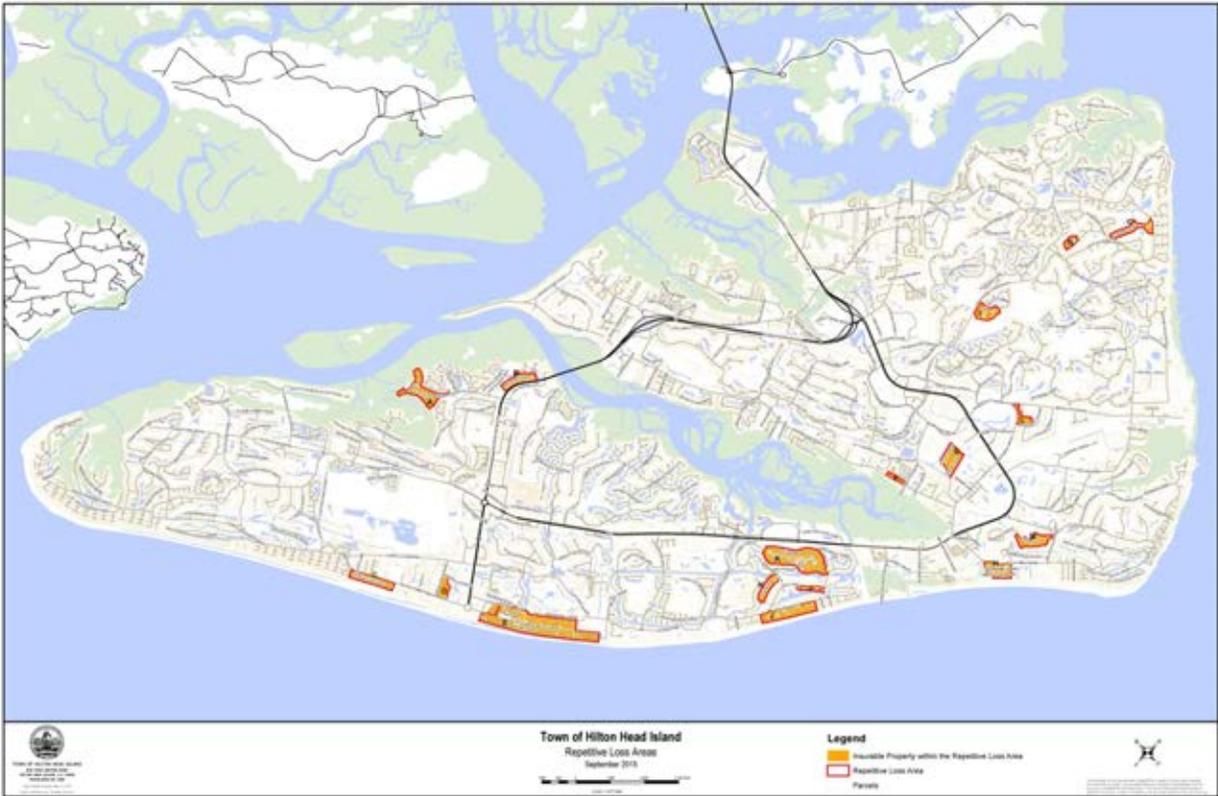
According to 2013 Census Data, of the owner-occupied housing units, there are an estimated 7,502 with a mortgage and about 4,925 that do not hold a mortgage. The purchase of flood insurance is not required if you do not have a mortgage, but the PPI Committee thought it would be important to promote the protection that flood insurance brings regardless of having a mortgage on the property.

2. **V Zone Properties** – There are a total of 271 parcels located in the V zone. There are 244 buildings within the V zone. The V zone is in the SFHA and is subject to coastal high hazard flooding. Property owners in this zone are especially vulnerable to flood hazards because of the proximity to the ocean. The PPI Committee determined that the V zone properties should be a separate target area so that they can be informed of important issues that pertain specifically to them such as coastal erosion, the vulnerability of a structure in this zone, flooding, dangers of standing water, evacuation plans, building permit requirements and protection of wildlife and habitat such as sea turtles and piping plovers. Out of the 244 buildings in this zone, only 18% have flood insurance coverage, which is another reason the committee decided that stressing the importance of flood insurance to this target area is especially important.
3. **Hispanic Population** - According to 2013 Census Data, there is a Hispanic population of approximately 5,522, which makes up about 15.8% of the population of the Island. Because of potential language barriers, the Hispanic population may not be receiving flood awareness information. The PPI

Committee determined that the Hispanic population should be included as a target area for outreach so that messages could be distributed in Spanish.

4. **Rental Community** - According to 2013 Census Data, there are approximately 33,333 total housing units in the Town, with about 50% of them being occupied and the other 50% being vacant (either for sale, for rent, or occasional or seasonal use). Of the 50% being occupied, about one third of them are renters. The PPI Committee determined that the rental community should be included as a target area as the renters in the area need to know what to do in case of a flood. The Committee would also like to promote flood insurance for contents coverage to the rental community. Outreach materials will be created and provided to rental management companies to distribute to their renters.

5. **Repetitive Loss Areas** - The Town's participation in the CRS program has required a continuous review of the community's repetitive loss structures. A repetitive loss structure defined by FEMA is an insurable building for which two or more claims of more than \$1,000 were paid by the National Flood Insurance Program (NFIP) within any rolling ten year period. FEMA provides repetitive loss data to the CRS communities on an annual basis, although they haven't sent out updated data since 2012. Per the 2012 data provided by FEMA, there are 32 properties on the repetitive loss list for the Town. Based on these 32 properties, along with historical claims data for other properties on the Island that have had one claim, and an examination of Geographic Information System (GIS) data including existing elevations, and topography, staff mapped repetitive loss areas. These areas include buildings on FEMA's list as well as nearby buildings that were subject to the same flood hazard. Staff did a site visit to these identified repetitive loss areas to make sure the boundaries are accurate. There are 15 identified repetitive loss areas on the Island. Within these 15 areas, there are a total of 1561 properties. Because of the number of repetitive loss properties in the community, the PPI Committee determined the repetitive loss areas should be included as a target area. The map below illustrates the repetitive loss areas.



6. **Real Estate, Mortgage and Insurance Companies** – With representatives from each of these types of organizations on the PPI Committee as stakeholders, the committee decided these companies are key in providing information about flood hazards and promoting the purchase of flood insurance. These companies speak first-hand to potential buyers and even renters and can be utilized as a great source of information if they are well educated on the subject. The PPI committee determined that these companies should be included as a target area and will work with them to ensure they have all the information and education they need in order to inform potential property owners of the dangers of flooding and the importance of purchasing flood insurance.

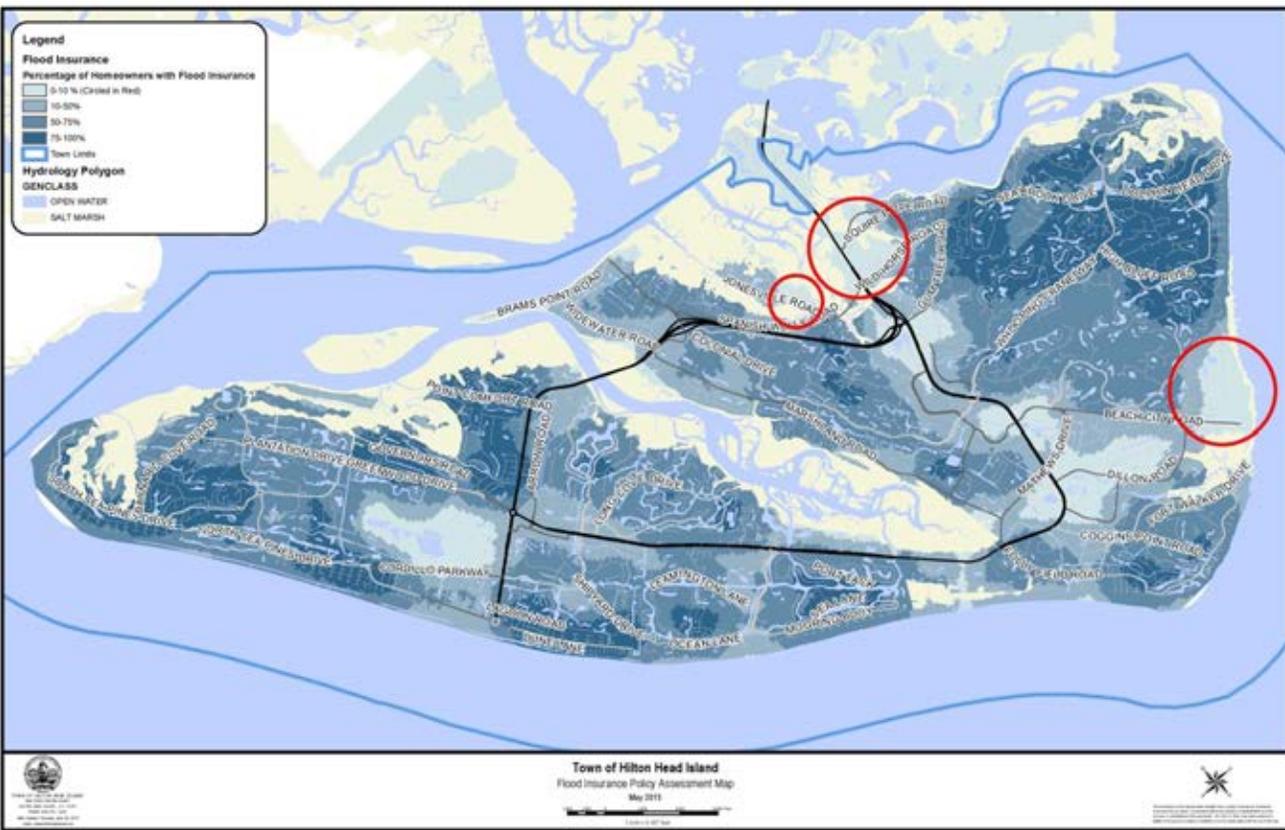
7. **Prospective Buyers** – People interested in purchasing property on the Island need to be made aware of the flood hazard zones and what their flood risk is up front so that they can incorporate it into their decision making process when selecting a property. This information may not be consistently provided by a real estate agent. It is the buyers’ responsibility to research land use designations and development regulations for property they are interested in buying. The PPI Committee determined that prospective buyers should be

included as a target area and will work on increasing the ease of obtaining this information so that they are more informed when making a decision to purchase.

8. **Builders, Contractors, Architects and Landscapers** – In order to help their customers, these types of companies need to be aware of flood hazards, know the construction rules and how to obtain proper permits, know post-disaster repair rules and rules for activities in flood prone areas. The PPI Committee determined these companies should be included as a target area and will work with them on making sure they receive all the information and education they need in order to help their customers protect their homes from flooding.
9. **Property Owner Associations** – POA's typically have several different methods of communicating with the home owners and residents in their community, usually via monthly, quarterly or annual meetings, newsletters, magazines, or their website. The PPI Committee determined the POA's on the Island should be included as a target area. The Committee will educate them on flood awareness and will use them as another way for getting the information out to their property owners.
10. **Private Sector Partners** – The Town's utility companies, medical facilities and security companies need to be aware of the Town's procedures regarding hurricane and disaster operations, damage assessment, debris management, etc. The PPI Committee determined the private sector partners should be included as a target area and will work with them to ensure they receive all the information they need in order for us to work together in an emergency situation.

C) Flood Insurance Policy Coverage Assessment

The PPI Committee agreed that a Flood Insurance Coverage Assessment was needed and should be done in conjunction with the PPI process in order to evaluate the Town for areas that may be lacking flood insurance. In order to determine the level of flood insurance coverage, the most recent flood insurance policy data was obtained from FEMA. Because flood insurance policy data is protected by the Privacy Act and must be kept confidential, general data was generated with the help of Town GIS staff. The current flood insurance policies were plotted on a map and are shown two different ways below, one by address points and one by percentage of policies.



In order to map the policies, Town GIS staff linked up the policy data with the address points in the town’s GIS system. Out of the 16,239 active flood policies in effect, staff was able to match 13,999 of them with Town addresses. The addresses that were unable to be matched, along with a separate list of the ones that were corrected by staff, will be sent in to the ISO Specialist and to FEMA so that they can correct their data.

The areas that are circled in red on both maps represent the three areas within the Town that do not have a high percentage of flood insurance coverage.

Based on the data from FEMA, there are currently 16,239 active flood insurance policies in effect. There are currently 19,619 insurable buildings within the town. So approximately 83% of the town carries flood insurance. There are other ways to look at flood insurance coverage, as shown in the tables below.

Table 1. By Flood Zone

Percentage of Buildings Insured			
Flood Zone	# of Policies	Buildings	Percentage
A	12,842	14,802	87%
V	43	244	18%
B	446	505	88%
C	2905	4068	71%

It is obvious by reviewing Table 1 that the majority of the V zone properties are lacking flood insurance coverage, which can be caused by several reasons: (1) the value of beachfront homes is high, and the National Flood Insurance Program only covers up to \$250,000, so these owners may be self-insured and therefore insured through other types of policies, (2) some of these homes are fairly old and the owners may decide to just tear down and re-build if there is a major flooding event, and (3) because many of these structures are older and weren’t originally mapped in the V-zone and are now non-compliant, flood insurance may be too high and cost prohibitive to cover these structures. Regardless, because the V zone is so vulnerable to flooding, erosion and other hazards, the committee agreed the promotion of flood insurance in this area is critical.

Table 2. By Structure Type

Percentage of Buildings Insured			
Structure Type	# of Policies	Buildings	Percentage
Single Family Residential	13,035	15,899	82%
Multi-Family Residential	1970	2253	87%
Non-Residential	1030	1466	70%

Table 3. By Structure Type

Percentage with Contents Coverage			
Structure Type	# with Contents Coverage	# of Policies	Percentage
Single Family Residential	12,306	13,035	94%
Multi-Family Residential	592	1970	30%
Non-Residential	584	1030	57%

Table 3 shows that single family residential properties have a very high rate of having flood insurance with contents coverage. This is not the case for non-residential properties, where less than 60% carry contents coverage with their flood insurance policies.

The multi-family residential properties show a very low rate of contents coverage. However, the policy data obtained from FEMA doesn't include individual condominium unit policy owner information, so condo units are not included in the table.

The amount of flood insurance coverage should also be reviewed by category as shown in Table 4. It is apparent by reviewing Table 4 that multi-family residential and non-residential property owners are insured at roughly half the level of residential buildings.

Table 4. By Structure Type

Average Amount of Building Coverage			
Structure Type	# of Policies	Insurance in Force	Average Coverage
Single Family Residential	13,035	\$6,282,509,200	\$481,972
Multi-Family Residential	1970	\$516,026,400	\$261,942
Non-Residential	1030	\$291,445,600	\$282,956

To conclude, the committee hopes that with the flood insurance promotion outreach being provided to the property owners through the PPI that there will be an increase in policy coverage for the areas that are lacking coverage. There will be specific outreach messages through mailings, brochures and the website that will educate the property owners of the importance of having a flood insurance policy, not only for the structure itself but for the contents as well.

D) Existing Public Information Efforts

A key part of developing a PPI is identifying what public information activities currently exist within the Town and throughout the community. By seeing what was already done throughout the community, it was easier for the PPI Committee to develop a more comprehensive approach for public outreach. The information shown in the below table demonstrates the research and who was contacted by the PPI Committee. It lists the activities currently being done by the Town, as well as the activities being done by organizations and agencies throughout the community.

Organization	Project	Message	Frequency
Town of Hilton Head Island (TOHHI)	Annual "Citizens Guide to Flood Awareness" brochure mailing to all residents	Various flood related topics	Once a year
TOHHI	Variety of handouts, brochures, FEMA brochures at Town Hall.	Various flood related topics and flood response preparation brochures	Year round
TOHHI	website	Various flood related topics, hurricane awareness, disaster recovery, permitting, links to other important websites such as FEMA, NFIP, SCEMD – link to the annual hurricane guide	Year round
TOHHI	Staff Answering inquiries	Various flood related topics – flood zones, map information, EC's, flood insurance questions, financial assistance advice, grant information, permitting, disaster recovery, etc	Year round
TOHHI	Presentations to various POA's and other associations	Various flood related topics	Year round
TOHHI	"Our Town" Newsletter	Various flood related topics	Once a Year
TOHHI	Letter/brochure to rep loss areas	Various flood related topics	Once a year
TOHHI	Sea Turtle brochure and door hangers. Sent to all beach front property owners and on display at various locations	Sea Turtle Protection program, lights off ordinance	Mailing once a year and as needed, on display year

			round, email blast once a year to all property rental companies
TOHHI	Piping Plover Monitoring. Document # of birds, location of feeding/resting. Post signs at resting areas for public awareness. Year-end reports sent to US Fish and Wildlife	Monitoring and protection of piping plovers. Natural Functions of Floodplain, Habitat protection	Monitors from Nov-March, every year
TOHHI	Piping Plover Monitoring presentations	The monitoring and protection project and what the public can do to help protect shorebirds	Twice in 2014, Varies
TOHHI	Piping Plover Monitoring articles in residential newsletters and publications like Hilton Head Monthly Magazine	The monitoring and protection project and what the public can do to help protect shorebirds	Varies
TOHHI	Article in Hilton Head Monthly about the Town becoming an MS4	Protect water quality, storm drains and ditches, No illegal dumping, maintain buffers, use pervious materials	Published in 2014, Varies
TOHHI	Flood Awareness Week – special handouts/brochures and info. on display at Town hall	Various flood related topics	Once a year
TOHHI	Informational signs	Posted at various locations, such as parks, beach, etc. Natural Functions of Floodplain, Habitat protection	Year round
TOHHI	e-subscription messages	Various flood related topics	As needed
TOHHI - Emergency Management Division	Interview with news station WTOC	Hurricane and emergency preparedness	Once a year
TOHHI - Emergency Management Division	Full multi page brochure handout “Citizens Guide to Emergency Preparedness”. In paper version and on website. In Spanish as well in print and on website	Flood Response Preparation brochure- Various flood related topics including emergency preparation, emergency permitting, evacuation, planning, etc	Year round on display, as needed if we get a hurricane or other emergency
TOHHI - Emergency Management Division	Door hangars with evacuation information	Flood Response Preparation	as needed if we get a hurricane or other emergency
TOHHI - Emergency Management Division	Presentations to various organizations such as Lowcountry Property Owners Assoc., Knights of Columbus, etc. Also tables with displays at various festivals and events	Various flood , hurricane and emergency preparedness topics	Year round

TOHHI - Emergency Management Division	Twitter page	Various emergency and flood related topics	As needed
Hilton Head library	Town's Flood brochure on display	Various flood related topics	Year round
Hilton Head library	FEMA books catalogued and available. As well as other locally pertinent books and ordinances	Various flood related topics	Year round
Island Packet Newspaper	Hurricane guide edition	Various topics on hurricane preparedness, evacuation routes, etc	Once a year
Island Packet Newspaper	articles in paper on flood awareness	Various flood related topics	As needed
Hilton Head Monthly Magazine	Article on hurricane preparedness	Hurricane preparedness topics	Once a year
Hargray Communications	Hurricane guide insert in phonebook	Various topics on hurricane preparedness, warnings, shelters and evacuation routes	Year round, new edition every year
SC DNR	NFIP State Coordinator Maria Lamm did a presentation on Biggert-Waters Flood Insurance Reform Act 2012. Realtors, banks, insurance agents, contractors, surveyors attended	Changes in flood insurance and training on elevation certificates	In Aug 2013, as needed
WHHI-TV	Interviewed Town's Floodplain Manager on Flood Insurance and other flood topics. Aired 14 times and is now on the WHHI-TV you tube page	Changes in flood insurance and other flood related topics	January 2015, and as needed
Hub International and TOHHI	presentations to various area realtors	Changes in flood insurance and other flood related topics	As needed
Coastal Discovery Museum	Sea Turtle Talk- lecture and walk on beach	Learn about sea turtles, their nesting on Hilton Head, and the protection project – Natural Functions of Floodplain, Habitat protection	Several times a week during sea turtle season (june-aug) every year
Coastal Discovery Museum and TOHHI	Sea Turtle Nest Patrol. Nests are marked on beach to make public aware with notices posted about the project	Monitoring and protection of sea turtle nests. Natural Functions of Floodplain, Habitat protection	7 nights per week, from May – Oct every year
Coastal Discovery Museum	Various educational land and water tours, including Pinckney Island Wildlife Refuge, the beach, salt marsh. Various talks offered at the museum including habitat, ACE basin, etc. also offer educational programs for school students and youth organizations	Natural Functions of Floodplain, Habitat protection	Year round

	on these topics		
Beaufort Conservation District	Various educational presentations to Hilton head schools. Did rain barrel project and also gave talk on Soil Tunnel and gave out booklet that covers the water cycle, wells, septic tanks, and water conservation, as well as information on soils and foods to 9 1 st grade classes	Natural Functions of Floodplain	March 2015, as needed
Boys & Girls Club of Hilton Head	Meteorologist did a camp for kids on severe weather preparation. Had kids create basic survivor kits based on the lecture	Hurricane preparedness	Summer camp 2015
Realtor Agencies	Flood brochure handed out to potential buyers	Various flood related topics	Year round
Realtor Agencies	Flood disclosure on purchase agreements	Know your flood hazard	Year round
Beach Properties	Newsletter mailed out to property owners	Various flood related topics	As needed
Hilton Head Area Association of Realtors	Informational sessions with their members on NFIP changes. Informs clients. One of their members was appointed to the National Association of Realtors President Advisor Group on the NFIP. Government Affairs Director sat on a panel for the Flood Insurance Program presented by the HH/Bluffton Chamber of Commerce	Various flood protection and flood insurance topics	Year round and as needed
South Carolina Realtors (SCR)	website	Various flood insurance topics and updates	Year round
National Association of Realtors	website	Various flood insurance topics and updates	
Mortgage Lenders Association of Greater Hilton Head	Banks are required to research the subject property to determine if it is in a flood hazard area. If so, borrower is required to sign flood hazard notice	Flood hazard and flood disclosure	Year round
Beaufort County Sherriff's Office- (BCSO) Emergency Management Division	website	Various flood and hurricane related topics	Year round
BCSO - Emergency Management	Presentations on preparedness that includes hurricanes and	Various flood and hurricane related topics	Year round

Division	flooding		
BCSO - Emergency Management Division	Hurricane preparedness brochure, also posted on their website and on display at various locations. Other brochures posted online and on display- insurance. Brochures are also in Spanish. Link on their website to Palmetto Breeze Transit brochure	Various hurricane related topics. Insurance questions for disasters. Evacuation routes	Year round
Palmetto Breeze Transit	Website – evacuation route maps in English and Spanish. Links to hurricane brochures, Red Cross, FEMA, etc. they have an emergency preparedness document online that details their procedures. They do outreach and presentations to media and local govt	Various hurricane related topics and Evacuation routes	Year round
PSD1 (Public Service District #1)	Website has a “hurricane preparedness” page. They put stories in their customer newsletters, speak to POAs about their water/wastewater service and hurricanes	general hurricane awareness as to how it relates to residents’ water/wastewater services	Year round
Beach Properties, Kappa Alpha Psi, HH High School Science Dept., Collins Group Realty, USCB Environmental Club, the Sea Pines Resort, the Westin Resort	DHEC’s Adopt a beach program. These organizations have adopted sections of our beach to keep clean	Natural Functions of Floodplain, Habitat protection. Remove debris and trash from the dunes and beaches	Year round
American Red Cross Palmetto SC Region	website	Various, flood, hurricane and emergency preparedness topics	Year round
Outside Foundation	Broad Creek Clean up via kayak and boats- volunteers	Remove debris from the creek and its banks	Twice in 2014
SC Dept of Health and Environmental Control (SCDHEC)	website	Various hurricane and emergency preparedness topics	Year round
Ocean and Coastal Resource Management (OCRM)	State of the Beaches report. Hilton head is included in this report	Monitors beach erosion data based on beach profile surveys	Once a year
Army Corp of Engineers (USACE)	Flood Risk Management Program website	Various flood related topics	Year round

FloodSmart	website	Wealth of flood risk, flood insurance, disaster recovery information	Year round
FEMA	website	Wealth of flood risk, flood insurance, disaster recovery information	Year round
Environmental Protection Agency (EPA)	NPDES MS4 program . Hilton Head is becoming an MS4 community; website	Incorporating environmentally sensitive development into stormwater programs. Various topics dealing with BMP's	Year round

STEP 3. FORMULATE MESSAGES

After reviewing the Town's needs assessment and the flood insurance policy assessment, the PPI Committee identified the following key topics to be disseminated via messages to the target audiences selected. The first six topics are the six priority topics identified in the CRS manual. The other four topics were added by the committee because it was decided they were appropriate topics for our target audiences.

1. Know your flood hazard
2. Insure your property for your flood hazard
3. Protect people from the hazard
4. Protect your property from the hazard
5. Build responsibly
6. Protect natural floodplain functions
7. Disaster preparedness
8. Coastal erosion
9. Flood warning
10. What happens after the storm?

For each topic listed, the PPI Committee identified messages and determined what outcome it would like to see. The messages and outcomes are listed in the "PPI Projects and Initiatives Table" at the end of this document.

STEP 4. IDENTIFY OUTREACH PROJECTS TO CONVEY THE MESSAGES

After reviewing the existing public information efforts that are done by the Town, the committee decided those efforts should be continued as part of our outreach projects but determined that they should be publicized more through the PPI program. **In addition to the Town's outreach activities already documented above, new and**

enhanced projects, developed through discussions at the committee meetings, are listed below. These projects are identified in the “PPI Projects and Initiatives Table” as OP#1, OP#2, OP#3, etc.

1. The Town’s CRS Coordinator will work with the Town’s Stormwater Manager and the Town’s Urban Designer to design and implement a program for posting “No Dumping” signs at key locations in the drainage system, parks and schools. Drainage system maintenance and the regulations that prohibit dumping will be publicized in a yearly outreach to all residents of the Island.
2. The Town’s CRS Coordinator will design and print a supply of business or informational cards that lists key flood-related websites and phone numbers. The cards will be available on display at Town Hall, Fire Rescue, Town Fire Stations, Facilities Management Building and the public library.
3. The Town’s CRS Coordinator will work with the Town’s Urban Designer on designing refrigerator magnets that give the message “Turn Around, Don’t Drown”. The magnets will be provided to rental management companies to put in rental units to help make renters aware of the dangers of driving in flooded streets. If they are tourists or are from an area that doesn’t have flood risks, they may not be aware of the dangers of driving in flood waters. The magnets will also be mailed to v-zone properties.
4. Town Council will hold a public outreach meeting on an annual basis that will educate the public on the importance of having flood insurance, will remind property owners that most homeowners’ policies do not cover flood, and will encourage property owners to purchase flood insurance, not only for the structure itself but also for contents coverage.
5. The Town’s CRS Coordinator will work with the Town’s Information Technology (IT) Department on posting Elevation Certificates on the website. This service will be publicized in a yearly outreach to all residents of the Island.
6. The Town’s CRS Coordinator, the Floodplain Manager and committee member Kristin Hayrinen of Hub International, will work with committee member Jean Beck, who is the Executive Vice-President of the Hilton Head Area Association of Realtors, to hold education opportunities several times a year for area realtors on general flood related topics, flood insurance and the importance of better preparing their potential clients.

7. The Town's CRS Coordinator and the Floodplain Manager will present at property owner associations meetings and neighborhood meetings at least once a year and as needed, on various flood related topics such as flood protection information, flood protection assistance, importance of flood insurance, hurricane awareness and safety tips, and disaster recovery information.
8. The Town's CRS Coordinator will create a real estate agents brochure, which will be distributed several times a year to area realtors and the Hilton Head Area Association of Realtors to hand out to potential clients about knowing the flood hazard before you buy and promoting the purchase of flood insurance.
9. The Town's CRS Coordinator will work with the Town's IT Department to better promote the NFIP's Flood Smart website, www.floodsmart.gov , with a link on the Town's flood homepage. The Flood Smart website offers a wealth of information pertaining to flood awareness and illustrates how different levels of flood water can damage a home, and estimates the costs of restoring it to the original condition. This will be publicized in a yearly outreach to all Island residents as well. The Flood Smart website will also be publicized on the informational cards being made in OP#2.
10. The Town's CRS Coordinator will design and print door hangers as a flood response preparation project, which will contain contact information and messages with information on what to do after a flood. The door hangers will be prepared, but will only be distributed after a flood event by staff that is in the field to do damage assessment.
11. The Town's CRS Coordinator and the Floodplain Manager will host educational opportunities at least once a year and as needed, for builders, contractors, architects and landscapers on various flood related topics in order to help them assist their customers. This will include training on flood hazards, construction rules and how to obtain proper permits, post-disaster repair rules and rules for activities in flood prone areas.
12. The Town's CRS Coordinator will update the annual outreach mailing brochure to reflect the changes in the CRS manual and so that it addresses all of the identified topics in the PPI Program. This brochure will be updated and mailed to all Island residents on a yearly basis and will be on display at Town Hall, Fire Rescue, Town Fire Stations, and the public library. The brochure will also be given out at various trainings, special events, etc. The Town's CRS Coordinator will have the brochure printed in Spanish as well.

13. The Town's CRS Coordinator will work with stakeholders such as the community organizations, agencies, POA's, the Chamber of Commerce, builders, contractors, architects, realtors, insurance companies, and others on getting flood information and a link to the Town's website in their newsletters and mailings that go out or have them provide a link to the Town's website from the organizations website.
14. The Town's CRS Coordinator will work with the Town's IT Department and the Emergency Management Coordinator to draft and send out e-subscription messages to subscribers regarding flood awareness, property protection, importance of purchasing flood insurance and other flood/hurricane related topics. This service will be publicized in a yearly outreach to all Island residents.
15. The Town's Administrative Department prepares the Town's newsletter "Our Town". There will be an edition dedicated fully to flood and hurricane related topics before hurricane season, which will be done on an annual basis. This newsletter is displayed at various locations throughout the Town, as well as published in the Island Packet newspaper.
16. The Town's CRS Coordinator and Floodplain Manager will attend the annual Home and Garden Show in March sponsored by the Hilton Head Area Home Builders Association and have a booth set up with flood awareness, hurricane preparedness and disaster recovery information.
17. The Town's CRS Coordinator will work with PSD#1 on getting flood and hurricane awareness information, as it pertains to water and wastewater service, in their newsletters on a regular basis and some bullet points and a link to the Town's flood website homepage on the bill statements.
18. The Town's Stormwater Manager is designing and ordering "no dumping, drains to waterway" discs to install on curb inlets and grate inlets in high traffic areas such as parks, walking districts, schools, and other areas as needed.
19. The Town's Storm Water Education Kiosk will be on display at the Hilton Head Public Library. Topics covered on the kiosk, in text and video segments, include information on what is unique about Port Royal Sound, rivers, inlets, salt marsh, and associated wildlife and ecological services. Topics also deal with the local

watershed, how our actions affect the watershed and what can be done in our own backyards to keep our watersheds healthy.

20. Paul Abrams with Smart Vent will come to Hilton Head Island once a year to do training on elevation certificates and flood vents. This training will be made available to Town staff, surveyors, realtors, etc.
21. The Town will host a Flood Awareness week once a year. There will be a wide variety of information on display in the Town Hall lobby. It will be advertised in the local paper and on the Town's website. There will be training opportunities offered throughout the week pertaining to flood awareness and disaster related topics.
22. The Town's Emergency Management Coordinator will host a Hurricane conference once a year that will focus on individual and business preparedness.
23. The Town's Emergency Management Coordinator will provide a faith-based outreach to several area churches and their members. It will be an excellent avenue to provide public information, will increase the number of citizens we have prepared in the community, will help them develop emergency plans for their place of worship and will give them an avenue to assist after an event. The initial meeting is scheduled for September; additional meetings will be held as needed or requested.
24. The Town's Emergency Management Coordinator will host a private sector partner meeting with the community's utility companies, medical facilities, security companies, and other partners as needed. The meeting will be held in June, and will be done on an annual basis and as needed. Town staff will be giving presentations on hurricane operations, debris management, damage assessment, and an overview of the outreach efforts.
25. The Town's Sustainable Practices Coordinator with the assistance of the Town's CRS Coordinator will do presentations to the area schools and community organizations on various topics such as sea turtle protection, piping plovers,

coastal habitat and vegetation. These will be done at least once a year or as requested.

26. The Town's Emergency Management Coordinator will draft messages pertaining to imminent storms or flooding events that will be ready to be sent out via e-subscription messages to the subscribers of the service. These will be used as a flood response preparation project and will only be sent out in the event of a flood, hurricane or other natural disaster.
27. The Town's CRS Coordinator will order an assortment of brochures from FEMA in English and Spanish to have available on display at Town Hall, Fire Rescue and the public library. The brochures will also be given out at various trainings, special events, etc.
28. The Town's CRS Coordinator will send a letter to property management companies with important flood related and hurricane preparedness information. The annual outreach brochure (OP#12) will be included with this letter and copies of the brochure will be provided to the property management companies to distribute to their renters.
29. The Town's CRS Coordinator will design and create a brochure specifically on the topic of coastal erosion hazards which will be mailed once a year to V Zone properties. This brochure will also be available on display at Town Hall, the Town's website and the public library and will be handed out at trainings.
30. The Town's CRS Coordinator will send a letter to all properties located within the repetitive loss areas once a year. The letter will inform them that they are in a mapped repetitive flood loss area and will educate them on the hazards of flooding and what they can do to protect their property. The letter will also encourage the property owner to contact staff with any questions or have staff do a site visit with them to advise them of any potential property protection measures they can make. The annual outreach brochure (OP#12) will be included with this letter.

31. The Town's Fire Marshall designed and ordered magnets that will advertise and request the public to sign up for the emergency e-subscription service. These will be handed out at events and trainings and will be on display at Fire Rescue. These magnets were also printed in Spanish.

STEP 5. EXAMINE OTHER PUBLIC INFORMATION INITIATIVES

Aside from outreach projects, the PPI will ensure various other related activities that inform people and motivate them to protect life and property, purchase flood insurance and protect natural floodplain functions are being done.

The Town's PPI program will involve the following CRS activities:

➤ Activity 320 – Map Information Service

Town staff answers inquiries for map information in person, via email and telephone. The map information service greatly helps the Town's residents, real estate agents, insurance agents, banks, and anyone else who needs flood hazard information. Staff provides inquirers with information from the Town's FIRM and GIS data with information about the flood hazard and natural floodplain functions. Staff advises inquirers about flood problems other than those shown on the FIRM. Staff advises inquirers of flood depth data by using the Town's storm surge map to provide information about how deep flood waters can be anticipated in certain areas during various flood events. Staff advises inquirers about historical flood information, whether an area in question has been flooded in the past or if a property is located in a mapped repetitive loss area. Staff advises inquirers about areas that should be protected because of their natural floodplain functions. As a coastal community, protecting the shoreline, wetlands and other special flood related hazard areas are a major concern of the PPI Committee. Staff advises inquirers of the location of wetlands by using either plats or the wetlands mapped in the National Wetlands Inventory. The Town has its own beachfront line and mapped Coastal Protection Area and Transition Area that limits construction and certain activities along the beach. Staff advises about coastal erosion areas, and discusses the regulations pertaining to wetlands and beachfront properties. Staff also advises inquirers of areas mapped for critical habitat protection, such as the piping plover resting areas and the sea turtle nesting protection areas.

➤ Activity 340 – Hazard Disclosure

The Town's CRS Coordinator will work with realtors on the committee and review their hazard disclosure methods and materials. Staff has and will continue to meet with area real estate agents and the Hilton Head Island Association of Realtors to provide training on current flood related topics and will stress the importance of realtors disclosing flood hazards to their clients and the importance of promoting of flood insurance. Staff will create flood disclosure materials and brochures for the area realtors to provide to their clients. Staff is available to answer any inquiries from real estate agents regarding flood awareness, whether a property is in the floodplain and the flood hazards and flood insurance. Real estate agents can also obtain this information via the town's website. The town will continue to publicize the flood determination service through the annual outreach brochure. The Hilton Head Association of Realtors as well as area real estate agents have agreed to post articles and links on their websites and newsletters to the Town's flood homepage and to other websites containing important flood hazard information.

➤ Activity 350 – Flood Protection Information

Provide flood protection and flood warning information through the Town website. The website will be updated to include information on all twelve of the priority topics listed in this document, which includes all six CRS priority topics, plus the four additional topics selected by the PPI Committee. The website will be updated to provide more information on the messages conveyed in the town's outreach projects. The website will be reviewed and updated if necessary so that it provides information on warning, safety, evacuation and other topics of immediate concern when a flood threatens. The website is also being updated to include online access to Elevation Certificates to make them more available to the public.

➤ Activity 360 – Flood Protection Assistance

There are three types of flood protection assistance that are provided by town staff. Staff provides property protection advice, financial assistance advice and property protection advice that is provided after a site visit. The town will continue to publicize this assistance through the annual outreach brochure, the website, events such as the Home and Garden Show, and via e-subscription messages and other types of announcements. This service will also be made available to real estate agents, insurance agents and contractors.

➤ Activity 370 – Flood Insurance Promotion

As part of the PPI program, the PPI Committee did a flood insurance coverage assessment. Staff received the flood insurance policy data from

FEMA and turned the data into general data so that a summary of the data could be shared with the rest of the committee. The town's current level of coverage was assessed and we identified some small areas where coverage was lacking. The PPI Committee includes representatives from a local insurance company and a mortgage lender, so the committee was able to come up with a coverage improvement plan, per CRS guidelines. The coverage improvement plan is implemented through projects identified in this document. Staff also provides advice about flood insurance and promotes flood insurance coverage.

➤ Activity 420 – Open Space Preservation

The Town has many properties that are credited for Natural Functions Open Space. Several of these properties have educational signs posted throughout the property providing information on the site's natural floodplain functions.

➤ Activity 540 – Drainage System Maintenance

The Town has regulations that prohibit disposal of debris in the drainage system, which is enforced throughout the community. The regulations that prohibit dumping in streams and ditches will be publicized in the annual outreach brochure and will be posted on the website. One of the outreach projects selected by the PPI Committee is the "No dumping" signs that will be made and posted in key locations in the Town's drainage system, such as at Town parks and other areas with ditches that drain to waterways. Another outreach project the PPI Committee decided on was ordering "No Dumping, Drains to Waterway" discs to install on curb inlets and grate inlets in high traffic areas such as parks, walking districts, schools, etc.

➤ Activity 610 – Flood Warning and Response

The Town has and will continue to implement several outreach projects that tell the residents and businesses how they will be warned and the safety measures they should take during a flood or hurricane. These flood warning and safety response measures will be publicized in the annual outreach brochure and will be posted on the website. As a coastal community subject to tropical storms and hurricanes, the Town has the opportunity to provide repeated watches, warnings and safety information up to three days in advance through various outlets, such as the website, e-subscription messages, the media and twitter.

STEP 6. PREPARE THE PPI DOCUMENT

The overall strategy of the PPI program is to make information more readily available to our target audiences in a manner that will encourage each audience to adopt behaviors that will improve preparedness, help protect themselves and their property, and decrease future flood damage. Research has shown that well designed public information programs work and people's behavior can change. The "PPI Projects and Initiatives Table" below provides a comprehensive list of all elements of the program, including the target areas, the topics, the messages and desired outcomes, the outreach projects, who the project is assigned to, a schedule, and if there is a stakeholder involved in distributing the message.

STEP 7. IMPLEMENT, MONITOR AND EVALUATE THE PROGRAM

The PPI Committee will meet annually to monitor the implementation of the outreach projects and to reassess the flood insurance coverage. The committee will assess whether the outcomes desired were achieved and what, if anything, should be changed. An evaluation report will be prepared each year and will be presented to Town Council. It will also be included as part of the annual CRS recertification.

PPI PROJECTS AND INITIATIVES TABLE

Target Audience	Message	Outcome	Projects	Assignment	Schedule	Stakeholder	
1. Entire Island	<p><u>Topic #1.</u> Know your flood hazard</p> <p>Messages: Know what flood zone your property is located in by calling 843-341-4757 or visiting www.hiltonheadislandsc.gov Be informed of your risk of flood and the hazards associated with it.</p>	<p>People will find out about their possible exposure to flood damage.</p>	OP#5- Post Elevation Certificates on website	CRS Coordinator, IT Department	Year round	N/A	
			OP#9 – Promote NFIP Flood Smart website on Town’s website	CRS Coordinator, IT Department	As needed	N/A	
			OP#12 – Annual brochure	CRS Coordinator	Mailed every July and will be on displays year round	Hilton Head Library	
		<p>Increase in the number of map information inquiries and people getting flood information assistance from Town staff.</p> <p>Increase in the number of people utilizing the website for flood information.</p>	OP#14 – E-subscription messages	Emergency Management Coordinator	Quarterly message and as needed	N/A	
			OP#21 – Flood Awareness Week	CRS Coordinator, Floodplain Manager	Every summer prior to hurricane season	N/A	
			Town’s website- wealth of information on this topic	CRS Coordinator, Emergency Management Coordinator, IT Department	Year round and as needed	N/A	
			Website- wealth of information on this topic	FEMA	Year round	FEMA	
			2 Brochures- Flood Risks Nationwide and FloodSmart Online Tools and Resources	CRS Coordinator	On display at Town Hall year round	www.FloodSmart.gov	
			Brochure – Citizens Guide to Flood Awareness	CRS Coordinator	On display at Town Hall, Fire Rescue and the library year round and on website	Hilton Head Library	
	<p><u>Topic #2.</u> Insure your property for your flood hazard</p> <p>Messages: To purchase flood insurance talk to a local agent to get the best rate. Everyone should purchase flood insurance. Standard homeowner or commercial policies will not cover damage to structures or contents caused by flooding. You don’t have to hold a mortgage in order to purchase flood insurance. If you have a flood insurance policy, make sure you also carry contents coverage. Be sure to purchase flood insurance at your preferred risk rate.</p>		<p>Increase in the number of flood insurance policies.</p>	OP#9 – Promote NFIP Flood Smart website on Town’s website	CRS Coordinator, IT Department	As needed	N/A
				OP#12 – Annual brochure	CRS Coordinator	Mailed every July and on displays year round at Town Hall, Fire Rescue and the library, on website	Hilton Head Library
		OP#14 – E-subscription messages		Emergency Management Coordinator	Quarterly message and as needed	N/A	
		OP#21 – Flood Awareness Week		CRS Coordinator, Floodplain Manager	Every summer prior to hurricane season	N/A	
		OP#4 – Town Council special meeting on promoting flood insurance		CRS Coordinator	Spring of every year	Town Councilman	
		OP#27 – 5 FEMA brochures		CRS Coordinator	On display at Town Hall, Fire Rescue and the library year round and on website	FEMA, Hilton Head Library	
		Newspaper articles on various flood insurance related topics		Island Packet Newspaper	As needed	Island Packet Newspaper	
		Town’s website- wealth of information on this topic		CRS Coordinator, Emergency Management Coordinator, IT	Year round and as needed	N/A	

				Department				
1. Entire Island			Brochure- Flood Insurance Increase	Floodplain Manager	On display at Town Hall year round	N/A		
			Website- wealth of information on this topic	FEMA	Year round	FEMA		
			Website- information and brochure on flood insurance	Beaufort County Emergency Management Division	Year round	Beaufort County Emergency Management Division		
			Brochure – 20 Questions to Ask Your Insurance Agent	Beaufort County Emergency Management Division	On display year round	Beaufort County Emergency Management Division		
			Brochure- Contents Coverage	CRS Coordinator	On display at Town Hall year round	www.FloodSmart.gov		
			Brochure - Citizens Guide to Emergency Preparedness	Emergency Management Coordinator	On display at Town Hall and Fire Rescue year round and handed out at events, on website	Hilton Head Library, Deep Well		
			Brochure – Citizens Guide to Flood Awareness	CRS Coordinator	On display at Town Hall, Fire Rescue and the library year round and on website	Hilton Head Library		
			Brochure – Substantially Improved or Damaged Buildings and the NFIP	Community Development Department	On display at Town Hall and the library year round	Hilton Head Library		
			Trainings/presentations here at the Town for staff, realtors, insurance agents, banks, surveyors, contractors	Maria Lamm, SCDNR	As needed	SC DNR		
			TV Interview – changes in flood insurance	Floodplain Manager	Once a year (this episode aired 14 times), as needed, year round on WHHI-TV you tube page	WHHI-TV		
			<p><u>Topic #3.</u> Protect people from the hazard.</p> <p>Messages: Stay clear of standing water, it may be deeper than you think. Turn around, don't drown. Don't drive in flooded waters. Have an emergency plan established in advance to keep your family safe. After a flood, follow proper safety precautions before using your food, water supply and septic system.</p>	<p>People will not drive in flooded streets.</p> <p>To have no injuries or fatalities related to a flooding event.</p> <p>Decrease the number of rescues and reduce calls to 911 for non-life threatening emergencies.</p> <p>Maintain public health throughout the cleanup period after a flood event.</p>	OP#12 – Annual brochure	CRS Coordinator	Mailed every July and on displays year round	Hilton Head Library
					OP#14 – E-subscription messages	Emergency Management Coordinator	Quarterly message and as needed	N/A
OP#21 – Flood Awareness Week	CRS Coordinator, Floodplain Manager	Every summer prior to hurricane season			N/A			
OP#27 – 1 FEMA brochure – Flood Preparation and Safety	CRS Coordinator	On display at Town Hall and Fire Rescue, handed out year round			FEMA, Hilton Head Library			
OP#2 – Business cards	CRS Coordinator	On display at Town Hall and library year round			Hilton Head Library			
OP#15 – “Our Town” Newsletter	Administration Department	Summer of every year			N/A			
OP#16 – Annual home and garden show	CRS Coordinator, Floodplain Manager	March every year			Hilton Head Area Homebuilders Association			

1. Entire Island			OP#22 – Hurricane conference	Emergency Management Coordinator	Once a year	N/A
			Hargray Phone book- hurricane preparedness information	Hargray Communications	Printed once a year, used year round	Hargray Communications
			Island Packet Hurricane Guide	Island Packet Newspaper	June 1 every year	Island Packet Newspaper
			Newspaper articles on various hurricane, flood hazards and other topics such as sea turtle protection	Island Packet Newspaper	As needed	Island Packet Newspaper
			Magazine articles on various hurricane and habitat/wildlife protection topics	Hilton Head Monthly Magazine	Once a year, as needed	Hilton Head Monthly Magazine
			Magazine articles on various hurricane preparedness topics	Celebrate Hilton Head (CH2)	Once a year, as needed	Celebrate Hilton Head (CH2)
			Town’s website- wealth of information on this topic	CRS Coordinator, Emergency Management Coordinator, IT Department	Year round and as needed	N/A
			Website- wealth of information on this topic	FEMA	Year round	FEMA
			Town’s Twitter page	Emergency Management Coordinator	As needed	N/A
			Newsletter	Port Royal POA	Mailed out once a year, e-mail blasted out once a year, and as needed	Port Royal POA
			Palmetto Hall Reporter Newsletter	Palmetto Hall POA	Mailed out once a year, and as needed	Palmetto Hall POA
			Website – Disaster Evacuation & Recovery Guide	Palmetto Hall POA	Year round	Palmetto Hall POA
			Website-Disaster Evacuation & Recovery Guidelines	Shipyards POA	Year round	Shipyards POA
			Newsletter- Hurricane Preparedness	Long Cove POA	Mailed out once a year, e-mail blasted out once a year, and as needed	Long Cove POA
			Plantation Living Newsletter	Hilton Head Plantation POA	Mailed out once a year, e-mail blasted out once a year, and as needed	Hilton Head Plantation POA
			Website – Hurricane Preparedness Guide	Hilton Head Plantation POA	Year round	Hilton Head Plantation POA
			Hurricane Information Meeting with property owners	Hilton Head Plantation POA	Once a year and as needed	Hilton Head Plantation POA
		Website- information on this topic	Native Island Business and Community Affairs Association www.NIBCAA.org	Year round	NIBCAA	

1. Entire Island			Website- Hurricane preparedness and drinking water safety	Hilton Head PSD#1	Year round	Hilton Head PSD#1
			Website- Emergency Preparedness Guide and Emergency Evacuation Information brochures	Palmetto Breeze Transportation	Year round	Palmetto Breeze Transportation
			Website- Hurricane and Emergency Preparedness	South Carolina Department of Health and Environmental Control www.scdhec.gov	Year round	SCDHEC
			Website- Hurricane and Emergency Preparedness	American Red Cross Palmetto SC Region	Year round	American Red Cross Palmetto SC Region
			Brochures – Emergency Evacuation Information	Palmetto Breeze Transportation	On displays year round	Palmetto Breeze Transportation
			Website- wealth of information and brochures on hurricane preparedness, warnings and evacuation	Beaufort County Emergency Management Division	Year round	Beaufort County Emergency Management Division
			Brochure – Hurricane Preparedness	Beaufort County Emergency Management Division	On displays year round	Beaufort County Emergency Management Division
			2 Brochures (Safety First- Disaster Preparedness and Flood Cleanup)	Community Development Department	On display at Town Hall year round	International Code Council
			2 Brochures- Hurricane Season Flooding and Flooding: Our Nations’ Most Frequent and Costly Natural Disaster	CRS Coordinator	On display at Town Hall year round	www.FloodSmart.gov
			Brochure - Citizens Guide to Emergency Preparedness	Emergency Management Coordinator	On display at Town Hall and Fire Rescue year round and handed out at events and with every presentation on a regular basis, on Town’s website	Hilton Head Library, Deep Well
			Brochure – Citizens Guide to Flood Awareness	CRS Coordinator	On display at Town Hall, Fire Rescue and the library year round and on website	Hilton Head Library
			Interview with news station	Emergency Management Coordinator	Once a year, as needed	WTOC
OP#31 – Refrigerator magnets	Fire Marshall and Emergency Management Coordinator	Handed out at events, trainings and on display at Fire Rescue	N/A			
<u>Topic #4.</u> Protect your property from the hazard. Messages: Retrofit or elevate your	People will retrofit their homes to protect them from flooding.	OP#12 – Annual brochure	CRS Coordinator	Mailed every July and on display at Town Hall, Fire Rescue and the library year round and on website	Hilton Head Library	

1. Entire Island	home to reduce future drainage problems and flood damage. Store irreplaceable items and valuables in an area safe from flooding. Contact staff at 843-341-4757 to find out if grant assistance is available to help raise your house above the flood level. Contact staff to find out what steps should be taken to protect your property. Raising your furnace and utilities can save you a lot of money the next time it floods. Keep debris and trash out of streams and ditches.	Decrease the amount of structures below the BFE. Less damage to contents due to flooding. Increase the amount of inquiries to staff on retrofitting measures. Reduce the number of calls related to stream obstructions.	OP#14 – E-subscription messages	Emergency Management Coordinator	Quarterly message and as needed	N/A
			OP#21 – Flood Awareness Week	CRS Coordinator, Floodplain Manager	Every summer prior to hurricane season	N/A
			OP#27 – 3 FEMA brochures – Build Back Safer and Stronger, Flood Preparation and Safety and Homeowners Guide to Retrofitting	CRS Coordinator	On displays at Town Hall, library and Fire Rescue, handed out year round	FEMA, Hilton Head Library
			OP#16 – Annual home and garden show	CRS Coordinator, Floodplain Manager	March every year	Hilton Head Area Homebuilders Association
			OP#9 – Promote NFIP Flood Smart website on Town’s website	CRS Coordinator, IT Department	As needed	N/A
			OP#1 – No dumping signs	Stormwater Manager	Year round	N/A
			OP#17 – PSD bill statements	CRS Coordinator , Pete Nardi	Year round	Hilton Head PSD#1
			Website- Hurricane preparedness and protecting water heater	Hilton Head PSD#1	Year round	Hilton Head PSD#1
			Hargray Phone book- hurricane preparedness information	Hargray Communications	Printed once a year, used year round	Hargray Communications
			Island Packet Hurricane Guide	Island Packet Newspaper	June 1 of every year	Island Packet Newspaper
			Newspaper articles on various hurricane, flood hazards and other topics	Island Packet Newspaper	As needed	Island Packet Newspaper
			Magazine articles on various hurricane and flood topics	Hilton Head Monthly Magazine	At least once a year, as needed	Hilton Head Monthly Magazine
			Town’s website- wealth of information on this topic	CRS Coordinator, Emergency Management Coordinator, IT Department	Year round and as needed	N/A
			Website- wealth of information on this topic	FEMA	Year round	FEMA
			Town’s Twitter page	Emergency Management Coordinator	As needed	N/A
			Newsletter	Port Royal POA	Mailed out once a year, e-mail blasted out once a year, and as needed	Port Royal POA
			Palmetto Hall Reporter Newsletter	Palmetto Hall POA	Mailed out once a year, and as needed	Palmetto Hall POA
Website – Disaster Evacuation & Recovery Guide	Palmetto Hall POA	Year round	Palmetto Hall POA			
Website-Disaster Evacuation & Recovery Guidelines	Shipyards POA	Year round	Shipyards POA			

1. Entire Island			Plantation Living Newsletter	Hilton Head Plantation POA	Mailed out once a year, e-mail blasted out once a year, and as needed	Hilton Head Plantation POA		
			Website – Hurricane Preparedness Guide	Hilton Head Plantation POA	Year round	Hilton Head Plantation POA		
			Hurricane Information Meeting with property owners	Hilton Head Plantation POA	Once a year and as needed	Hilton Head Plantation POA		
			Website- information on this topic	Native Island Business and Community Affairs Association www.NIBCAA.org	Year round	NIBCAA		
			Website- wealth of information and brochures on hurricane preparedness, warnings and evacuation	Beaufort County Emergency Management Division	Year round	Beaufort County Emergency Management Division		
			Brochure – Hurricane Preparedness	Beaufort County Emergency Management Division	On displays year round	Beaufort County Emergency Management Division		
			Brochure -Safety First- Disaster Preparedness	International Code Council	On display at Town Hall year round	International Code Council		
			2 Brochures- Hurricane Season Flooding and Flooding: Our Nations' Most Frequent and Costly Natural Disaster	CRS Coordinator	On display at Town Hall year round	www.FloodSmart.gov		
			Brochure - Citizens Guide to Emergency Preparedness	Emergency Management Coordinator	On display at Town Hall and Fire Rescue year round and handed out at events and with every presentation on a regular basis, on Town's website	Hilton Head Library, Deep Well		
			Brochure – Citizens Guide to Flood Awareness	CRS Coordinator	On display at Town Hall, Fire Rescue and the library year round and on website	Hilton Head Library		
			Brochure – Substantially Improved or Damaged Buildings and the NFIP	Community Development Department	On display at Town Hall and the library year round	Hilton Head Library		
			Interview with news station	Emergency Management Coordinator	Once a year, as needed	WTOC		
			<p><u>Topic #5.</u> Build responsibly.</p> <p>Messages: Get a permit from the Town before you build, retrofit or repair your home or business. Please call the permit office at 843-341-4757 with any permitting questions. Know the rules on substantial damage and</p>	<p>Property owners will apply for a permit before they start filling or building.</p> <p>Fewer violation notices issued.</p> <p>Increase in number of elevation certificates on file</p>	OP#12 – Annual brochure	CRS Coordinator	Mailed every July and on display at Town Hall, Fire Rescue and the library year round and on website	Hilton Head Library
					OP#14 – E-subscription messages	Emergency Management Coordinator	Quarterly message and as needed	N/A
OP#27 – 3 FEMA brochures – Build Back Safer and Stronger, Flood Preparation	CRS Coordinator	On display at Town Hall, Fire Rescue and the library year round and on website			FEMA, Hilton Head Library			

1. Entire Island	improvement. Follow Ordinance and Building Code requirements for construction and water quality standards. Use appropriate erosion and sediment control measures during construction.	with the Town. Increase in number of structures being built in compliance with codes and regulations.	and Safety and Homeowners Guide to Retrofitting			
			OP#16 – Annual home and garden show	CRS Coordinator, Floodplain Manager	March every year	Hilton Head Area Homebuilders Association
			OP#19 – Stormwater Kiosk at library	Sustainable Practices Coordinator	Year round	Hilton Head Library
			Town’s website- wealth of information on this topic	CRS Coordinator, Emergency Management Coordinator, IT Department	Year round and as needed	N/A
			Website- wealth of information on this topic	FEMA	Year round	FEMA
			Website-Disaster Evacuation & Recovery Guidelines	Shipyards POA	Year round	Shipyards POA
			Newsletter	Port Royal POA	Mailed out once a year, e-mailed out once a year, and as needed	Port Royal POA
			Website – Disaster Evacuation & Recovery Guide	Palmetto Hall POA	Year round	Palmetto Hall POA
			Website – Hurricane Preparedness Guide	Hilton Head Plantation POA	Year round	Hilton Head Plantation POA
			Website- information on this topic	Native Island Business and Community Affairs Association www.NIBCAA.org	Year round	NIBCAA
			2 Brochures – Building Green-Living Better and Benefits of Building Permits	International Code Council	On display at Town Hall year round	International Code Council
			2 Brochures- Hurricane Season Flooding and Flooding: Our Nations’ Most Frequent and Costly Natural Disaster	CRS Coordinator	On display at Town Hall year round	www.FloodSmart.gov
			Brochure - Citizens Guide to Emergency Preparedness	Emergency Management Coordinator	On display at Town Hall, library and Fire Rescue year round and handed out at events, on Town’s website	Hilton Head Library, Deep Well
			Brochure – Citizens Guide to Flood Awareness	CRS Coordinator	On display at Town Hall, Fire Rescue and the library year round and on website	Hilton Head Library
	3 Brochures- On Line Permitting, Commercial Construction Permitting and Emergency Permitting	Community Development Department	On display at Town Hall year round	N/A		
<u>Topic #6.</u> Protect natural floodplain functions.	Reduction in amount of dumping.	OP#12 – Annual brochure	CRS Coordinator	Mailed every July and on display at Town Hall, Fire Rescue and the library year	Hilton Head Library	

1. Entire Island	Messages: Keep water clean, don't dump in storm drains and ditches as they lead to waterways. Do not drain pools directly to streams or lagoons. Limit use of fertilizers and pesticides. Scoop the poop- keep pet waste off the beach and from entering waterways. Improve water quality with Green infrastructure. Use appropriate erosion and sediment control measures during construction. Maintain natural buffers along wetlands and the beach. Know the benefits of planting more trees. Sea oats and other beach plants help stabilize our sand dunes; enjoy them but don't pick them! Protect the habitat of critical wildlife species. Observe our waterfront wildlife from a distance. Avoid marked turtle nesting areas and leave bird eggs and nests on the beach.	Reduction of water pollution and improved water quality. Fewer violation notices issued. Increase in protection of natural habitat and wildlife.			round and on website	
			OP#19 – Stormwater Kiosk at library	Sustainable Practices Coordinator	Year round	Hilton Head Library, Clemson Extension, Lowcountry Institute, Port Royal Sound Foundation
			OP#1 – No dumping signs	Stormwater Manager	Year round	N/A
			OP#18 – “no dumping, drains to waterways” discs	Stormwater Manager	Year round	Neighbors for Clean Water
			OP#25 – presentations to schools	Sustainable Practices Coordinator	Several times a year to the public	Schools, Coastal Discovery Museum, HHI Audubon, POA's other organizations
			Summer education camps	Boys and Girls Club	Once a year	Boys and Girls Club
			Newspaper articles on various hurricane, flood hazards and other topics such as sea turtle protection	Island Packet Newspaper	As needed	Island Packet Newspaper
			Magazine articles on various hurricane and habitat/wildlife protection topics	Hilton Head Monthly Magazine	At least once a year, as needed	Hilton Head Monthly Magazine
			Town's website- wealth of information on this topic	CRS Coordinator, Emergency Management Coordinator, IT Department	Year round and as needed	N/A
			Sea Turtle Nest Patrol-nests are marked, notices to make public aware of project, monitored every night	Coastal Discovery Museum, Community Development Department	Every night from May-Oct every year	Coastal Discovery Museum
			Piping Plover Monitoring- document # of birds, location of feeding and resting. Signs posted at resting areas to make public aware	Community Development Department, IT Department	Monitors from Nov-March every year	N/A
			Educational land and water tours- Pinckney Island Wildlife Refuge, the beach, salt marsh. Various talks at museum-habitat, ACE basin. Educational programs with school students and youth organizations	Coastal Discovery Museum	Programs occur year round, brochure on programs on display at Town Hall	Coastal Discovery Museum
Sea Turtle Talk-lecture and walk on the beach	Coastal Discovery Museum	Several times a week from June-Aug every year	Coastal Discovery Museum			

1. Entire Island			Brochure- The Loggerhead Sea Turtle	Coastal Discovery Museum	On display and handed out year round	Coastal Discovery Museum
			Brochure- The Loggerhead Sea Turtle	Community Development Department	On display at Town Hall year round	N/A
			Piping Plover Monitoring presentations- about project and what public can do to help protect shorebirds	Community Development Department	At least once a year	Hilton Head Island Audubon Society, Coastal Discovery Museum
			Water Quality Monitoring presentations	Stormwater Department, Community Development Department	As needed	Hilton Head Island Audubon Society, Palmetto Dunes Lagoon Committee
			Website- wealth of information on this topic	FEMA	Year round	FEMA
			Website- information on Animals in the Environment	Palmetto Hall POA	Year round	Palmetto Hall POA
			Website-information on alligators and their habitat, rain gardens, rain barrels, stormwater and pollution and septic systems	Shipyards POA	Year round	Shipyards POA
			Website- blurb on protecting sea turtles	Palmetto Dunes POA	Year round	Palmetto Dunes POA
			Website- information on this topic	Native Island Business and Community Affairs Association www.NIBCAA.org	Year round	NIBCAA
			Broad Creek Cleanup	The Outside Foundation and volunteers	At least once a year	The Outside Foundation
			Brochure – Building Green-Living Better	International Code Council	On display at Town Hall year round	International Code Council
			Brochure – Citizens Guide to Flood Awareness	CRS Coordinator	On display at Town Hall, Fire Rescue and the library year round and on website	Hilton Head Library
			DHEC’s adopt a beach program- beach cleanup	DHEC	Year round	Beach Properties, Kappa Alpha Psi, HH High School Science Department, Collins Group Realty, USCB Environmental Club, Sea Pines Resort, Westin Resort
			Educational presentations and projects (rain barrels, soil tunnels, water conservation)	Beaufort Conservation District	Several times a year to various Hilton Head schools	Beaufort Conservation District
		Informational Signs- Jarvis Creek Park, Honey Horn, Fish Haul Park, Broad Creek Boat Ramp, Shelter Cove Park, Surfwatch, Green Shell Park	Community Development Department	Year round	N/A	

1. Entire Island			Slides on island wildlife and how to protect them- put on hotels and POA TV stations	Community Development Department	Year round	Hilton Head Hotels and POA's
			Brochure- Backyard Buffers	Community Development Department	On display at Town Hall year round	DHEC
			Brochure- Help Prevent Entanglement of marine Mammals and Turtles	Community Development Department	On display at Town Hall year round	NOAA Fisheries
			2 Brochures- Septic Systems and Using Riparian Buffers to Protect the Water Quality of Broad Creek	Community Development Department	On display at Town Hall year round	N/A
			Brochure-Household Hazardous Waste	Community Development Department	On display at Town Hall year round	Water Environment Federation
			2 Brochures- Share the Beach with South Carolina's Coastal Birds and Shorebirds at Rest	Community Development Department	On display at Town Hall year round	Audubon Society
			5 Brochures- What is a Rain Barrel, What is a Rain Garden, Septic Systems, Trashing Our Environment, Better Manage Fats, Oil and Grease-Don't Clog our Communities Arteries!	Community Development Department	On display at Town Hall year round	Clemson
			Website- information on this topic Neighbors For Clean Water	www.neighborsforcleanwater.org	Year round	Neighbors For Clean Water
			Website- Lights Out for Sea Turtles and GOFER environmental protection Deborah Nettles with PECEI	www.palmetto.coop	Year round	Palmetto Electric Coop
			Island Ambassador Program-certified after attendance of 3 classes - Island Knowledge, Island Culture and Island Ecology. They educate hospitality professionals, library staff, Shore Beach Services, and hotel professionals on natural resources and wildlife in Island Ecology	Keri Olivetti, USCB Event Management and Hospitality Training	Year round	University of South Carolina Beaufort
	<u>Topic #7.</u> Disaster Preparedness. Messages: Know your evacuation route. Develop a safety plan for	More families will have evacuation plans and be prepared for a disaster.	OP#12 – Annual brochure	CRS Coordinator	Mailed every July and on display at Town Hall, Fire Rescue and the library year round and on website	Hilton Head Library

1. Entire Island	your family in case of evacuation. Assemble a survival kit in advance that has items such as first-aid kit, bottled water, flashlights, batteries, etc. Inventory and photograph your home and its contents and put important papers and insurance policies in a safe place away from potential flooding.	To have no injuries or fatalities related to a flooding event. Reduction in number of rescues and reduced calls to 911 for non-life threatening emergencies. Better prepared to file claims and permits after a disaster.	OP#14 – E-subscription messages	Emergency Management Coordinator	Quarterly message and as needed	N/A
			OP#27 –1 FEMA brochure – Flood Preparation and Safety	CRS Coordinator	On displays at Town Hall, library and Fire Rescue, handed out year round	FEMA, Hilton Head Library
			OP#16 – Annual home and garden show	CRS Coordinator, Floodplain Manager	March every year	Hilton Head Area Homebuilders Association
			OP#9 – promote NFIP Flood Smart website on Town’s website	CRS Coordinator, IT Dept.	As needed	N/A
			OP#15 – “Our Town” Newsletter	Administration Department	Summer every year	N/A
			OP#17 – Public Service District outreach	CRS Coordinator , Pete Nardi	Year round	PSD#1
			OP#21 – Flood Awareness Week	CRS Coordinator, Floodplain Manager	Every summer prior to hurricane season	N/A
			OP#2 – Business cards	CRS Coordinator	Year round	Hilton Head Library
			OP#22 – Hurricane conference	Emergency Management Coordinator	Once a year	N/A
			OP#23 – Faith based outreach	Emergency Management Coordinator	Once a year, as needed	Area churches
			Hargray Phone book- hurricane preparedness information	Hargray Communications	Printed once a year, used year round	Hargray Communications
			Island Packet Hurricane Guide	Island Packet Newspaper	June every year	Island Packet Newspaper
			Newspaper articles on various hurricane, flood hazards and other topics such as sea turtle protection	Island Packet Newspaper	As needed	Island Packet Newspaper
			Magazine articles on various hurricane and habitat/wildlife protection topics	Hilton Head Monthly Magazine	At least once a year, as needed	Hilton Head Monthly Magazine
			Magazine articles on various hurricane preparedness topics	Celebrate Hilton Head (CH2)	Once a year, as needed	Celebrate Hilton Head (CH2)
			Town’s website- wealth of information on this topic	CRS Coordinator, Emergency Management Coordinator, IT Department	Year round and as needed	N/A
			Website- wealth of information on this topic	FEMA	Year round	FEMA
			Town’s Twitter page	Emergency Management Coordinator	As needed	N/A
			Summer education camps	Boys and Girls Club	Once a year	Boys and Girls Club
			Newsletter	Port Royal POA	Mailed out once a year, e-mail blasted out once a year, and as needed	Port Royal POA

1. Entire Island			Palmetto Hall Reporter Newsletter	Palmetto Hall POA	Mailed out once a year, and as needed	Palmetto Hall POA
			Website – Disaster Evacuation & Recovery Guide	Palmetto Hall POA	Year round	Palmetto Hall POA
			Website-Disaster Evacuation & Recovery Guidelines	Shipyards POA	Year round	Shipyards POA
			Newsletter- Hurricane Preparedness	Long Cove POA	Mailed out once a year, e-mail blasted out once a year, and as needed	Long Cove POA
			Plantation Living Newsletter	Hilton Head Plantation POA	Mailed out once a year, e-mail blasted out once a year, and as needed	Hilton Head Plantation POA
			Website – Hurricane Preparedness Guide	Hilton Head Plantation POA	Year round	Hilton Head Plantation POA
			Hurricane Information Meeting with property owners	Hilton Head Plantation POA	Once a year and as needed	Hilton Head Plantation POA
			Website- information on this topic	Native Island Business and Community Affairs Association www.NIBCAA.org	Year round	NIBCAA
			Website- Hurricane preparedness and drinking water safety	Hilton Head PSD#1	Year round	Hilton Head PSD#1
			Website- Hurricane and Emergency Preparedness	South Carolina Department of Health and Environmental Control www.scdhec.gov	Year round	SCDHEC
			Owner News – Newsletter- Hurricane preparedness	Dru Brown with Beach Properties of Hilton Head	Once a year, as needed	Beach Properties of Hilton Head
			Website- Emergency Preparedness Guide and Emergency Evacuation Information brochures	Palmetto Breeze Transportation	Year round	Palmetto Breeze Transportation
			Website- Hurricane and Emergency Preparedness	American Red Cross Palmetto SC Region	Year round	American Red Cross Palmetto SC Region
			Brochures – Emergency Evacuation Information	Palmetto Breeze Transportation	On displays year round	Palmetto Breeze Transportation
			Website- wealth of information and brochures on hurricane preparedness, warnings and evacuation, brochure on flood insurance	Beaufort County Emergency Management Division	Year round	Beaufort County Emergency Management Division
			Brochure – Hurricane Preparedness	Beaufort County Emergency Management Division	On displays year round	Beaufort County Emergency Management Division
			Brochure – 20 Questions to Ask Your Insurance Agent	Beaufort County Emergency Management Division	On displays year round	Beaufort County Emergency Management Division
Brochure - Safety First-	International Code Council	On display at Town Hall year	International Code Council			

1. Entire Island			Disaster Preparedness		round	
			2 Brochures- Hurricane Season Flooding and Flooding: Our Nations' Most Frequent and Costly Natural Disaster	CRS Coordinator	On display at Town Hall year round	www.FloodSmart.gov
			Brochure – Pets and Disasters: Get Prepared	American Red Cross	On display at Town Hall year round	American Red Cross
			Brochure - Citizens Guide to Emergency Preparedness	Emergency Management Coordinator	On display at Town Hall and Fire Rescue year round and handed out at events and with every presentation on a regular basis, on Town's website	Hilton Head Library, Deep Well
			2 Brochures – Citizens Guide to Flood Awareness and Emergency Permitting	CRS Coordinator, Community Development Department	On display at Town Hall, Fire Rescue and the library year round and on website	Hilton Head Library
			Interview with news station	Emergency Management Coordinator	Once a year, as needed	WTOC
			OP#31 – Refrigerator magnets	Fire Marshall and Emergency Management Coordinator	Handed out at events, trainings and on display at Fire Rescue	N/A
			Website- Staying Safe in the Storm	Deborah Nettles with PECEI www.palmetto.coop	Year round	Palmetto Electric Coop
	<u>Topic #8.</u> Coastal Erosion Messages: Call the Town at 843-341-4686 to find out the hazard of purchasing or building on a beachfront property. Protect the dunes - don't build so close to the beach. Make sure you abide by the beachfront setbacks and buffers.	Reduction in number of flood losses. Keep the dunes intact so that they function as a protection against damage and destruction.	OP#12 – Annual brochure	CRS Coordinator	Mailed every July and on display at Town Hall, Fire Rescue and the library year round and on website	Hilton Head Library
			OP#9 – promote NFIP Flood Smart website on Town's website	CRS Coordinator, IT Department	As needed	N/A
			OP#14 – E-subscription messages	Emergency Management Coordinator	Quarterly message and as needed	N/A
			OP#16 – Annual home and garden show	CRS Coordinator, Floodplain Manager	March every year	Hilton Head Area Homebuilders Association
			OP#29 – Coastal Erosion Hazards brochure	CRS Coordinator	On display at Town Hall, Fire Rescue and the library year round and on website	Hilton Head Library
			Town's website- information on this topic	CRS Coordinator, Emergency Management Coordinator, IT Department	Year round and as needed	N/A
			Website- information on this topic	FEMA	Year round	FEMA
			Brochure- Coastal Hazards- Personal Safety Guidelines	CRS Coordinator	On display at Town Hall year round	www.weready.org

1. Entire Island	<p><u>Topic #9. Flood Warning</u></p> <p>Messages: Know what processes are in place to inform you of a flood or hurricane warning.</p>	<p>More families will be prepared for a disaster.</p> <p>To have no injuries or fatalities related to a flooding event.</p> <p>Reduction in number of rescues and reduced calls to 911 for non-life threatening emergencies.</p>	OP#12 – Annual brochure	CRS Coordinator	Mailed every July and on display at Town Hall, Fire Rescue and the library year round and on website	Hilton Head Library
			OP#14 – E-subscription messages	Emergency Management Coordinator	Quarterly message and as needed	N/A
			OP#22 – Hurricane conference	Emergency Management Coordinator	Once a year	N/A
			OP#21 – Flood Awareness Week	CRS Coordinator, Floodplain Manager	Every summer prior to hurricane season	N/A
			OP#2 – Business cards	CRS Coordinator	Year round	Hilton Head Library
			OP#15 – “Our Town” Newsletter	Administration Department	Summer every year	N/A
			OP#23 – Faith based outreach	Emergency Management Coordinator	Once a year, as needed	Area churches
			Hargray Phone book- hurricane preparedness information	Hargray Communications	Printed once a year, used year round	Hargray Communications
			Island Packet Hurricane Guide	Island Packet Newspaper	June 1 every year	Island Packet Newspaper
			Newspaper articles on various hurricane, flood hazards and other topics such as sea turtle protection	Island Packet Newspaper	As needed	Island Packet Newspaper
			Magazine articles on various hurricane and habitat/wildlife protection topics	Hilton Head Monthly Magazine	At least once a year, as needed	Hilton Head Monthly Magazine
			Magazine articles on various hurricane preparedness topics	Celebrate Hilton Head (CH2)	Once a year, as needed	Celebrate Hilton Head (CH2)
			Town’s website- wealth of information on this topic	CRS Coordinator, Emergency Management Coordinator, IT Department	Year round and as needed	N/A
			Website- wealth of information on this topic	FEMA	Year round	FEMA
			Town’s Twitter page	Emergency Management Coordinator	As needed	N/A
			Newsletter	Port Royal POA	Mailed out once a year, e-mail blasted out once a year, and as needed	Port Royal POA
Palmetto Hall Reporter Newsletter	Palmetto Hall POA	Mailed out once a year, and as needed	Palmetto Hall POA			
Website – Disaster Evacuation & Recovery Guide	Palmetto Hall POA	Year round	Palmetto Hall POA			
Website-Disaster Evacuation & Recovery Guidelines	Shipyards POA	Year round	Shipyards POA			

1. Entire Island			Newsletter- Hurricane Preparedness	Long Cove POA	Mailed out once a year, e-mail blasted out once a year, and as needed	Long Cove POA		
			Plantation Living Newsletter	Hilton Head Plantation POA	Mailed out once a year, e-mail blasted out once a year, and as needed	Hilton Head Plantation POA		
			Website – Hurricane Preparedness Guide	Hilton Head Plantation POA	Year round	Hilton Head Plantation POA		
			Hurricane Information Meeting with property owners	Hilton Head Plantation POA	Once a year and as needed	Hilton Head Plantation POA		
			Website- information on this topic	Native Island Business and Community Affairs Association www.NIBCAA.org	Year round	NIBCAA		
			Website- wealth of information and brochures on hurricane preparedness, warnings and evacuation, brochure on flood insurance	Beaufort County Emergency Management Division	Year round	Beaufort County Emergency Management Division		
			Brochure – Hurricane Preparedness	Beaufort County Emergency Management Division	On displays year round	Beaufort County Emergency Management Division		
			Brochure - Citizens Guide to Emergency Preparedness	Emergency Management Coordinator	On display at Town Hall and Fire Rescue year round and handed out at events and with every presentation on a regular basis, on Town's website	Hilton Head Library, Deep Well		
			Brochure – Citizens Guide to Flood Awareness	CRS Coordinator	On display at Town Hall, Fire Rescue and the library year round and on website	Hilton Head Library		
			Interview with news station	Emergency Management Coordinator	Once a year, as needed	WTOC		
			OP#31 – Refrigerator magnets	Fire Marshall and Emergency Management Coordinator	Handed out at events, trainings and on display at Fire Rescue	N/A		
			<u>Topic #10.</u> What happens after the storm? Messages: Find out if it is safe to enter a building after a disaster or major flooding event. Get permits before you build back.	To have no injuries or fatalities related to a flooding or disastrous event. Increase in number of structures being repaired or rebuilt with permits.	OP#12 – Annual brochure	CRS Coordinator	Mailed every July and on display at Town Hall, Fire Rescue and the library year round and on website	Hilton Head Library
					OP#10 – Door hangers	CRS Coordinator, Disaster Recovery staff	As needed	N/A
					OP#15 – “Our Town” Newsletter	Administration Department	Summer every year	N/A
OP#23 – Faith based outreach	Emergency Management Coordinator	Once a year, as needed			Area churches			
OP#2 – Business cards	CRS Coordinator	Year round			Hilton Head Library			

			OP#26 – E-subscription messages	Emergency Management Coordinator	As needed	N/A
			OP#27 –1 FEMA brochure – Flood Preparation and Safety	CRS Coordinator	On displays at Town Hall, library and Fire Rescue, handed out year round	FEMA, Hilton Head Library
			OP#21 – Flood Awareness Week	CRS Coordinator, Floodplain Manager	Every summer prior to hurricane season	N/A
			Island Packet Hurricane Guide	Island Packet Newspaper	June 1 every year	Island Packet Newspaper
			Newspaper articles on various hurricane, flood hazards and other topics such as sea turtle protection	Island Packet Newspaper	As needed	Island Packet Newspaper
			Magazine articles on various hurricane and habitat/wildlife protection topics	Hilton Head Monthly Magazine	At least once a year, as needed	Hilton Head Monthly Magazine
			Magazine articles on various hurricane preparedness topics	Celebrate Hilton Head (CH2)	Once a year, as needed	Celebrate Hilton Head (CH2)
			Town’s website- wealth of information on this topic	CRS Coordinator, Emergency Management Coordinator, IT Department	Year round and as needed	N/A
			Website- wealth of information on this topic	FEMA	Year round	FEMA
			Town’s Twitter page	Emergency Management Coordinator	As needed	N/A
			Website- Hurricane and Emergency Preparedness	American Red Cross Palmetto SC Region	Year round	American Red Cross Palmetto SC Region
			Website- Hurricane and Emergency Preparedness	South Carolina Department of Health and Environmental Control www.scdhec.gov	Year round	SCDHEC
			Newsletter	Port Royal POA	Mailed out once a year, e-mail blasted out once a year, and as needed	Port Royal POA
			Palmetto Hall Reporter Newsletter	Palmetto Hall POA	Mailed out once a year, and as needed	Palmetto Hall POA
			Website – Disaster Evacuation & Recovery Guide	Palmetto Hall POA	Year round	Palmetto Hall POA
			Website-Disaster Evacuation & Recovery Guidelines	Shipyards POA	Year round	Shipyards POA
			Plantation Living Newsletter	Hilton Head Plantation POA	Mailed out once a year, e-mail blasted out once a year, and as needed	Hilton Head Plantation POA
			Website – Hurricane Preparedness Guide	Hilton Head Plantation POA	Year round	Hilton Head Plantation POA

			Hurricane Information Meeting with property owners	Hilton Head Plantation POA	Once a year and as needed	Hilton Head Plantation POA
			Website- information on this topic	Native Island Business and Community Affairs Association www.NIBCAA.org	Year round	NIBCAA
			Brochure- Flood Cleanup	International Code Council	On display at Town Hall year round	International Code Council
			4 Brochures – After the Flood, Filing Your Flood Insurance Claim, Flooding: Our Nation’s Most Frequent and Costly Natural Disaster and Hurricane Season Flooding	CRS Coordinator	On display at Town Hall year round	www.FloodSmart.gov
			Brochure - Citizens Guide to Emergency Preparedness	Emergency Management Coordinator	On display at Town Hall and Fire Rescue year round and handed out at events and with every presentation on a regular basis, on Town’s website	Hilton Head Library, Deep Well
			2 Brochures – Citizens Guide to Flood Awareness and Emergency Permitting	CRS Coordinator, Community Development Department	On display at Town Hall, Fire Rescue and the library year round and on website	Hilton Head Library
			OP#31 – Refrigerator magnets	Fire Marshall and Emergency Management Coordinator	Handed out at events, trainings and on display at Fire Rescue	N/A
			Website- Staying Safe in the Storm	Deborah Nettles with PECE www.palmetto.coop	Year round	Palmetto Electric Coop
2. V Zone Properties	<u>Topics 3, 6 and 8.</u>	To have no injuries or fatalities related to a flooding event. Decrease the number of rescues and reduce calls to 911 for non-life threatening emergencies. Increase in protection of natural habitat and wildlife from rental community. Reduction in number of flood losses. Keep the dunes intact so that they function as a protection against damage and	OP#3 – Refrigerator Magnets	CRS Coordinator	Mailed once a year in the Spring to V Zone properties	N/A
			Sea turtle brochure	CRS Coordinator, Code Enforcement Division	Mailed once a year in the Spring to V Zone properties, Code Enforcement mails once a year to beachfront rental properties	N/A
			OP#29 – Coastal Erosion Hazards brochure	CRS Coordinator	Mailed once a year in the Fall to V Zone properties	N/A
			Sea Turtle Door Hangers	Code Enforcement Division	Placed on beachfront doors before Sea Turtle season once a year	N/A

		destruction.				
3. Hispanic Population	<u>All ten topics</u>	Help the Spanish population be aware of flood hazards, the importance of flood insurance, how to protect themselves and their property from flood events, disaster preparedness and recovery, etc.	OP#12 – Annual brochure in Spanish	CRS Coordinator	On display at Town Hall, Fire Rescue and the library year round and on website	Hilton Head Library
			Brochure - Citizens Guide to Emergency Preparedness in Spanish	Emergency Management Coordinator	On display at Town Hall, library and Fire Rescue year round and handed out at events, on Town's website	Hilton Head Library, Deep Well
			OP#27 – 2 FEMA brochures in Spanish (Flood Preparation and Safety and Why You Need Flood Insurance)	CRS Coordinator	On displays at Town Hall and Fire Rescue Headquarters, handed out year round	FEMA, Hilton Head Library
			Website-brochures on hurricane preparedness and flood insurance in Spanish	Beaufort County Emergency Management Division	Year round	Beaufort County Emergency Management Division
			Brochure – Hurricane Preparedness in Spanish	Beaufort County Emergency Management Division	On displays year round	Beaufort County Emergency Management Division
			Brochure – 20 Questions to Ask Your Insurance Agent in Spanish	Beaufort County Emergency Management Division	On displays year round	Beaufort County Emergency Management Division
			Website – link to Beaufort County Emergency Management Division, with brochures on emergency preparedness and hurricane information in Spanish	Palmetto Breeze Transportation	Year round	Palmetto Breeze Transportation
			Brochure- Family Emergency Preparedness in Spanish	Community Development Department	On display at Town Hall year round	American Red Cross
			OP#31 – Refrigerator magnets in Spanish	Fire Marshall and Emergency Management Coordinator	Handed out at events and trainings	N/A
			Magazine articles on flood hazards, emergency preparedness and hurricane information	CRS Coordinator, Eric Esquivel-La Isla Magazine	Year round	La Isla Magazine
<u>Topics 2, 3, 4, 6, 7, 9 and 10.</u> Messages: Renters should purchase flood insurance for their contents.		Increase in the number of flood insurance policies for non-property owners.	OP#28 – Letter to property management companies	CRS Coordinator	Spring of every year	N/A
			OP#4 – Town Council special meeting on promoting flood	CRS Coordinator	Spring of every year	Town Councilman

4. Rental Community	<p>General flood safety such as turn around, don't drown, stay out of flooded waters, etc.</p> <p>Store irreplaceable items and valuables in an area safe from flooding.</p> <p>Protect habitat of critical wildlife and species.</p> <p>Know your evacuation route. Develop a safety plan for your family in case of evacuation. Assemble a survival kit in advance that has items such as first-aid kit, bottled water, flashlights, batteries, etc.</p> <p>Know what processes are in place to inform you of a flood or hurricane warning.</p> <p>Find out if it is safe to enter a building after a disaster or major flooding event.</p>	<p>Decrease the number of rescues and reduce calls to 911 for non-life threatening emergencies.</p> <p>Less damage to contents due to flooding.</p> <p>Increase in protection of natural habitat and wildlife from rental community.</p> <p>More renters will have evacuation plans and be prepared for a disaster.</p> <p>To have no injuries or fatalities related to a flooding or disastrous event.</p>	insurance			
			OP#3 – Refrigerator Magnets	CRS Coordinator	Year round	Property Management Companies
			OP#2 – Business cards	CRS Coordinator	Given to rental properties Spring every year and on displays year round	Property Management Companies, Hilton Head Library
			Sea turtle brochure	Code Enforcement Division	Mailed once a year prior to Sea Turtle season	N/A
			Sea Turtle Door Hangers	Code Enforcement Division	Placed on beachfront doors once a year prior to Sea Turtle season	N/A
			OP#12 – Annual brochure	CRS Coordinator	Given to rental properties once a year and on displays year round	Property Management Companies, Hilton Head Library
			Vacation Rental News – Newsletter- flood insurance changes	Dru Brown with Beach Properties of Hilton Head	Once a year, as needed	Beach Properties of Hilton Head
			Brochure- The Loggerhead Sea Turtle	Coastal Discovery museum gives to Beach Properties of Hilton Head	Given to rental properties once a year	Beach Properties of Hilton Head, Coastal Discovery museum
			Brochure- Contents Coverage	CRS Coordinator	Given to rental properties in the Fall every year and on displays year round	www.FloodSmart.gov
5. Repetitive Loss Areas	<u>Topics 1, 2, 4 and 5</u>	<p>Reduce the amount of repetitive flood loss properties and flood insurance claims.</p> <p>Decrease the amount of structures below the BFE.</p> <p>Increase the amount of inquiries to staff on retrofitting measures and other flood information.</p> <p>Increase in number of structures being built in compliance with codes and regulations.</p>	OP#30 – Letter to properties in mapped repetitive loss areas	CRS Coordinator	Fall of every year	N/A
			Brochure – Citizens Guide to Flood Awareness	CRS Coordinator	Included in letter sent once a year	N/A

6. Real Estate, Mortgage and Insurance Companies	<u>Topics 1 and 2.</u>	Increase in the number of map information inquiries.	OP#6 – Educational opportunities with area realtors	CRS Coordinator, Floodplain Manager, Kristin Hayrinen with Hub International	Big meeting in August and several throughout the year with individual real estate companies	Hub International, Area realtors and the Hilton Head Area Association of Realtors
		Increase in the number of people utilizing the website for flood information.	OP#8 – Real Estate Agents Brochure	CRS Coordinator	Given to Realtors to distribute year round	Area realtors and the Hilton Head Area Association of Realtors
		Increase in the number of people getting flood information assistance from Town staff as well as from real estate, mortgage and insurance companies.	OP#27 – 2 FEMA brochures on flood insurance(Questions & Answers about Flood Insurance and Help Protect Your Customers New Home)	CRS Coordinator	Given to realtors at trainings year round	Area realtors and the Hilton Head Area Association of Realtors
		Increase in the number of flood insurance policies.	OP#20 – SmartVent training on elevation certificates and smart vents	CRS Coordinator, Paul Abrams	Once a year	Paul Abrams with SmartVent
			Brochure- Flood Insurance Increase	Floodplain Manager	Distributed year round	Area realtors and the Hilton Head Area Association of Realtors
7. Prospective Buyers	<u>Topic #1.</u> Know your flood hazard Messages: Know what flood zone your potential property is located in. Know your flood zone before you buy. Be informed of your potential risk of flood and the hazards associated with it.	Increase in the number of inquiries from prospective buyers asking about the flood designation and flood hazards of a property.	OP#5- Post Elevation Certificates on website	CRS Coordinator, IT Department	Year round	N/A
			OP#9 – Promote NFIP Flood Smart website on the Town’s website	CRS Coordinator, IT Department	As needed	N/A
		Increase in the number of map information inquiries.	Flood Disclosure on Purchase Agreements	Area realtors	Year round	Area realtors
			Website- flood hazard and flood insurance topics	South Carolina Realtors (SCR) www.screaltors.org	Year round	South Carolina Realtors (SCR)
	<u>Topic #2.</u> Insure your property for your flood hazard Messages: To purchase flood insurance talk to a local agent to get the best rate. Everyone should purchase flood insurance. Standard homeowner or commercial policies will not cover damage to structures or contents caused by flooding. You don’t have to hold a mortgage in order to purchase flood insurance.	Increase in the number of people utilizing the Town’s website for flood information.	OP#13 - Flood topics and flood insurance promotion in newsletters and on websites	CRS Coordinator	Year round	Area realtors and the Hilton Head Area Association of Realtors
		Increase in the number of people getting flood information assistance from Town staff and from realtors.	OP#8 – Real Estate Agents Brochure	CRS Coordinator	Given to Realtors to distribute year round	Area realtors and the Hilton Head Area Association of Realtors
			Website- flood hazard and flood insurance topics	National Association of Realtors www.realtor.org	Year round	National Association of Realtors
		Increase in flood insurance policies.	Banks research potential property, if it’s in a flood hazard area, requires buyer sign flood hazard notice	Mortgage Lenders Association of Greater Hilton Head	Year round	Mortgage Lenders Association of Greater Hilton Head
	Help the builders, contractors, architects and landscapers be more educated with flood hazards so they can assist their customers	OP#20 – SmartVent training on elevation certificates and smart vents	CRS Coordinator, Paul Abrams	Once a year	Paul Abrams with SmartVent	
		OP#11 – Educational opportunities	CRS Coordinator, Floodplain Manager	Once a year and as needed	Local builders, contractors, architects, landscapers	

8. Builders, Contractors, Architects and Landscapers	<u>Topics 1, 4, 5, 6, 8 and 10.</u>	with knowing the flood hazards, obtain proper building permits, provide advice on retrofitting, protection of natural habitat, wildlife and dunes, decrease dumping and water pollution and have fewer violations.	OP#16 – Annual home and garden show	CRS Coordinator, Floodplain Manager	March every year	Hilton Head Area Homebuilders Association
			OP#13 - Flood and hurricane information in newsletters and on websites	CRS Coordinator	Year round	Local builders, contractors, architects, landscapers
			OP#1 – No dumping signs	Stormwater Manager	Year round	N/A
			OP#18 – “no dumping, drains to waterways” discs	Stormwater Manager	Year round	Neighbors for Clean Water
			OP#29 – Coastal Erosion Hazards brochure	CRS Coordinator	On display year round	Hilton Head Library
			OP#21 – Flood Awareness Week	CRS Coordinator, Floodplain Manager	Every summer prior to hurricane season	N/A
9. Property Owners Associations	<u>All ten topics</u>	Educate the POA’s and the Native Island POA’s so that they can help distribute information to their property owners on being aware of flood hazards, the importance of flood insurance, how to protect themselves and their property from flood events, disaster preparedness and recovery, etc.	OP#7 – Educational presentations on flood hazards, flood awareness, and building responsibly	CRS Coordinator, Floodplain Manager	Once a year to each POA and neighborhood association, and as needed	Area POA’s
			Presentations at POA meetings on hurricane preparedness and disaster recovery	Emergency Management Coordinator	Once a year to each POA	Area POA’s
			OP#13 – Flood and hurricane information in POA Newsletters and on websites	CRS Coordinator	Year round	Area POA’s
10. Private Sector Partners	<u>Topics 7, 9 and 10</u>	To have no injuries or fatalities related to a flooding or disastrous event. More families will be prepared for a disaster. Reduction in number of rescues and reduced calls to 911 for non-life threatening emergencies.	OP#24 – Meeting with private sector partners	Emergency Management Coordinator, CRS Coordinator, Engineering Division	Once a year in June and as needed	N/A

FLOOD RESPONSE PREPARATION PROJECTS

Target Audience			Projects	Assignment	Schedule	Stakeholder
	<u>Topic #3.</u> Protect people from the hazard. Messages: Don’t enter a flooded building until it has been cleared by	To have no injuries or fatalities related to a flooding event. Decrease the number of	OP#10 – Door hangers	CRS Coordinator	Staff will distribute in the field after a flood event	N/A
			OP#26 – E-subscription messages	Emergency Management Coordinator	Released at first flood or hurricane notice and as needed during a storm	N/A

1. Entire Island	an inspector. After a flood, follow proper safety precautions before using your food, water supply and septic system.	rescues and reduce calls to 911 for non-life threatening emergencies.	Evacuation Door hangers (in Spanish also)	Emergency Management Coordinator	Staff will distribute in the field if an evacuation is ordered	
	<u>Topic #4.</u> Protect your property from the hazard.	Maintain public health throughout the cleanup period after a flood event.	Press Releases (TV, Radio, Twitter)	Emergency Management Coordinator	Released at first flood or hurricane notice and as needed during a storm	N/A
		Decrease the amount of structures below the BFE.	Town's website	Emergency Management Coordinator, IT Department	Released at first flood or hurricane notice and as needed during a storm	N/A
	Messages: Mitigate or elevate your home to reduce future flood damage. Contact staff to find out if grant assistance is available.	Increase the amount of inquiries to staff on retrofitting measures.	Brochure- Citizen's Guide to Emergency Preparedness (in Spanish also)	Emergency Management Coordinator	Staff will distribute in the field after a flood event. It is also on website	N/A
		Fewer violation notices issued.	Brochures – Emergency Permitting, Homeowners Guide to Retrofitting, Build Back Safer and Stronger, Flood Cleanup, After the Flood, Filing Your Flood Insurance Claim (some in Spanish also)	CRS Coordinator, Community Development Department	Staff will distribute in the field after a flood event	N/A
	<u>Topic #5.</u> Build responsibly.	Increase in number of structures being built in compliance with codes and regulations.	Inspection Placards	Community Development Department	Staff will post on doors during damage assessment after a flood event	N/A
	Messages: Get a permit from the Town before you build, retrofit or repair your home or business. Mitigate while you repair.	Increase in number of structures being repaired or rebuilt with permits.				
<u>Topic #10.</u> What happens after the storm?	Messages: Find out if it is safe to enter a building after a disaster or major flooding event. Get permits before you build back.					