

# 2018

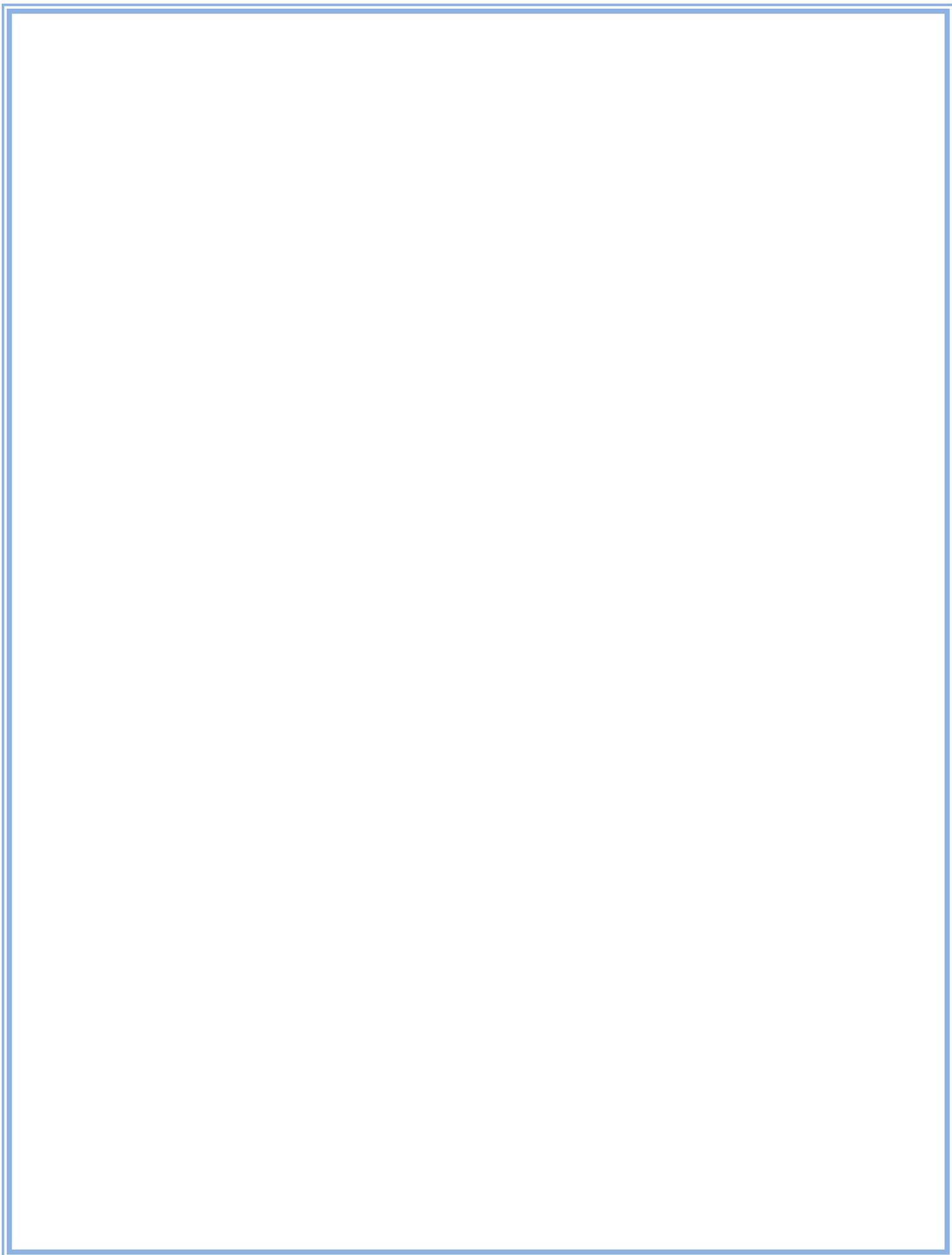


## City of Hattiesburg

Program for Public Information  
Outreach Projects and  
Coverage Improvement Plan

Prepared By  
The City of Hattiesburg  
PPI Committee  
Under the direction of the Planning Dept.  
October 2018/Adopted December 18, 2018

*Town Square Park  
Hattiesburg, MS*



## Table of Contents

	Page
Background	1
PPI Focus Group Members	2
Goals	3
Community Needs Assessment	4
Flood Hazards	5
Flood Insurance Data	6
Flood Insurance Assessment	6
Current Public Education Efforts	8
Repetitive Loss Properties	10
Social and Economic Needs	10
Target Audiences	10
Existing Public Information Efforts	12
Projects and Initiatives	15
Flood Response Preparations	17
Annual Evaluation	17
Plan Adoption	17
Acronyms	17
<b><u>Tables</u></b>	
Table 370-1 Insurance Overview	6
Table 370-2 Insurance Occupancy	7
Table 370-3 Insurance Policies in force	7
Table 370-4 Percentage of Insurance Policies in force	8
Table 370-5 Outreach projects	18
Table 370-6 Flood Response Preparation Projects	29
<b><u>Maps</u></b>	
Map 370-1 City Limits with Flood Zones	5
Map 370-2 Neighborhood Association Map	9
Map 370-3 Community Flood Hazard Areas	11



## City of Hattiesburg, Mississippi 2018 Program for Public Information (PPI) and Coverage Improvement Plan (CP)

### Background

The City of Hattiesburg is situated in both Forrest and Lamar Counties. Located in southeast Mississippi we are approximately sixty (60) miles from the Mississippi Gulf Coast and approximately ninety (90) miles from the state capital of Jackson. Hattiesburg encompasses 47.31 square miles in Forrest County and 6.83 square miles in Lamar County, with a total population of approximately 46,377 as of 2017.



Forrest County is located near the center of the southeast portion of Mississippi. The City of Hattiesburg is the county seat and is known as the “Hub City” because of its strategic location between New Orleans, Louisiana; Mobile, Alabama; Gulfport, Mississippi; Meridian, Mississippi; and Jackson, Mississippi. The County is well served with a transportation network that includes one interstate highway and three U.S. highways. Interstate 59 is a north-south route that enters the County from Pearl River County to the southwest and runs in a northeasterly direction through Forrest County into Jones County to the north. U.S. Highway 49 bisects Forrest County from the southeast corner of the County to the northwest corner. U.S. Highway 11 is also a north-south route, while U.S. 98 is an east-west route. State highways 42 and 13 are both east-west routes. Highway 42 is in the northern most portion of the County while Highway 13 is in the southern most portion of the County. Hattiesburg is also served by AMTRAK on the crescent line as well as multiple freight lines.

The City of Hattiesburg was one of the first Mississippi communities to join the NFIP in April 1970. FEMA decided to reward communities that were doing a good job in flood prevention and created the Community Rating System (CRS) in 1990. Hattiesburg was again one of the first to participate, joining the program in early 1990.

The Community Rating System (CRS) is part of the National Flood Insurance Program (NFIP). It provides reductions to flood insurance premiums in participating communities. The reductions are based on community floodplain management programs, including public information activities. To keep those discounts, communities must continue to implement

their programs and provide status reports to the NFIP each year. The city is currently a Class 8, which gives residents a 10% discount on their premiums. To reduce insurance cost to the residents in a more substantial way, and to reach more property owners through a more aggressive outreach program, the City has now formed the Program for Public Information (PPI). This PPI formation will also assist the City in actively pursuing a Class reduction, which would provide our citizens a larger discount on flood insurance premiums.

Since 1990, the City has produced outreach materials and distributed those materials to the entire community. Special efforts were made for areas having repetitive losses, yet other areas needing specific information were not targeted. By developing the PPI committee, these areas will now receive the outreach information that will benefit them and offer additional information when needed. Areas prone to flooding, areas outside the Special Flood Hazard Area with drainage problems, flash flooding and other known hazards, areas having insufficient insurance as well as other target areas can now be given information that pertain directly to them through the PPI.

The City views this program as a benefit to the entire community and with the right tools it will be a success in all areas of outreach.

## **PPI Focus Committee Members**

A Resolution was adopted June 5, 2018, to establish the Floodplain Management Committee and a sub-committee for PPI. The City has been fortunate to have members volunteer that have a wealth of knowledge regarding flood hazards and flood risk. The stakeholders represent insurance, real estate and floodplain resident. By having these members on the committee, the city receives valuable insight from their collective expertise.

- Michael Anderson, Realtor Dunbar Real Estate
- Paul Sims, Principal with The Agency Inc.
- Lisa Reid, Floodplain resident and former Certified Floodplain Manager
- Nick Williams, City of Hattiesburg Planning Division, CRS Coordinator
- Samantha McCain, APR, City of Hattiesburg, Chief Communications Officer

The role of the committee has been to assist in developing the PPI by providing feedback, from their perspective, on areas of the community that should be targeted for outreach, what type of messages should be delivered, by whom and how often. The group members were also asked to share information on any efforts related to this work that have occurred or are occurring within the City.

City staff developed the agendas and facilitated the meetings. Prior to setting each meeting date, staff surveyed the group members for their availability to ensure that the group met the attendance requirements outlined in the new CRS manual. It was decided afternoon meetings would work best for the group. All meetings were scheduled accordingly.

The initial meeting was held on October 2, 2018 in the Mayor's Conference Room in City Hall. The agenda followed steps one and two of the seven step plan outlined in the 2017 CRS Manual, pages 330- 14 through 330-16. During the meeting the committee studied the needs of the community and the different needs for individual areas within the City as well as the City as a whole. The committee discussed the need for an aggressive campaign to get information out to the public and discussed target areas that needed special attention.

The second meeting was held on October 16, 2018 at the same location. The agenda followed steps three through five of the seven step plan. During this meeting, members reviewed the six messages of the CRS Table 330-1 and matched topics to the six target audiences, developing specific messages. This work is detailed under the "Target Audiences" section of this document. The committee informally inventoried related efforts that were already taking place in the community. They discussed how those programs and activities fit in the PPI Plan as they are being presented now, and how they can be modified to serve the overall effort in a better way.

Based on information gathered during the second meeting, the first draft of the Program for Public Information was assembled. The draft which needed work before completing was reviewed by the committee via E-Mail and revisions and amendments were made based on discussion and recommendations by the entire committee. A third meeting was held by just staff for final review of the plan.

The final draft of the Program for Public Information was presented during the Floodplain Management Committee's public hearing on the revised FMP draft plan held November 15, 2018. The document was then presented to the City's governing body during their work session on November 19 for initial review and is slated to be presented for formal adoption during the Hattiesburg City Council December 18, 2018 meeting.

## **Goals:**

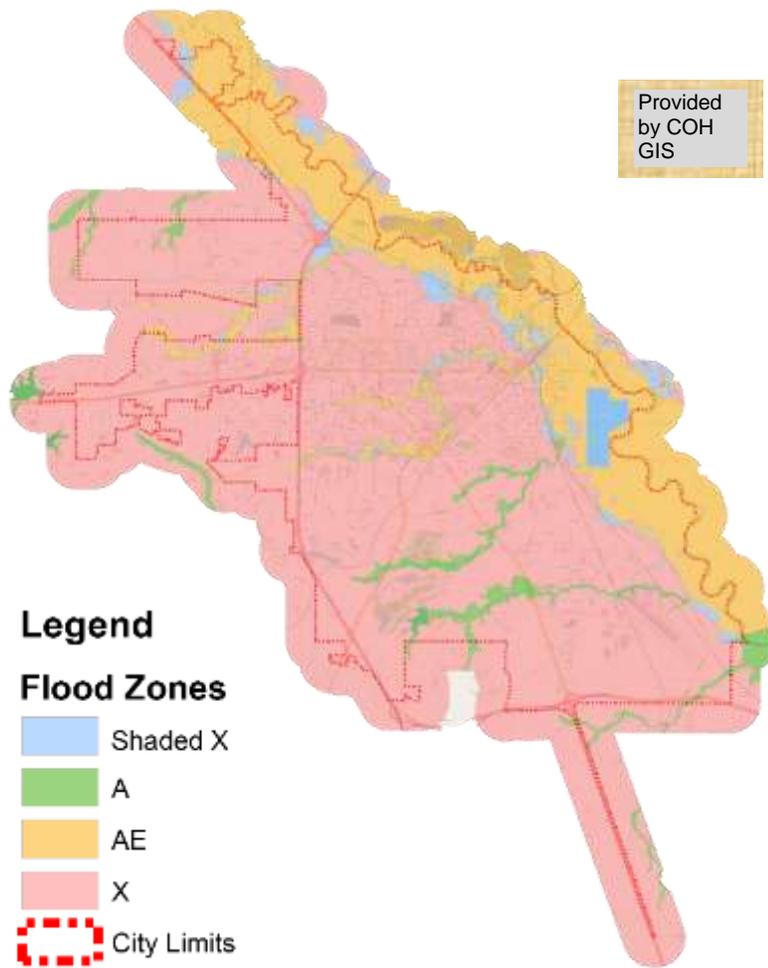
The members of the PPI Committee share a common vision for a better-informed public that is educated about the flood risks, what they can do to decrease future damage, and the benefits of flood insurance. The PPI Plan is the tool to achieve that vision. The City's PPI Committee is recommending two goals and supportive objectives.

1. Through the outreach materials and methods, encourage residents to adopt behaviors that improve flood hazard preparedness and decrease future flood damage.
  - a. Provide relevant information to residents of the City regarding flood hazards; place added focus on residents in special flood hazard areas, those properties that may be located within a Dam Inundation Hazard Area and areas with drainage concerns.
  - b. Provide detailed information to inquirers through website and publications. Encourage relevant businesses to place brochures within sight of residents and visitors alike, to make them better informed.
  - c. Provide quick response to residents after they have been flooded. Have relevant information they may need available and ready to distribute.
  
2. An aggressive campaign will begin in getting the information to the public using the following guidelines:
  - a. Share resources with other organizations to ensure information is getting to diverse groups
  - b. Outreach is imperative. Committee members agreed to do outreach during community and/or business meetings. These outreach efforts are considered projects and should be recorded.
  - c. Activities should be recorded through agendas, sign in sheets, and/or photos for assurance of credits.

## **Community Needs Assessment**

The Hub City proudly carries several designations, such as being a Certified Retirement Community, 2017 Most Livable City, Tree City Certified for 26 consecutive years, and a Storm Ready Community. We strive to enhance cultures while changing lives.

The city has 46,377 year-round residents. Just under one-quarter of the city is currently located within a special flood hazard area (SFHA) (see Map 370-1). The vast majority of homes and businesses within the SFHA are older, low-lying, homes and businesses built prior to the FEMA FIRM Maps; however, many of these properties have been elevated due to reconstruction from devastating tornados in 2013 and 2016.



Map 370-1 – City Limits with Flood Zones

Properties outside the SFHA are also a concern, as they are subject to flash and street flooding and owners need to be aware of the potential damage flooding can bring, which is not generally covered by home owner's insurance.

The median age of the population is increasing within the City of Hattiesburg. In 2016, the median age of a Hattiesburg resident was 33.6 years. We also have a large population of seniors, and advance flood preparation and planning for them can be critical in emergency situations.

## Flood Hazards

The City of Hattiesburg is exposed to flooding from hurricanes, severe thunderstorms and tropical storms. The city also receives stormwater from surrounding areas of the unincorporated parts of Lamar County that abut the city. Heavy rainfalls allow for flooding in low lying streets and property.

The areas that flood in the city aren't as numerous as they once were; however, heavy rainfall within a few hours causes drain pipes to fill more quickly and street flooding occurs.

In summary, areas within the city limits can be flooded from overwhelming flash flooding of local drainage ways during heavy rainfall.

## Flood Insurance Data

Flood Insurance Data is one readily available source of information. Hattiesburg, MS currently has 528 Flood Insurance Policies in force, covering a total of \$105,877,800 in property. Flood Insurance is required for a mortgage or loan that is federally insured or for property located in a SFHA. (See Data Table Below).

### Insurance Overview

As of 07/31/2018

Community:	HATTIESBURG, CITY OF	State:	MISSISSIPPI
County:	FORREST COUNTY ▼	CID:	280053

Overview	Occupancy	Zone	Pre/Post FIRM
<b>Total by Community</b>		<b>Group Flood Insurance</b>	
Total Number of Policies:	528	Total Number of Policies:	4
Total Premiums:	\$499,077	Total Premiums:	\$2,400
Insurance in Force:	\$105,877,800	Insurance in Force:	\$136,000
Total Number of Closed Paid Losses:	933	Total Number of Closed Paid Losses:	0
\$ of Closed Paid Losses:	\$6,188,693	\$ of Closed Paid Losses:	\$0
<b>Post Firm Minus Rated Policies</b>		<b>Manufactured Homes</b>	
Total Number of Minus Rated Policies:	8	Total Number of Policies:	1
A Zone Minus Rated Policies:	8	Total Number of Closed Paid Losses:	1
V Zone Minus Rated Policies:	0	\$ of Closed Paid Losses:	\$2,600
<b>ICC</b>		<b>1316</b>	
Total Number of ICC Closed Paid Losses:	0	Number of Properties by Community:	0
\$ of ICC Closed Paid Losses:	\$0		
<b>Substantial Damage Losses</b>			
Number of Substantial Damage Closed Paid Losses:	33		

Provided by FEMA

Table 370-1 Insurance Overview

## Flood Insurance Assessment

A Flood Insurance Assessment was done to help evaluate the areas that are adequately covered and areas that could be better covered in the city. Our committee reviewed data, broken down by coverage provided for different structure types. This was done by obtaining an average coverage amount for each type of structure (*Insurance in Force divided by Policies in Force = Average Coverage*).

## Insurance Occupancy

As of 07/31/2018

Community:	HATTIESBURG, CITY OF	State:	MISSISSIPPI
County:	FORREST COUNTY ▼	CID:	280053

Overview	Occupancy	Zone	Pre/Post FIRM			
	Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
Single Family	364	\$229,683	\$62,865,800	814	\$4,387,776.33	\$265,543.20
2-4 Family	23	\$13,168	\$1,927,400	12	\$130,299.47	\$6,820.00
All Other Residential	18	\$6,399	\$4,460,000	4	\$27,140.18	\$1,360.00
Non Residential	123	\$249,827	\$36,624,600	103	\$1,643,476.60	\$55,139.93
<b>Total</b>	<b>528</b>	<b>\$499,077</b>	<b>\$105,877,800</b>	<b>933</b>	<b>\$6,188,692.58</b>	<b>\$328,863.13</b>

	Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$ of Closed Paid Losses	Adjustment Expense
Condo	2	\$2,377	\$200,800	4	\$6,058.61	\$680.00
Non Condo	526	\$496,700	\$105,677,000	929	\$6,182,633.97	\$328,183.13
<b>Total</b>	<b>528</b>	<b>\$499,077</b>	<b>\$105,877,800</b>	<b>933</b>	<b>\$6,188,692.58</b>	<b>\$328,863.13</b>

Provided by FEMA

Table 370-2 Insurance Occupancy

## Insurance Policies in Force

As of 07/31/2018

	Policies in Force	Premium	Insurance in Force	Average Coverage
Single Family	364	\$229,683	\$62,865,800	\$172,708
2-4 Family	23	\$13,168	\$1,927,400	\$83,800
All Other Residential	18	\$6,399	\$4,460,000	\$247,777
Non- Residential	123	\$249,827	\$36,624,600	\$297,760
<b>Totals</b>	<b>528</b>	<b>\$499,077</b>	<b>\$105,877,800</b>	<b>\$200,526</b>

Provided by FEMA

Table 370-3 Insurance Policies in Force

After review, our committee feels this inadequate for our area.

Our committee also reviewed the number of buildings in our city, by occupancy and determined the percentage of those that carry flood insurance. By pulling available information from Mississippi Rating Bureau’s GIS system as well as information from The City of Hattiesburg’s Planning Department, we were able to build the following data table.

**Percentage of Insurance Policies in Force**

As of 07/31/2018

Policies in Force		Number of Buildings in City	Percentage Carrying Ins.
Single Family	364	13315	2.73%
All other Residential Uses	41	1102	3.72%
Non-Residential	123	1959	6.28%

Provided by FEMA and COH GIS

Table 370-4 Percentage of Insurance Policies in Force

Based on this data, our committee felt that the average number of structures carrying flood insurance was inadequate. We feel that the percentage of properties carrying flood insurance will increase due to the adoption of increased information distribution. Providing more information on flood hazards to Insurance Agents and Real Estate Agents will help to inform the general public on the benefits of carrying flood insurance. We also plan on disseminating information through mail outs and e-mail blasts to further educate the public on the benefits of carrying flood insurance on their properties, even when not located in a SFHA.

Another issue that was brought to light from the assessment is the amount of homes located in SFHA’s or other flood zones that do not have a mortgage. We hope that through our educational outreach programs, we will be able to educate the property owners in those areas on the benefits of flood insurance. We also plan to continue to evaluate these data tables to keep track of the flood insurance coverage that is utilized within our city. Using that information, we will be able to scale our Flood Hazard Outreach Programs and Policies.

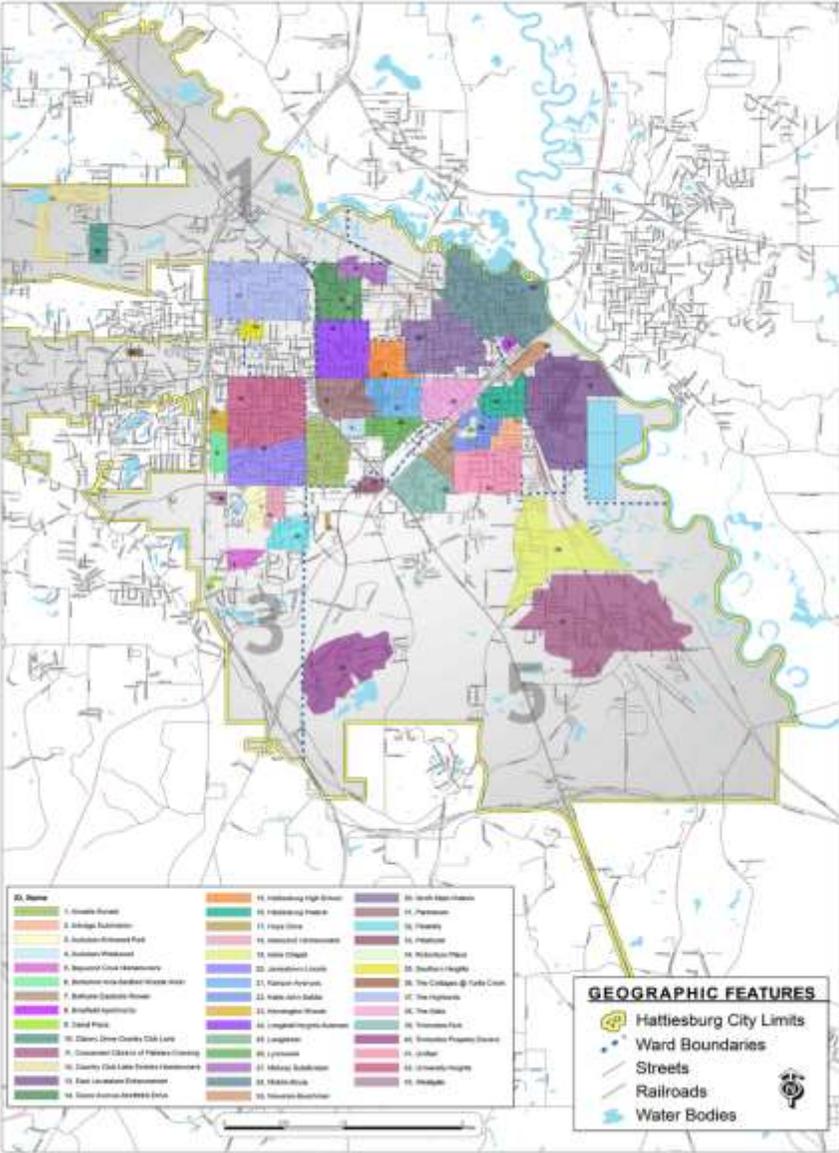
**Current Public Educational Efforts**

Multiple visits with Neighborhood Associations and Civic Groups are done annually. There is not a schedule of these visits as City Staff attend only by invitation, but we typically meet with each Association at least once a year and sometimes more. A PowerPoint presentation (which discusses *The History of Flooding in the City and How You Can Help Protect Yourself and Your Property*) has been given to almost every one of the Associations at least once. There is a Council of Neighborhoods, that meets quarterly and each Neighborhood Association is represented on the Council by the President, or their representative. This is another source used by the City to disseminate information to our Citizens of upcoming events, upcoming projects, etc. that affect our City. Map 370-2 shows the established Neighborhood Associations within the City.

The Mayor has held over 50 “Town Meetings” throughout the City since taking office in 2017. All flood related information and problem areas identified in these meetings have been forwarded to the CRS Coordinator and GIS for inclusion in our Community Flood Hazard Area Map and list for follow-up by our Public Works Department

We maintain a brochure entitled “Stormwater Management and Recycling in Hattiesburg” which provides information on several topics as well as contact information for various entities. This brochure is distributed during the site plan review process, Earth Day, and is also available in many offices throughout the City, our web site, and copies are available at the Forrest and Lamar County Planning Offices as well.

### HATTIESBURG NEIGHBORHOOD ASSOCIATIONS WITH WARDS



Map 370-2 Neighborhood Association Map

This map is unclassified and is subject to validation. It is not intended for any specific service. Colors are approximately reflect the most current changes and may be revised for general planning purposes only.



Map provided by the GIS Division of the 2014 Metropolitan Planning Organization Department of Public & Safety Programs City of Hattiesburg, Mississippi

## Repetitive Loss Properties

Hattiesburg is working to become more proactive with Repetitive Loss Properties. In our committee meetings we are identifying areas that are not in a SFHA but have flooding issues. We allow public input in our meetings in order to compile as much information as we can about these areas. We have identified many areas that need attention and have met with the Public Works Department in order to make them aware of these drainage problems and to ensure they are corrected. Our GIS Department maintains Community Flood Hazard Map (see Map 370-3) and properties are identified in our Planning and Permitting Software so additional concerns can be addressed during Site Plan and/or Permitting processes. We will continue to engage the public in our committee meetings as well as compile information from the City's Action Center to address any areas not identified and any areas that become a problem in the future.

## Social and Economic Needs

Statistically-speaking, the City of Hattiesburg is inclusive of a diverse demographic composite. As of the 2010 US Census, there were 45,989 people residing within the city limits, with approximately 53% identifying as African American, 41% white and the remaining 6% identifying as Native American, Asian and Hispanic.

Generationally, the City is home to a growing millennial base in addition to being a retirement community. Nestled centrally in the South Mississippi region, Hattiesburg also serves as a pillar for quality health care, education and innovation, with world-class medical facilities, two major institutions of higher education and a military base. These factors contribute to the diversity of the population but have also laid the groundwork for growth.

Because of the diversity in population, ranges of information consumption are also diverse. The City must use several means of communication to reach intended target audiences. This includes everything from coming-of-age communication technologies as well as door-to-door and word of mouth tactics like door hangers.

## Target Audiences

Through the community assessment results and the PPI Committee, several audiences were identified as primary to be targeted through outreach efforts. Projects should be directed to all properties (residential, commercial and public) in these areas:

### **#1. Repetitive Loss Property Owners/Renters**

These properties have been affected more often by flooding, so they have the greatest need for flood protection information. This is inclusive of mailouts and person-to-person outreach opportunities. There are 433 properties within the four (4) current repetitive loss areas.

### **#2. Property Owners/Renters in Flood Zones (within the SFHA)**

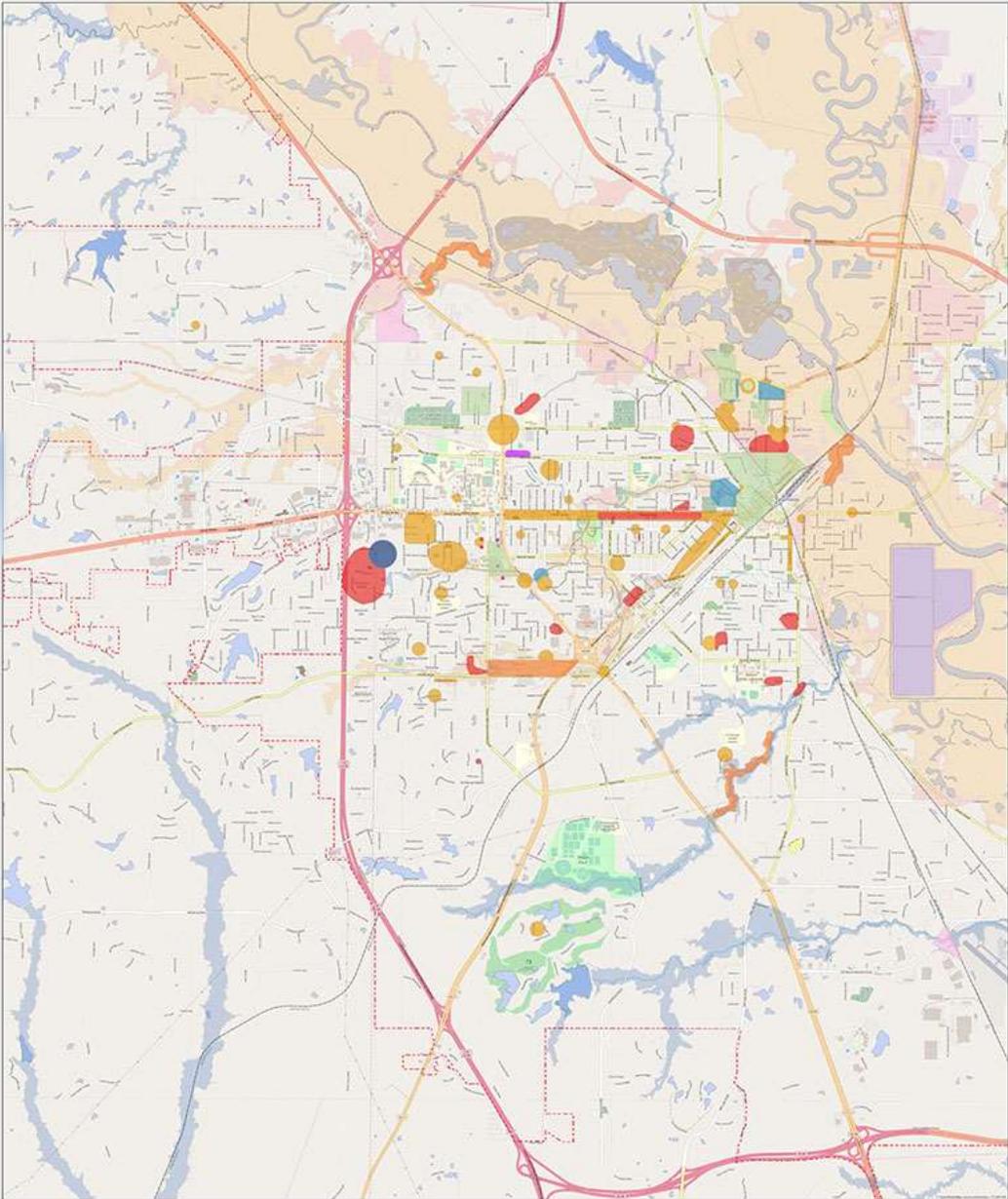
These properties are within flood zones that are identified by A and AE zones on the map on

page 5. They have a greater need for flood protection information, simply because of where the buildings are positioned. Reaching these property owners/renters will include strong partnerships. There are 1663 in the flood zone areas.

**#3. Property Owners/Renters in Community Flood Hazard (see Map 370-3)**

These properties were identified through aggregating submitted data via the community assessment period and are also paired with repetitive loss areas that are outside of the flood zones and dam inundation areas, which have a greater need for flood protection and insurance information should a dam breach or fail.

Map 370-3  
Community  
Flood Hazard  
Areas



Community Flood Hazard Areas

- Chronic Migration
- East-Trip Flood
- Storage
- Storage Basin
- Storage Control
- Flood
- Flood Hazard
- Repetitive Loss
- Flood Hazard
- City Boundary
- Water



## **Other Audiences**

In addition to the three target areas, the PPI Committee also identified certain groups of people who need additional messaging regarding flood hazard areas, preparedness and protection, based on industry and niche.

### **#4. City of Hattiesburg Residents**

Regardless of the location of a property owner, residents and businesses in all areas of Hattiesburg are directly affected when a flood occurs. Because of this, residents need to be aware of the flood hazard, flood insurance and ways they can protect themselves from flooding. There are 18190 insurable structures in the City of Hattiesburg.

### **#5. Realtors/Insurance Agents/Bankers/Lenders**

These agents are key to passing along information about flood hazards and flood insurance on the front end of a home-buying/renting process. The PPI Committees believes that by engaging this group, messages regarding flood hazards, preparedness and protection information will be frequently disseminated.

### **#6. Builders**

Contractors need to be aware of current construction ordinances and additional information when building in any area

## **Existing Public Information Efforts**

Knowing that successful implementation of an outreach plan provides results, the City of Hattiesburg will integrate all messaging into existing public information efforts. This will play a vital role in building a community that is resilient and proactive to adopt behaviors that will ultimately improve flood hazard preparedness and decrease future flood damage.

As a part of Step 2's assessment, the following list includes current communication methods and opportunities that can be used as leverage for bringing attention to flood hazards, preparedness and protection.

*(The remainder of this page left blank intentionally)*

## Communication Methods

Tool/Tactic	Frequency	Details
<b>City Website</b>	<b>Year-round</b>	The City's newly launched website allows for the opportunity to integrate frequent updates about flood hazards, preparedness and protection. It also allows for a library of resources and tools targeted toward the general public and stakeholders. This is the primary hub of information for the City of Hattiesburg's communication efforts and serves as a platform for information dissemination and engagement.
<b>Facebook and Twitter</b>	<b>Daily</b>	These are the City's primary social media channels. Used to distribute 4-6 pieces of content daily and garners a strong organic reach on both. Information can also be disseminated via Facebook pages for the Mayor, the Hattiesburg Police Department and the Hattiesburg Fire Department.
<b>E-Newsletter</b>	<b>Bi-Monthly</b>	Every other month, approximately 600 subscribers (and growing) receive a city-wide e-newsletter that provides information about legislation, upcoming events, project updates and more.
<b>Employee Newsletter</b>	<b>Weekly</b>	Each week, the City 's employees receive the top pieces of information (internally and externally) that they need to know as an employee and as a citizen.
<b>News Media</b>	<b>Year-round</b>	Weekly, local media receive a media brief regarding both events and public service initiatives for the City. This is in addition to any pertinent news releases and media advisories for events.
<b>Email List: Neighborhood Associations/ Council of Neighbors</b>	<b>Year-round</b>	This is a list of local influencers and leaders who steer our more than 50 neighborhood associations. These organizations meet monthly and communicate frequently through word of mouth, email and social media.
<b>Digital Billboard Spaces</b>	<b>Monthly</b>	The City has a partnership with Busby Outdoor that provides free space (as available) to communicate initiatives throughout the region and statewide (when necessary).
<b>Emergency Alert System</b>	<b>Year-Round</b>	This City recently entered into a contract with Everbridge and their NIXLE emergency notification system. This system allows for direct communication with both subscribers and residents through geo-targeting services. This system will be used for both preparedness and post-emergency events.
<b>Water Bills</b>	<b>Monthly</b>	Water bills are distributed in three segments each month. This allows direct dissemination of information in short, easily consumed messages.

*(The remainder of this page left blank intentionally)*

## Special Event Opportunities

Event	Frequency	Details
<b>National Night Out</b>	<b>Annually – July/August</b>	The kick-off event brings in 1000s of residents to discuss neighborhood issues and concerns. Includes a community fair of services provided by the City. The neighborhood parties also provide an opportunity for leaders to discuss issues and concerns with residents.
<b>Mobile Street Festival</b>	<b>Annually – October</b>	A two-day event that includes tables staffed to promote city-services.
<b>Senior Adult Fair</b>	<b>Annually – October</b>	A four-hour event that provides information about services and organizations that directly impact the City’s Senior Citizen community.
<b>City Council Meetings Special Presentations</b>	<b>Twice a month</b>	Twice a month, the City has an opportunity to communicate important messages in addition to legislation that is on the agenda.
<b>HubFest</b>	<b>Annually – April</b>	A one-day event hosted by The ADP that brings in approximately 25,000 or more, annually. Due to the City’s partnership, a tent space is provided to distribute information about city-related services.
<b>4<sup>th</sup> of July Celebration</b>	<b>Annually – July</b>	A special event hosted in partnership with the City and provides an opportunity to disseminate information.
<b>Council of Neighbors Meeting</b>	<b>Monthly</b>	Monthly opportunity to present information to the leaders of neighborhood associations.
<b>Town Hall Meetings</b>	<b>Annually</b>	These occur once a year as a way to garner pivotal feedback from residents in order for the City to craft strategic plans regarding infrastructure.
<b>Right Way to Throw Away Day</b>	<b>Annually – April</b>	Every April, this allows the City the opportunity to collect hazardous waste from residents.
<b>Live at Five</b>	<b>Every Friday in April &amp; October</b>	These events provide the opportunity for the City to host information tables (when needed).
<b>Earth Day</b>	<b>Annually - April</b>	This event provides an opportunity for stormwater information to be disseminated.
<b>Additional Recyclables Collection Days</b>	<b>Year-Round</b>	With the success and demand presented through Right Way to Throw Away Day, additional days for recycling drop-offs will be coordinated by the Public Works department. This includes for America Recycles Day and the day after Christmas drop-off.

## Projects and Initiatives

The focus of the PPI Plan is to encourage flood preparedness best practices for the following key audiences:

- **PRIMARY: Repetitive Loss Property Owners/Renters**
- **PRIMARY: Property Owners/Renters in Flood Zones**
- **PRIMARY: Property Owners/Renters in Community Flood Hazard areas**
- SECONDARY: City of Hattiesburg Residents
- SECONDARY: Realtors/Insurance Agents/Bankers/Lenders
- SECONDARY: Builders

Based on the community needs assessment, prior understanding of CRS messaging and through the PPI Committee, the following 10 key messages were established as primary topics to be disseminated to the audiences. The first six are the same as the priority messages for CRS. Four more were added as they related to Hattiesburg's location, weather patterns and community needs.

1. Know your flood hazard.
2. Insure your property for your flood hazard.
3. Protect people from the flood hazard.
4. Protect property from the flood hazard.
5. Build responsibly.
6. Protect natural floodplain functions.
7. Everyone can buy flood insurance (even renters).
8. Have your emergency plan in place in advance.
9. Get permits before you build.
10. Seasonal storm planning (hurricane, flash-flooding, tornadoes and winter weather)

The PPI Plan's overall strategy hinges on the need for pertinent information regarding flood hazards and storm planning to be readily available to specific audiences so that they ultimately adopt behaviors that improve preparedness and decrease the amount of repetitive loss properties in the City of Hattiesburg.

Table 370-5 of this document provides a comprehensive list of the program elements, which include various public information pieces, website information and town flood hazard meetings -- all of which fall into three project type categories:

- Information Projects (IP): booklets or brochure-like pieces that can be made available upon request or placed in a public location for pick-up
- General Outreach (GO): information that is presented to general audiences through the use of mass media (website, news media, etc.)
- Targeted Outreach (TO): information presented to specific audiences from a targeted specific source (i.e. Letter from Mayor Barker to repetitive loss property owners in Wards 1-5).

All projects and initiatives will be implemented immediately in 2018-2019.

New proposed projects, developed through discussions via committee meetings, are highlighted below.

- Flood Hazard Brochure will be edited and redesigned to highlight the importance of understanding flood hazards, storm preparedness, flood insurance and protection of property for owners and renters. This will be available in public spaces, but also mailed out once a year to all residents.
- A letter, signed by Mayor Toby Barker, will be distributed to all residents regarding the importance of flood hazards, storm preparedness, flood insurance and protection of property for owners and renters.
- A letter from Mayor Barker, specific to the importance of flood insurance, to be distributed by insurance agents, bankers, lenders and realtors.
- A robust subsite will live at [hattiesburgms.com/stormcenter](http://hattiesburgms.com/stormcenter) inclusive of flood hazard maps, flood insurance information, storm preparedness for all weather events, proper dumping methods, proper management of storm drains and more. This site will also double as a go-to resource for storm updates pre, during and post elevated weather events.
  - Develop online toolkit for realtors, insurance agents, lenders and more for their ability to download and distribute to target audiences.
- The CRS Coordinator will work with the Mayor's Office to develop and host an inaugural storm preparedness "expo." This will provide an opportunity to present storm preparedness information to residents, but also proper dumping methods so that storm drains are not affected.
- The CRS Coordinator will work with the City's Chief Communications Officer to plan a Storm Ready Media Junket, twice a year (once before Hurricane season and once before winter storms) to allow local media the opportunity to interview and garner storm preparedness tips for traditional media audiences.
- The CRS Coordinator, with the Mayor's Office and City Council members, will host floodplain town hall meetings twice a year in each ward, to let property owners and renters know more about flood insurance, what can be done to reduce flood damage and storm preparedness.
- The CRS Coordinator will attend and present to at least two neighborhood association meetings monthly and one council of neighborhoods meeting quarterly.
- Incorporation of flood hazard, preparedness and response messaging in the city-wide newsletter, employee newsletter and social media channels.
- Integration of flood hazard, preparedness and response messaging to be distributed at events hosted by City partners.
- Partner with local neighborhood associations to disseminate monthly tips regarding flood hazards, preparedness, protection and response.

## Flood Response Preparations

**In addition to projects that are implemented annually, the PPI Committee also recommends projects that will be implemented during and after a flood.**

These projects are drafted and made ready for reproduction and dissemination after a flood warning. They are listed below and are also included in Table 370-6.

- Through the City's chief communications officer and coordination with the Forrest County Emergency Management District, develop a protocol for the Emergency Alert System recently acquired by the City of Hattiesburg, as it pertains to storm preparedness and response.
- The City's chief communications officer will provide updates to the local media regarding preparedness and response.
- Before, during and after a weather event, the City's online storm center ([hattiesburgms.com/stormcenter](http://hattiesburgms.com/stormcenter)) will be used as a housing center for all information regarding hazards, preparedness and response.
- After a weather event, packets of information will be handed out door to door in flooded neighborhoods. It will include contact information for all city services and utility information. It will also include 30, 60 and 90-day recovery tips inclusive of the permitting process, flood insurance, the inspection process and more.

## Annual Evaluation

Staff will review all projects as to effectiveness at least annually and draft an update as changes are made by the committee. The revisions will be submitted to City Council for review and as part of the City's annual recertification package to the Community Rating System.

## Plan Adoption

This document will be in effect upon adoption by the City of Hattiesburg City Council, proposed for December 18, 2018.

## Acronyms

**AE Zone:** 100-year floodplain mapping by FEMA with base flood elevations

**CFM:** Certified Floodplain Manager

**CRS:** Community Rating System

**EPIE:** Existing Public Information Efforts

**FRP:** Flood Response Preparation Projects

**OP:** Outreach Projects

**PPI:** Program for Public Information

**SFHA:** Special Flood Hazard Area

**X Shaded Zone:** Areas of 500-year flood; areas of 100-year flood with average depths of less than 1 foot or with drainage areas less than 1 square mile

**X Zone:** Areas determined to be outside of the 500-year floodplain

**Table 370-5**

**PPI Projects and Initiatives**

		<b>Outreach Projects (OP)</b>						
<b>Target Audience</b>	<b>Message</b>	<b>Outcome</b>	<b>Project(s) Proposed to support message</b>	<b>Project Type</b>	<b>Assignment</b>	<b>Schedule</b>	<b>Stakeholder</b>	
<b>#1. Repetitive Loss Property Owners/ Renters</b>	1.	Know your flood hazard.	Increase protection of people & properties and increase flood insurance policies for structures and content and to decrease pollution	OP#1 - Develop an Annual Flood Guide (Brochure) - updated with information on flood hazard preparedness, property protection (including financial assistance, flood insurance advice, on-site technical advice on possible protection measures), storm preparedness, safety tips and evacuation measures. This information will also be made available to the Public Library and listed as a resource in the Guide.	IP	CCO; CRS Coordinator; Planning	Complete by April 2019 with ongoing distribution	N/A
	2.	Insure your property for your flood hazard.						
	6.	Protect natural floodplain functions.						
	7.	Everyone can buy flood insurance (even renters).						
	2.	Insure your property for your flood hazard.	Increase number of structural and contents flood insurance policies	OP#3 - Distribute letter from Mayor Barker to all residents regarding flood insurance - even when you aren't in a flood zone.	TO	CCO; CRS Coordinator; Planning	During Flood Safety Awareness Week March 2019	N/A
	7.	Everyone can buy flood insurance (even renters).						
	1.	Know your flood hazard.	Increase protection of people & properties, maintain health throughout clean-up period and increase citizen awareness on safety measures	OP#6 - A robust subsite will live at hattiesburgms.com/stormcenter inclusive of flood hazard maps, flood insurance information, storm preparedness for all weather events, proper dumping methods, proper management of storm drains and more. This site will also double as a go-to resource for storm updates pre, during and post elevated weather events.	GO	CCO; CRS Coordinator; Planning	Live Dec 1, 2018	N/A
	3.	Protect people from the flood hazard.						
	8.	Have your emergency plan in place in advance.						
	10.	Seasonal storm planning (hurricane, flash-flooding, tornadoes and winter weather)						

**Table 370-5**

**PPI Projects and Initiatives**

**Outreach Projects (OP)**

Target Audience	Message	Outcome	Project(s) Proposed to support message	Project Type	Assignment	Schedule	Stakeholder	
<b>1. Repetitive Loss Property Owners/ Renters</b>	3.	Protect people from the flood hazard.	Increase citizens awareness on protecting themselves and their belongings	OP#10 - The CRS Coordinator, with the Mayor's Office and City Council members, will host floodplain town hall meetings twice a year in each ward, to let property owners and renters know more about flood insurance, what can be done to reduce flood damage and storm preparedness.	TO	CCO; CRS Coordinator; Planning	Start Immediately	Council Members, Neighborhood Associations
	7.	Everyone can buy flood insurance (even renters).						
	3.	Protect people from the flood hazard.	Increase citizens awareness on proper Storm Planning to protect lives and property	OP#12 - Integration of flood hazard, preparedness and response messaging to be distributed at events hosted by City partners.	GO	CCO & CRS Coordinator	Start Immediately	various City Partners
	7.	Everyone can buy flood insurance (even renters).						
	10.	Seasonal storm planning (hurricane, flash-flooding, tornadoes and winter weather)						
	3.	Protect people from the flood hazard.	Decrease number of rescues; reduce calls to 911 for non-life threatening emergencies, stop preventable accidents	OP#13 - Partner with local neighborhood associations to disseminate monthly tips regarding flood hazards, preparedness, protection and response.	TO	CCO & CRS Coordinator	Start Immediately	Neighborhood Associations
	7.	Everyone can buy flood insurance (even renters).	Increase number of flood contents insurance policies	OP#14 - Develop and mail postcards that explain the need for flood insurance even when you're not located within the SFHA.	TO	CCO & CRS Coordinator	Spring 2019	N/A

**Table 370-5**

**PPI Projects and Initiatives**

**Outreach Projects (OP)**

Target Audience	Message	Outcome	Project(s) Proposed to support message	Project Type	Assignment	Schedule	Stakeholder	
<b>1. Repetitive Loss Property Owners/ Renters</b>	5.	Build/Rebuild responsibly.	Increase the number of people getting technical assistance for better property protection and the reduction of repetitive loss properties and obtaining insurance for their belongings	OP#15 - Publicize the Flood Smart website (floodsmart.gov) through business cards on counters of planning, permits and water billing offices.	GO	CCO, CRS Coordinator & Planning Department & Water/Sewer Department	February 2019	N/A
	7.	Everyone can buy flood insurance (even renters).						
	2.	Insure your property for your flood hazard.	Increase number of structural and contents flood insurance policies	OP#16 - Discussions with homeowners and commercial property owners about flood risk and need for flood insurance.	TO	Insurance Agents, Real Estate Agents, Bankers and Lenders	Start Immediately	Neighborhood Associations
	7.	Everyone can buy flood insurance (even renters).						
	3.	Protect people from the flood hazard.	Decrease number of rescues; reduce calls to 911 for non-life threatening emergencies, stop preventable accidents	OP#17 - Handouts and fliers developed by the CRS Coordinator and mailed informing property owners of safety tips and evacuation processes.	TO	CCO & CRS Coordinator	April	N/A
	5.	Build/Rebuild responsibly.	Increase the number of citizens getting technical assistance for retrofitting and/or permits for compliance with all City regulations and responsible building	OP#18 - Brochure on steps to getting building permits within the flood zone and requirements of each permit.	TO	CCO & CRS Coordinator & Planning Department	Completed by Flood Awareness Week March 2019	Developers, Contractors, Neighborhood Associations
	9.	Get permits before you build.						

**Table 370-5**

**PPI Projects and Initiatives**

**Outreach Projects (OP)**

Target Audience	Message	Outcome	Project(s) Proposed to support message	Project Type	Assignment	Schedule	Stakeholder
<b>1. Repetitive Loss Property Owners/ Renters</b>	6. Protect natural floodplain functions.	Lack of water pollution and dumping in storm drains	OP#19 - Place "NO DUMPING" signs in areas where frequent dumping has been observed.	GO	Public Works Department	February 2019	Neighborhood Associations
	3. Protect people from the flood hazard.	Decrease number of rescues; reduce calls to 911 for non-life threatening emergencies, stop preventable accidents	OP#20 - Create refrigerator magnets to be placed in homes and businesses with flood safety tips.	TO	CCO & CRS Coordinator	Summer 2019	N/A
<b>#2. Property Owners/ Renters in Flood Zones</b>	1. Know your flood hazard.	Increase protection of people & properties and increase flood insurance policies for structures and content and to decrease pollution	OP#1 - Develop an Annual Flood Guide (Brochure) - updated with information on flood hazard preparedness, property protection (including financial assistance, flood insurance advice, on-site technical advice on possible protection measures), storm preparedness, safety tips and evacuation measures. This information will also be made available to the Public Library and listed as a resource in the Guide.	IP	CCO; CRS Coordinator; Planning	Complete by April 2019 with ongoing distribution	N/A
	2. Insure your property for your flood hazard.						
	6. Protect natural floodplain functions.						
	7. Everyone can buy flood insurance (even renters).						
	2. Insure your property for your flood hazard.	Increase number of structural and contents flood insurance policies	OP#3 - Distribute letter from Mayor Barker to all residents regarding flood insurance - even when you aren't in a flood zone.	TO	CCO; CRS Coordinator; Planning	During Flood Safety Awareness Week March 2019	N/A
	7. Everyone can buy flood insurance (even renters).						

**Table 370-5**

**PPI Projects and Initiatives**

**Outreach Projects (OP)**

Target Audience	Message	Outcome	Project(s) Proposed to support message	Project Type	Assignment	Schedule	Stakeholder
<b>#2. Property Owners/ Renters in Flood Zones</b>	2. Insure your property for your flood hazard.	Increase number of structural and contents flood insurance policies	OP#4 - Distribute National Flood Insurance Program (NFIP) literature to new home buyers and property owners/renters.	TO	Real Estate Agents/Insurance Agents/Bankers/ Lenders	Summer 2019	Realtors, Insurance Agents, Lenders, Neighborhood Associations
	7. Everyone can buy flood insurance (even renters).						
	2. Insure your property for your flood hazard.	Increase number of structural and contents flood insurance policies	OP#5 - A letter from Mayor Barker, specific to the importance of flood insurance, to be distributed by insurance agents, bankers, lenders and realtors.	TO	Real Estate Agents/Insurance Agents/Bankers/ Lenders	Summer 2019	N/A
	7. Everyone can buy flood insurance (even renters).						
	1. Know your flood hazard.	Increase protection of people & properties, maintain health throughout clean-up period and increase citizen awareness on safety measures	OP#6 - A robust subsite will live at hattiesburgms.com/stormcenter inclusive of flood hazard maps, flood insurance information, storm preparedness for all weather events, proper dumping methods, proper management of storm drains and more. This site will also double as a go-to resource for storm updates pre, during and post elevated weather events.	GO	CCO; CRS Coordinator; Planning	Live Dec 1, 2018	N/A
	3. Protect people from the flood hazard.						
	8. Have your emergency plan in place in advance.						
	10. Seasonal storm planning (hurricane, flash-flooding, tornadoes and winter weather)						
	3. Protect people from the flood hazard.	Increase citizens awareness on protecting themselves and their belongings	OP#10 - The CRS Coordinator, with the Mayor's Office and City Council members, will host floodplain town hall meetings twice a year in each ward, to let property owners and renters know more about flood insurance, what can be done to reduce flood damage and storm preparedness.	TO	CCO; CRS Coordinator; Planning	Start Immediately	Council Members, Neighborhood Associations
	7. Everyone can buy flood insurance (even renters).						

Table 370-5

PPI Projects and Initiatives

Outreach Projects (OP)

Target Audience	Message	Outcome	Project(s) Proposed to support message	Project Type	Assignment	Schedule	Stakeholder
<b>#2. Property Owners/ Renters in Flood Zones</b>	5. Build/Rebuild responsibly.	Increase the number of citizens getting technical assistance for retrofitting and/or permits for compliance with all City regulations and responsible building	OP#18 - Brochure on steps to getting building permits within the flood zone and requirements of each permit.	TO	CCO & CRS Coordinator & Planning Department	Completed by Flood Awareness Week March 2019	Developers, Contractors, Neighborhood Associations
	9. Get permits before you build.						
	6. Protect natural floodplain functions.	Lack of water pollution and dumping in storm drains	OP#19 - Place "NO DUMPING" signs in areas where frequent dumping has been observed.	GO	Public Works Department	February 2019	Neighborhood Associations
	3. Protect people from the flood hazard.	Decrease number of rescues; reduce calls to 911 for non-life threatening emergencies, stop preventable accidents	OP#20 - Create refrigerator magnets to be placed in homes and businesses with flood safety tips.	TO	CCO & CRS Coordinator	Summer 2019	N/A
<b>#3. Property Owners/ Renters in Community Flood Hazard Areas</b>	1. Know your flood hazard.	Increase protection of people & properties and increase flood insurance policies for structures and content and to decrease pollution	OP#1 - Develop an Annual Flood Guide (Brochure) - updated with information on flood hazard preparedness, property protection (including financial assistance, flood insurance advice, on-site technical advice on possible protection measures), storm preparedness, safety tips and evacuation measures. This information will also be made available to the Public Library and listed as a resource in the Guide.	IP	CCO; CRS Coordinator; Planning	Complete by April 2019 with ongoing distribution	N/A
	2. Insure your property for your flood hazard.						
	6. Protect natural floodplain functions.						
	7. Everyone can buy flood insurance (even renters).						

**Table 370-5**

**PPI Projects and Initiatives**

		<b>Outreach Projects (OP)</b>						
<b>Target Audience</b>	<b>Message</b>	<b>Outcome</b>	<b>Project(s) Proposed to support message</b>	<b>Project Type</b>	<b>Assignment</b>	<b>Schedule</b>	<b>Stakeholder</b>	
<b>#3. Property Owners/ Renters in Community Flood Hazard Areas</b>	7.	Everyone can buy flood insurance (even renters).	Increase number of flood contents insurance policies	OP#2 - Map inquiry service - Advertise map services via hattiesburgms.com/stormcenter and in bi-monthly newsletter.	GO	CCO; CRS Coordinator; Planning	Start Immediately	N/A
	3.	Protect people from the flood hazard.	Increase citizens awareness on protecting themselves and their belongings	OP#3 - Distribute letter from Mayor Barker to all residents regarding flood insurance - even when you aren't in a flood zone.	GO	CCO; CRS Coordinator; Planning	During Flood Safety Awareness Week March 2019	N/A
	7.	Everyone can buy flood insurance (even renters).						
	3.	Protect people from the flood hazard.	Increase citizens awareness on protecting themselves and their belongings	OP#4 - Distribute National Flood Insurance Program (NFIP) literature to new home buyers and property owners/renters.	TO	Real Estate Agents/Insurance Agents/Bankers/ Lenders	Summer 2019	Realtors, Insurance Agents, Lenders, Neighborhood Associations
	7.	Everyone can buy flood insurance (even renters).						
	3.	Protect people from the flood hazard.	Increase citizens awareness on protecting themselves and their belongings	OP#5 - A letter from Mayor Barker, specific to the importance of flood insurance, to be distributed by insurance agents, bankers, lenders and realtors.	TO	Real Estate Agents/Insurance Agents/Bankers/ Lenders	Summer 2019	N/A
	7.	Everyone can buy flood insurance (even renters).						
	1.	Know your flood hazard.	Increase protection of people & properties, maintain health throughout clean-up period and increase citizen awareness on safety measures	OP#6 - A robust subsite will live at hattiesburgms.com/stormcenter inclusive of flood hazard maps, flood insurance information, storm preparedness for all weather events, proper dumping methods, proper management of storm drains and more. This site will also double as a go-to resource for storm updates pre, during and post elevated weather events.	GO	CCO; CRS Coordinator; Planning	Live Dec 1, 2018	N/A
	3.	Protect people from the flood hazard.						
	8.	Have your emergency plan in place in advance.						
10.	Seasonal storm planning (hurricane, flash-flooding, tornadoes and winter weather)							

Table 370-5

PPI Projects and Initiatives

Outreach Projects (OP)

Target Audience	Message	Outcome	Project(s) Proposed to support message	Project Type	Assignment	Schedule	Stakeholder	
<b>#3. Property Owners/ Renters in Community Flood Hazard Areas</b>	3.	Protect people from the flood hazard.	Increase citizens awareness on protecting themselves and their belongings	OP#10 - The CRS Coordinator, with the Mayor's Office and City Council members, will host floodplain town hall meetings twice a year in each ward, to let property owners and renters know more about flood insurance, what can be done to reduce flood damage and storm preparedness.	TO	CCO; CRS Coordinator; Planning	Start Immediately	Council Members, Neighborhood Associations
	7.	Everyone can buy flood insurance (even renters).						
	5.	Build/Rebuild responsibly.	Increase the number of citizens getting technical assistance for retrofitting and/or permits for compliance with all City regulations and responsible building	OP#18 - Brochure on steps to getting building permits within the flood zone and requirements of each permit.	TO	CCO & CRS Coordinator & Planning Department	Completed by Flood Awareness Week March 2019	Developers, Contractors, Neighborhood Associations
	9.	Get permits before you build.						
	6.	Protect natural floodplain functions.	Lack of water pollution and dumping in storm drains	OP#19 - Place "NO DUMPING" signs in areas where frequent dumping has been observed.	GO	Public Works Department	February 2019	Neighborhood Associations
	3.	Protect people from the flood hazard.	Increase protection of people & properties and reduce number of non-life- threatening emergency calls to 911 to allow faster service to the life-threatening issues	OP#20 - Create refrigerator magnets to be placed in homes and businesses with flood safety tips.	TO	CCO & CRS Coordinator	Summer 2019	N/A
	4.	Protect property from the flood hazard.						

**Table 370-5**

**PPI Projects and Initiatives**

**Outreach Projects (OP)**

Target Audience	Message	Outcome	Project(s) Proposed to support message	Project Type	Assignment	Schedule	Stakeholder	
<b>#4. City of Hattiesburg Residents</b>	2.	Insure your property for your flood hazard.	Increase number of structural and contents flood insurance policies	OP#3 - Distribute letter from Mayor Barker to all residents regarding flood insurance - even when you aren't in a flood zone.	GO	CCO; CRS Coordinator; Planning	During Flood Safety Awareness Week March 2019	N/A
	7.	Everyone can buy flood insurance (even renters).						
	3.	Protect people from the flood hazard.	Increase citizens awareness, thus protecting people, properties and our environment	OP#8 - The CRS Coordinator will work with the Mayor's Office to develop and host an inaugural storm preparedness "expo." This will provide an opportunity to present storm preparedness information to residents, but also proper dumping methods so that storm drains are not affected.	GO	CCO; CRS Coordinator; Planning	Summer 2019	EOC, Utility Companies, Red Cross, MDOT, Neighborhood Associations others as expo needs are identified others as expo needs are identified
	4.	Protect property from the flood hazard.						
	6.	Protect natural floodplain functions.						
	10.	Seasonal storm planning (hurricane, flash-flooding, tornadoes and winter weather)						
	3.	Protect people from the flood hazard.	Increase citizens awareness on proper Storm Planning to protect lives and property	OP#11 - Incorporation of flood hazard, preparedness and response messaging in the city-wide newsletter, employee newsletter and social media channels.	GO	CCO	Start Immediately	N/A
	7.	Everyone can buy flood insurance (even renters).						
	10.	Seasonal storm planning (hurricane, flash-flooding, tornadoes and winter weather)						
	3.	Protect people from the flood hazard.	Increase citizens awareness on proper Storm Planning to protect lives and property	OP#12 - Integration of flood hazard, preparedness and response messaging to be distributed at events hosted by City partners.	GO	CCO & CRS Coordinator	Start Immediately	various City Partners
	7.	Everyone can buy flood insurance (even renters).						
	10.	Seasonal storm planning (hurricane, flash-flooding, tornadoes and winter weather)						

**Table 370-5**

**PPI Projects and Initiatives**

**Outreach Projects (OP)**

Target Audience	Message	Outcome	Project(s) Proposed to support message	Project Type	Assignment	Schedule	Stakeholder
<b>#4. City of Hattiesburg Residents</b>	3. Protect people from the flood hazard.	Increase citizens awareness on proper Storm Planning to protect lives and property	OP#13 - Partner with local neighborhood associations to disseminate monthly tips regarding flood hazards, preparedness, protection and response.	TO	CCO & CRS Coordinator	Start Immediately	Neighborhood Associations
	7. Everyone can buy flood insurance (even renters).						
	10. Seasonal storm planning (hurricane, flash-flooding, tornadoes and winter weather)						
<b>#5. Realtors/ Insurance Agents/ Bankers/ Lenders</b>	1. Know your flood hazard.	Increase protection of people & properties and increase flood insurance policies for structures and content and to decrease pollution and the number of structural damages	OP#1 - Develop an Annual Flood Guide (Brochure) - updated with information on flood hazard preparedness, property protection (including financial assistance, flood insurance advice, on-site technical advice on possible protection measures), storm preparedness, safety tips and evacuation measures. This information will also be made available to the Public Library and listed as a resource in the Guide.	IP	CCO; CRS Coordinator; Planning	Complete by April 2019 with ongoing distribution	N/A
	2. Insure your property for your flood hazard.						
	4. Protect property from the flood hazard.						
	6. Protect natural floodplain functions.						
	7. Everyone can buy flood insurance (even renters).						
	2. Insure your property for your flood hazard.	Increase disclosure methods and Increase number of structural and contents flood insurance policies	OP #7 - Develop online toolkit for realtors, insurance agents, lenders and more for their ability to download and distribute to target audiences.	TO	CCO; CRS Coordinator; Planning	Summer 2019	Realtors, Insurance Agents, Lenders
	7. Everyone can buy flood insurance (even renters).						

Table 370-5

PPI Projects and Initiatives

Outreach Projects (OP)

Target Audience	Message	Outcome	Project(s) Proposed to support message	Project Type	Assignment	Schedule	Stakeholder
5. Realtors/ Insurance Agents/ Bankers/ Lenders	10. Seasonal storm planning (hurricane, flash-flooding, tornadoes and winter weather)	Increase citizens awareness on proper Storm Planning to protect lives and property	OP#9 - The CRS Coordinator will work with the City's Chief Communications Officer to plan a Storm Ready Media Junket, twice a year (once before Hurricane season and once before winter storms) to allow local media the opportunity to interview and garner storm preparedness tips for traditional media audiences.	GO	CCO; CRS Coordinator; Planning	Completed by Flood Awareness Week March 2019 and update for September-October 2019	Local Media
#6. Builders	7. Everyone can buy flood insurance (even renters).	Increase number of flood contents insurance policies	OP#2 - Map inquiry service - Advertise map services via hattiesburgms.com/stormcenter and in bi-monthly newsletter.	GO	CCO; CRS Coordinator; Planning	Start <b>Immediately</b>	N/A
	5. Build/Rebuild responsibly.	Increase the number of citizens getting technical assistance for retrofitting and/or permits for compliance with all City regulations and responsible building	OP#18 - Brochure on steps to getting building permits within the flood zone and requirements of each permit.	TO	CCO & CRS Coordinator & Planning Department	Completed by Flood Awareness Week March 2019	Developers, Contractors, Neighborhood Associations
	9. Get permits before you build.						

Table 370-6

Flood Response Preparation Projects (FRP)

Outreach Projects (OP)

Target Audience	Message	Outcome	Project(s) Proposed to support message	Project Type	Assignment	Schedule	Stakeholder
<b>#1: Repetitive Loss Property Owners/Renters</b>  <b>#2: Property Owners/Renters in Flood Zones</b>  <b>#3: Property Owners/Renters in Community Flood Hazard areas</b>  <b>#4: City of Hattiesburg Residents</b>	3. Protect people from the flood hazard.	Increase citizens awareness on proper Storm Planning to protect lives and property	FRP#1 - Through the City's chief communications officer and coordination with the Forrest County Emergency Management District, develop a protocol for the Emergency Alert System recently acquired by the City of Hattiesburg, as it pertains to storm preparedness and response.	TO	CCO	Completed by March 2019	EMD/EOC
	10. Seasonal storm planning (hurricane, flash-flooding, tornadoes and winter weather)						
<b>#4: City of Hattiesburg Residents</b>	3. Protect people from the flood hazard.	Increase citizens awareness on proper Storm Planning to protect lives and property	FRP#2 -The City's chief communications officer will provide updates to the local media regarding preparedness and response.	GO	CCO	Start Immediately	Local Media
	10. Seasonal storm planning (hurricane, flash-flooding, tornadoes and winter weather)						
	3. Protect people from the flood hazard.	Increase citizens awareness on proper Storm Planning to protect lives and property	FRP#3 -Before, during and after a weather event, the City's online storm center (hattiesburgms.com/stormcenter) will be used as a housing center for all information regarding hazards, preparedness and response.	GO	CCO & CRS Coordinator	Start Immediately	N/A
	10. Seasonal storm planning (hurricane, flash-flooding, tornadoes and winter weather)						

Table 370-6

**Flood Response Preparation Projects (FRP)**

**Outreach Projects (OP)**

Target Audience	Message	Outcome	Project(s) Proposed to support message	Project Type	Assignment	Schedule	Stakeholder
<b>#1: Repetitive Loss Property Owners/Renters</b>  <b>#2: Property Owners/Renters in Flood Zones</b>  <b>#3: Property Owners/Renters in Community Flood Hazard areas</b>	3. Protect people from the flood hazard.	<b>Increase protection of people and the number requesting technical assistance for better property protection, the reduction of repetitive loss properties and decreasing pollution and the number of structures being repaired without permits</b>	FRP#4 -After a weather event, packets of information will be handed out door to door in flooded neighborhoods. It will include contact information for all city services and utility information. It will also include 30, 60 and 90-day recovery tips inclusive of the permitting process, flood insurance, the inspection process and more.	TO	CRS Coordinator	Start Immediately	Utility Companies, Neighborhood Associations
	4. Protect property from the flood hazard.						
	5. Build/Rebuild responsibly.						
	6. Protect natural floodplain functions						
	9. Get permits before you build.						
<b>#4: City of Hattiesburg Residents</b>	3. Protect people from the flood hazard.	<b>Increase protection of people and the number requesting technical assistance for better property protection, the reduction of repetitive loss properties and decreased pollution</b>	FRP#5 - Post flood permit publicly (website, social media, news media)		CCO & CRS Coordinator	Start Immediately	Local Media
	4. Protect property from the flood hazard.						
	5. Build/Rebuild responsibly.						
	6. Protect natural floodplain functions						