

**Program for Public Information
Annual Evaluation Report
2018**

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

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

The PPI was developed over several years and finalized and adopted in late 2015. Over 100 projects were identified. Roughly 60 of those projects were ongoing projects already being implemented by various departments. The other 50 were developed by the PPI Committee. Through the process of developing the PPI, the committee built upon the six required CRS topics with three additional topics and identified 11 target audiences to whom the outreach messages should be delivered. JUMP has been implementing the PPI for three years.

The PPI Committee is tasked with evaluating the PPI each year to ensure the projects maintain their relevance and feasibility and to track progress and outcomes. The PPI Committee met on August 21, 2018 to work through the evaluation process. The list of committee members who attended the meeting can be found at the end of this report.

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

Outreach Projects (OP):

- Discontinued the following outreach projects because they are too closely related to another project or are not feasible to implement:
 - OP#5 Annual Senior Luncheon - Table
 - OP#104 Excerpt for BOAL Newsletter
 - OP#108 National PrepareAthon Day

For ease of viewing, the spreadsheet that starts on page 4 includes only the projects agreed upon for continuation. To request a copy of the master list of original projects, contact Maggie Talley at mtalley@jeffparish.net.

At the meeting, the committee broke into teams and played several rounds of Family Feud - Floodplain Edition where everyone's PPI knowledge was tested. The committee then reviewed the projects that were accomplished this year including new images of Marsha with an umbrella, in a kayak, and with a broom sweeping a catch basin. A major project to come to life this year was the launch of the Brooms to Basins Campaign which encourages homeowners to adopt the catch basin near their house to clean and maintain.

Goal 2 of the four PPI goals is to increase flood insurance coverage across all jurisdictions. As part of the annual evaluation, the PPI Committee reviewed the Flood Insurance Assessment and analyzed 2018 NFIP policy data to gauge if completed projects had a positive effect on Jefferson Parish's flood insurance policy count.

Policy Count Change					Total from 2015-2018	
Community	2015	2016	2017	2018	Count	%
JP	92,214	88,838	88,406	86,875	-5,339	-6%
Gretna	3,408	3,134	3,106	3,115	-293	-9%
Harahan	2,526	2,433	2,498	2,577	51	2%
Kenner	15,618	15,278	15,451	16,026	408	3%
Westwego	1,376	1,231	1,256	1,272	-104	-8%
Jean Lafitte	255	252	247	271	16	6%
Total (Parishwide)	115,397	111,166	110,964	110,136	-5,261	-11%

Table 1 – Policy Count Change From 2015-2018

As noted in Table 1, policy count is down 11% parish-wide from when JUMP developed and started implementing the PPI in 2015. Considering that new Flood Insurance Rate Maps became effective on February 2, 2018 for Jefferson Parish and more than 40,000 parcels moved from Zone AE (high risk) to Zone X (low risk), this is a respectable count.

Tables 2 and 3 on the next page provide an overview of changes in policy count by flood zone. Properties in Zone A/AE, AO, and VE are required to carry flood insurance if there is a federally backed mortgage on the property. Zone X properties are not required by law to have a flood insurance policy. Tables 2 and 3 show that there was a decrease in policies for every community in Zone A/AE and AO except for Jean Lafitte. Conversely, there was an increase in policies for Zone X for every community. The majority of these changes occurred between 2017 and 2018 (Table 3) which implies that the map change is the reason. For instance, when looking at the policy count for unincorporated Jefferson Parish from 2015-2018 (Table 2), the policies in Zone A/AE went down by 16,812 policies; however, 15,458 of those policies decreased from 2017-2018 (Table 3) when the new map went into effect. It's not that these policies are no longer active; the policy holder simply switched flood zones. The trend is similar for Zone X policy counts. The amount of policies in Zone X increased more for every community from 2017-2018 than it did from 2015-2018.

Flood Insurance Policies by Flood Zone

Zone	Community	Policies	Total Coverage
A/AE	JP	-16,812	(\$3,624,914,900)
	Gretna	-371	(\$70,262,100)
	Harahan	-404	(\$106,876,600)
	Kenner	-3906	(\$950,731,300)
	Westwego	-129	(\$18,990,400)
	Jean Lafitte	18	\$7,606,500
AO	JP	-77	(\$11,492,300)
VE	JP	40	\$2,798,900
X	JP	11,533	\$3,755,529,900
	Gretna	78	\$48,642,500
	Harahan	455	\$172,000,300
	Kenner	4318	\$1,364,763,600
	Westwego	25	\$23,278,700

Table 2 Coverage change from 2015-2018

Zone	Community	Policies	Total Coverage
A/AE	JP	-15,458	(\$3,623,193,900)
	Gretna	-225	(\$46,472,600)
	Harahan	-423	(\$117,722,600)
	Kenner	-3,847	(\$1,007,568,900)
	Westwego	-79	(\$16,518,900)
	Jean Lafitte	24	\$7,825,800
AO	JP	-72	(\$15,942,400)
VE	JP	15	\$534,400
X	JP	13,984	\$4,198,464,400
	Gretna	234	\$63,548,300
	Harahan	502	\$168,337,200
	Kenner	4,422	\$1,386,585,800
	Westwego	95	\$29,144,000

Table 3 Coverage change from 2017-2018

Even though we lost a collective 5,261 policies since the inception of this Program for Public Information three years ago, we only lost a collective 828 policies since 2017 (Table 1). That is a significant improvement. It appears that implementing the PPI projects may be having a positive effect on helping JUMP communities attain its PPI goal of increasing flood insurance policies (or at least slowing the dropped policies). The data tables tell us that we need to focus our efforts on property owners of Zone X structures to encourage them to get or maintain a flood insurance policy even though it is not required. We also need to continue to promote flood insurance to all property owners so that they are protecting their investments.

After reviewing the Flood Insurance Assessment, the committee participated in a group activity in which each group provided suggestions/comments on eight new sketches of Marsha representing different hazards. The feedback was compiled by image and is attached at the end of this report. JUMP will take these suggestions into consideration as the new images of Marsha are incorporated into existing projects or projects that get drafted in the coming year.

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

This evaluation report was submitted to the Jefferson Parish Council on December 27, 2018.

Outreach Projects (OP)	Priority Audience(s)	Message	Anticipated Outcomes	Require Design?	Who Will Complete?	Stakeholder to Deliver Project?	Proposed Schedule	Proposed Start Date	CRS Community to Get Credit	Oct 2015-Sept 2016 Implementation	Measured Outcomes	Recommendations	Oct 2016-Sept 2017 Implementation	Measured Outcomes	Recommendations	Oct 2017-Sept 2018 Implementation	Measured Outcomes	Recommendations	
Outreach Projects (OP)																			
OP#1 Grant opportunities to RL/SRL homeowners-mailout	1.SRL/RL Properties	Mitigation grants may be available for your property based on flood claims history. Contact the Jefferson Parish Department of Floodplain Management and Hazard Mitigation at 504-736-6540 to find out if you are eligible.	Increase the number of mitigated structures in the parish	No	Floodplain Management and HM	-	annually	-	All	mailed out at the beginning of the HMA 2016 Grant Cycle	165 applications received	continue	distributed in August 2017 at the beginning of the HMA 2017 Grant Cycle	209 applications received	continue	Mailed out in September 2018 just prior to the beginning of the HMA 2018 grant cycle	92 applications received	continue	
OP#3 Mailout to RL Areas	1.SRL/RL Properties	Based on your structure's history of flooding, you may be at a high risk for future flooding.	Inform RL HO of their risk and decrease # of flood claims	No	Floodplain Management and HM and Code Enforcement	-	annually	-	All	sent letter	residents inquire about grants	continue; change project from newsletter to just letter	sent mailer out in July 2017	residents inquire about flood zone and grants	continue	sent mailer out in September 2018	residents inquire about flood zone and grants	continue	
OP#4 Senior Expo	2.Senior Citizens	Know your flood hazard. Purchase flood insurance. Be safe in a flood. Protect your property from flood damage. Get necessary permits. Clean catch basins. Prepare for Hurricane Season.	Inform Seniors of Flood Safety and Insurance so they stay safe	No	Citizens Affairs	-	every March	-	All	participated in March 2016	Senior citizens better informed of flood risk	continue	participated in March 2017	Senior citizens better informed of flood risk	continue	Participated in March 2018	Senior citizens better informed of flood risk	continue	
OP#7 Brochure-Storm Water Program (2 languages)	10.Non-English Speakers (Span, Viet)	Keep drains clean from auto, yard, pet, cooking, and construction wastes.	Reduce the number of calls for drainage maintenance; cleaner Lake Pontchartrain	No	Envir Affairs	-	year-round	-	JP	ongoing	clean water samples	continue	ongoing	clean water samples	continue	ongoing	clean water samples	continue	
	11.General Public			No						ongoing	clean water samples	continue	ongoing	clean water samples	continue	ongoing	clean water samples	continue	
OP#8 Curb Marker (2 languages)	10.Non-English Speakers (Span, Viet)	No dumping in storm drains.	Reduce the number of calls for drainage maintenance; cleaner Lake Pontchartrain	No	Envir Affairs	-	year-round	-	JP	ongoing	clean water samples	continue	ongoing	less trash to get into the storm drains improving water quality and reducing flooding	continue	ongoing	less trash to get into the storm drains improving water quality and reducing flooding	continue	
	11.General Public			No						ongoing	clean water samples	continue	ongoing	less trash to get into the storm drains improving water quality and reducing flooding	continue	ongoing	less trash to get into the storm drains improving water quality and reducing flooding	continue	
OP#9 Brooms to Basins	11.General Public	Keep storm drains clean and free of debris.	Improved drainage system and fewer complaints of backups	No	Floodplain Management	-	year-round	-	JP	ongoing	starting to track complaints	continue	ongoing	less trash to get into the storm drains improving water quality and reducing flooding	continue	ongoing	less trash to get into the storm drains improving water quality and reducing flooding	continue	
OP#11 Safe House Open Houses	11.General Public	Safe Houses have been fortified to keep the pump operators safe during hurricanes.	Residents are more likely to evacuate	No	Drainage	-	annually	-	JP	provided at beginning of Hurricane Season	Too early to tell; no mandatory evacuation this year	continue	provided on the EB and WB at the beginning of Hurricane Season	Too early to tell; no mandatory evacuation this year	continue	provided on the EB and WB at the beginning of Hurricane Season	no mandatory evacuation this year	continue	

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OP#12 Brochure-All Hazards Preparedness Guide	11.General Public	Hurricanes can produce major flooding in Jefferson Parish. Ensure your property is protected from wind and flood. Check that your flood insurance policy is current and consider a separate policy for your contents. Renters can get flood insurance too. Evacuate to higher ground.	Residents learn how to prepare for hurricanes and have smoother evacuations	No	Emergency Management	-	year-round	-	All	ongoing	Too early to tell; no mandatory evacuation or hurricane this year	continue	ongoing	Too early to tell; no mandatory evacuation or hurricane this year	continue	ongoing	no mandatory evacuation or hurricane this year	continue
OP#14 Presentations by request	11.General Public	Various Emergency Management and Hurricane Preparedness topics	Residents learn how to prepare for multi-hazards and protect themselves and their property	No	Emergency Management	-	year-round	-	JP	ongoing	residents have information on how to be better prepared	continue	ongoing; conducted more than 6 this year	residents have information on how to be better prepared	continue	ongoing; conducted 4 this year	residents have information on how to be better prepared	continue
OP#15 Brochures on Display at Office	11.General Public	Various Emergency Management/Flood/Hurricane-related topics	Residents learn how to prepare for hurricanes and increase number of insurance policies	No	Emergency Management	FEMA	year-round	-	JP	ongoing	readers have information on how to be better prepared	continue	ongoing	readers have information on how to be better prepared	continue	ongoing	readers have information on how to be better prepared	continue
OP#16 Hurricane Preparedness Day	11.General Public	Hurricanes can produce major flooding in Jefferson Parish. Ensure your property is protected from wind and flood. Check that your flood insurance policy is current and consider a separate policy for your contents. Renters can get flood insurance too. Evacuate to higher ground.	Residents learn how to prepare for hurricanes and increase number of insurance policies; smoother evacuations	No	Emergency Management	-	every May	-	JP	Held May 23, 2016	too soon to tell	continue	Held June 1, 2017	no mandatory evacuation or hurricane this year	continue	Held on May 30, 2018	no mandatory evacuation or hurricane this year	continue
OP#22 Christmas Tree Recycling Program	11.General Public	Donate your Christmas tree and restore the marsh.	Rebuild and/or increase marsh area	No	Envir Affairs	-	every January	-	JP	ongoing	over 10,000 trees placed in shoreline fences in Goose Bayou in 2016	continue	participated on January 14, 2017	over 5,000 trees placed in shoreline fences in Goose Bayou to restore and protect Jefferson Parish's coastal wetlands	continue	Participated on January 20th, 2018	over 5,000 trees placed in shoreline fences in Goose Bayou to restore and protect Jefferson Parish's coastal wetlands	continue
OP#23 Lake Pontchartrain Basin Foundation (LPBF) Sweep	11.General Public	Protect the fish and turtles in Lake Pontchartrain by keeping trash out.	Maintain high levels of water quality and protect natural habitats	No	Envir Affairs	LPBF	every March and Sept	-	All	participated on April 2, 2016 and Sept 17, 2016	1512 volunteers collected 11,728 lbs trash	continue	participated on May 20, 2017 and Sept 16, 2017	1331 volunteers collected 13,719 lbs of trash and 120 lbs of recycling	continue	Participated on March 24, 2018 and Sept 15, 2018	for the Spring Sweep-690 volunteers collected 33,920 lbs of trash; for the Beach Sweep-926 volunteers collected 58,665 lbs of trash and 40 lbs of recycling	continue

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OP#24 "Sewer Science" Water Treatment Lab in High Schools	11.General Public	Don't trash the Mississippi River. We rely on it for drinking water.	High school students learn about the environment; maintain high levels of water quality and protect natural habitats	No	Envir Affairs	-	Sept-March annually	-	JP	completed in 2015-16	better informed students	continue	completed in 2016-2017 school year	better informed students lead to improved water quality	continue	completed in 2017-2018 school year	better informed students lead to improved water quality	continue
OP#29 Patrick Taylor Storm Drain Marking Event	11.General Public	Pick up litter to make the community "Cleaner and Greener". No dumping in storm drains.	Learn stream dumping regulations and improve drainage; maintain high levels of water quality and protect natural habitats	No	Envir Affairs	-	every March	-	JP	participated in March 2016	clean water samples and no dead zones	continue	80 students participated in May 2017	students learn to treat the environment well; less flooding in area and improved water quality	continue	42 students participated on March 15th, 2018	students learn to treat the environment well; less flooding in area and improved water quality	continue
OP#33 Leaders Against Litter	11.General Public	Keep debris out of drains and ditches.	Learn stream dumping regulations and improve drainage; maintain high levels of water quality and protect natural habitats	No	Envir Affairs	-	every March	-		Participated in event held March 18, 2016 at Lafreniere Park	less trash to get into the storm drains	continue	Participated in event held March 10, 2017	over 100 bags of trash were collected by more than 15 community leaders; less trash to get into the storm drains improves water quality and reduces flooding	continue	Participated in an event March 23, 2018.	statewide, 1,657 total volunteer hours were spent picking up 267,765 lbs of litter; less trash to get into the storm drains improves water quality and reduces flooding	continue
OP#35 Map inquiry service	11.General Public	You may live in the Special Flood Hazard Area. Find out by requesting a flood zone determination online at www.jeffparish.net/index.aspx?page=3781 or call 504-736-6541.	Increase # of online requests and calls for zone designation	No	Floodplain Management and HM	-	year-round	-	All	ongoing	inquiries increased from 345 to 1,582 in one year	continue	ongoing	inquiries increased from 1,582 to 2,235 since last year	continue	ongoing	inquiries increased from 2,235 to over 10,000 since last year (new map became effective)	continue
OP#36 JP TV Channel (Hurricane Season PSAs, Evacuation Exercise, etc)	11.General Public	Hurricanes can produce major flooding in Jefferson Parish. Know your evacuation plan and get to higher ground.	Residents learn how to prepare for hurricanes and increase number of insurance policies; smoother evacuations	No	Public Information Office	-	year-round	-	JP	ongoing	no hurricanes or evacuations this year; policies decreased	continue; need to request how many hits various topics receive	ongoing	no hurricanes or evacuations this year; policies decreased	continue	ongoing	no hurricanes or evacuations this year; policies decreased	continue
OP#37 Flyers/handouts at office	11.General Public	Flooding can happen anytime. Retrofit your property to protect it from flood waters. Buy flood insurance.	Inform residents of the cost of flooding and increase the # of flood insurance policies	No	Floodplain Management and HM; Code Enforcement	-	year-round	-	All	ongoing	policy count down in 2016	continue but engage residents in conversation about the issues	ongoing	the public is better informed on flood protection	continue	ongoing	the public is better informed on flood protection	continue
OP#38 Water bill mail out	11.General Public	Know your flood hazard. Purchase flood insurance. Be safe in a flood. Protect your property from flood damage. Get necessary permits. Clean catch basins.	Citizens will be better prepared for floods and have fewer flood claims; increase number of online flood zone determination requests; protect natural habitats.	No	Floodplain Management and HM	-	annually	-	JP, Gretna, Harahan, Kenner, Jean Lafitte	sent with August 2016 water bill	received requests for four site visits this past year (Oct 2015-Sep 2016) compared to one the year before	continue	sent with August 2017 water bill	received requests for 6 site visits this past year	continue	Sent with August 2018 water bill.	received requests for 6 site visits this past year	continue

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OP#39 Site visits	11.General Public	Call the Hazard Mitigation Office at 504-736-6541 to schedule a site visit to learn ways to retrofit or mitigate your property against flood waters.	Answer site-specific questions and encourage HOAs to mitigate; increase # of mitigated structures	No	Floodplain Management and HM	-	as requested	-	JP, Gretna, Harahan, Kenner	JP conducted 4 site visits in 2016	3 of the 4 properties visited have been included in elevation grant app	continue	JP conducted 6 site visits this year	2 of the properties visited have been included in grant apps; others provided with retrofitting ideas	continue	JP conducted 4 site visits this year	provided with retrofitting ideas	continue
OP#40 Presentations by request	11.General Public	Flooding can happen anytime. Retrofit your property to protect it from flood waters. Know your flood hazard. Buy flood insurance.	Inform residents of mitigation, the cost of flooding and increase the # of flood insurance policies	No	Floodplain Management and HM	-	year-round	-	JP, Gretna, Harahan, Kenner	presented at Young Insurance Professionals Mtg on 12/10/15 and Rotary Club Mtg on 5/17/16	not sure how to measure; policies decreased	continue and expand	presented at 4 LA SAFE meetings and a NOMAR Meeting during this timeframe	increase in request for flood zone determinations, grant requests, and site visits	continue	presented at JP Council, Kiwanis Club, to flood insurance agents, JEDCO annual luncheon, final LA SAFE meeting, Westwego Council, Gretna Council, AARP, and LBPF-Lighthouse Lecture during this timeframe	increase in request for flood zone determinations, grant requests, and site visits	continue
OP#41 Meet with realtors, home builders, contractors	11.General Public	Your clients may be in a Special Flood Hazard Area. Help them understand and prepare for their level of risk.	By sharing a consistent message with homebuyers/new buyers, they know about their flood risks and mitigation options	No	Floodplain Management and HM	-	as requested	-	JP, Gretna, Harahan, Kenner	met with HBA on 8/16/16 and 9/20/16	made HBA members aware of upcoming map changes	continue	met with HBA on 10/18/16, 12/6/16, and 1/17/17; met with 6 contractors on 4/6/17 and 4/11/17	made HBA members aware of impending changes in Ch.14 ordinance language	continue	met with HBA on 11/2/17	made HBA members aware of implications the new flood maps have on new construction, remodeling, and insurance rates	continue
OP#43 JP Library System	11.General Public	various FEMA brochures	Educate residents on the flood hazard, how to protect themselves and their property, and encourage mitigation	No	Floodplain Management and HM	FEMA	year-round	-	All	ongoing	need to measure how many brochures are taken each month	continue	ongoing	the public is better informed on flood protection	continue	ongoing	the public is better informed on flood protection	continue
OP#44 JP Employee Newsletter	11.General Public	Various topics on hurricane preparedness, drainage, emergency management, and environmental	Inform parish employees on how to prepare for hurricanes and protect the parish infrastructure and water bodies	No	Public Information Office	-	every other month	-	JP	ongoing	no measurable outcome at this time	continue	ongoing	no measurable outcome at this time	continue	newsletter graphic posted in December 2017, February, April, and August 2018	parish employees are informed on how to prepare for hurricanes and protect the parish infrastructure and water bodies	continue
OP#45 JPAAlert - Emergency Notification System	11.General Public	Jefferson Parish operates an emergency warning system to alert citizens about the possibility of impending flooding. When you hear three (3) short dual tones over TV and radio stations, listen closely for what action(s) you should take.	Warn residents when eminent weather is approaching and what steps to take to see it through; fewer hazard-related injuries	No	Emergency Management	-	year-round	-	JP	ongoing; sign-up details posted on website	no large events this year by which to measure	continue	ongoing; sign-up details posted on website	no large events this year by which to measure	continue	ongoing; sign-up details posted on website	no large events this year by which to measure	continue

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OP#47 Brochure-When do I need a Permit?	11.General Public	Build responsibly. Get proper permits when you make a change to your property.	Fewer building code violations	No	Code Enforcement	-	year-round	-	JP	ongoing	need to measure how many brochures are taken each month	continue	ongoing	the public is better informed on permit requirements	continue	ongoing	the public is better informed on permit requirements	continue
OP#48 Brochure-Emergency Preparedness Initiative "Prepare Yourself" (Disaster Readiness Tips for Owners of Pets or Service Animals)	11.General Public	Your pet can evacuate with you. Learn which shelters/hotels allow animals before Hurricane Season.	More people evacuating with their pets rather than staying behind in times of disaster	No	Citizens Affairs	National Organization on Disability	year-round	-	JP	ongoing	no hurricane or mandatory evacuation this year	continue	ongoing	no hurricane or mandatory evacuation this year	continue	ongoing	no hurricane or mandatory evacuation this year	continue
OP#50 Drainage Maintenance	11.General Public	Keep storm drains clean.	Free flowing drainage system will have fewer instances of back up and less street flooding	No	Floodplain Management	-	year-round	-	All	ongoing	need to measure calls per month or year	continue	ongoing	less trash to get into the storm drains improving water quality and reducing flooding	continue	ongoing	less trash to get into the storm drains improving water quality and reducing flooding	continue
OP#52 Night Out Against Crime-Table	11.General Public	various flood-related topics	Inform residents of the cost of flooding and increase the # of flood insurance policies	No	Floodplain Management/Emergency Management/Code Enforcement	-	every Oct	-	All	participated on Oct 13, 2015	better informed public but policy count is down	continue	participated on Oct 11 and Oct 13, 2016	the public is better informed on flood protection	continue	Participated on Friday October 12, 2018	the public is better informed on flood protection	continue
OP#53 Handouts at City Hall	11.General Public	various flood-related topics	Inform residents of the cost of flooding and increase the # of flood insurance policies	No	Code Enforcement	-	year-round	-	Kenner	ongoing	policy count down in 2016	continue but engage residents in conversation about the issues	ongoing	the public is better informed on flood protection	continue	ongoing	the public is better informed on flood protection	continue
OP#54 Realtors, Ins Agents, Lenders - Mailout	11.General Public	Your clients may be in a Special Flood Hazard Area. Help them understand and prepare for their level of risk.	By sharing a consistent message with homebuyers/new buyers, they know about their flood risks and mitigation options	No	Code Enforcement/Floodplain Management	-	annually	-	All	sent Sept 2016	too soon to tell	continue	sent in Sept 2017	homeowners and prospective buyers are better aware of their risk	continue	sent in Sept 2018	homeowners and prospective buyers are better aware of their risk	continue
OP#55 Utility bill-mailout	11.General Public	Hurricanes can produce major flooding in Westwego. Ensure your property is protected from wind and flood. Buy flood insurance.	Residents learn how to prepare for hurricanes and evacuations	No	Code Enforcement	-	every May	-	Westwego	sent out in Sept 2016	policy count down in 2016; no hurricanes or mandated evacuations	continue	sent out in Sept 2017	no hurricanes or mandated evacuations	continue	sent out in Sept 2018	no hurricanes or mandated evacuations	continue
OP# 56 Brochure on Hurricane Preparedness	11.General Public	Prepare now for Hurricane Season. Register with the JP Emergency Alert System. Sign up for electronic banking services.	Employees understand the operating procedures for the Credit Union during a hurricane/emergency so that they stay on top of their accounts.	No	JP Federal Credit Union	JP Federal Credit Union	year-round	-	JP, Gretna, Kenner	ongoing	no hurricanes or evacuations this year	continue	ongoing	no hurricanes or evacuations this year	continue	ongoing	no hurricanes or evacuations this year	continue

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OP#57 Museum/Video	11.General Public	Jean Lafitte has many different kinds of wildlife and fish. Keep trash and pollutants out of Bayou Barataria and the surrounding marsh areas to protect the animals and keep the drain systems clear.	Reduce flooding and protect wildlife and fisheries	No	Floodplain Management	-	year-round	-	Jean Lafitte	ongoing	cleaner bayous	continue	ongoing	cleaner bayous	continue	ongoing	cleaner bayous	continue
OP#58 LA Homeowner's Handbook to Prepare for Natural Hazards	11.General Public	Jefferson Parish is vulnerable to flooding, hurricanes, storm surge, and other hazards. Ensure your property is protected from wind and flood.	Encourage more residents to mitigate their homes against flooding and decrease flood damages	No	Floodplain Management and HM	LA Sea Grant	year-round	-	All	ongoing	149 properties were submitted in HMA 2016	continue	ongoing	209 applications received for mitigation this year	continue	ongoing	92 applications received for mitigation this year	continue
OP#61 Flooding and Hurricane Alerts; Hurricane Tracking Maps, Evacuation Tips	11.General Public	There is a hurricane heading your way. Evacuate if mandated to stay out of harm's way.	Residents stay informed with real-time news alerts and learn how to prepare for hurricanes and evacuations and reduce amount and cost of hurricane-related damages.	No	WWL News Channel 4 Television, Website, Brochure Facebook, and Twitter	WWL News Channel 4	year-round	-	All	ongoing	no mandatory evacuation or hurricanes this year	continue	ongoing	no mandatory evacuation or hurricanes this year	continue	ongoing	no mandatory evacuation or hurricanes this year	continue
OP#62 Hurricane Season News/Alerts, Hurricane Guide with Contraflow Instructions	11.General Public	There is a hurricane heading your way. Evacuate if mandated to stay out of harm's way.	Residents stay informed with real-time news alerts and learn how to prepare for hurricanes and evacuations and reduce amount and cost of hurricane-related damages.	No	Fox 8 News Television, Webstie, App, and Twitter	Fox 8 News	year-round	-	All	ongoing	no mandatory evacuation or hurricanes this year	continue	ongoing	no mandatory evacuation or hurricanes this year	continue	ongoing	no mandatory evacuation or hurricanes this year	continue
OP#63 U.S. Army Corps of Engineers- New Orleans District Announcements	11.General Public	various levee and coastal-related topics	Residents learn about residual risk from living within a levee system	No	U.S. Army Corps of Engineers- New Orleans District Website, Facebook, and Twitter	U.S. Army Corps of Engineers- New Orleans District	year-round	-	All	ongoing	better informed public on residual risk	continue	ongoing	better informed public on residual risk	continue	ongoing	better informed public on residual risk	continue
OP#64 Southeast LA Flood Protection Authority-East and West Presentations	11.General Public	various levee and coastal-related topics	Residents learn about residual risk from living within a levee system	No	Southeast LA Flood Protection Authority-East and West	Southeast LA Flood Protection Authority-East and West	year-round	-	All	ongoing	better informed public on residual risk	continue	ongoing	better informed public on residual risk	continue	ongoing	better informed public on residual risk	continue
OP#65 Wright Flood Insurance Webinars to Agents	11.General Public	Flood insurance is changing. Help your clients understand their policies.	Agents better understand insurance changes and how that affects their clients; clients have better understanding of their policy	No	Wright Flood Insurance	Wright Flood Insurance	year-round	-	All	ongoing	better informed agents; can look at number of misrated policies annually to measure	continue	ongoing	10,328 webinar participants during this timeframe	continue	ongoing	over 10,000 webinar participants during this timeframe	continue

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OP#66 Brochures on flood insurance	11.General Public	Flood insurance is changing. How well do you understand your flood insurance policy?	Increase in flood insurance policies and decrease flood damage	No	Wright Flood Insurance	Wright Flood Insurance	year-round	-	All	ongoing	policies decreased but inquiries are up	continue	ongoing	approximately 25,000 brochures were distributed nationwide in this timeframe	continue	ongoing	approximately 25,000 brochures were distributed nationwide in this timeframe	continue
OP#67 LA Emergency Preparedness Guide	11.General Public	Hurricanes can produce major flooding in Jefferson Parish. Ensure your property is protected from wind and flood. Check that your flood insurance policy is current and consider a separate policy for your contents. Renters can get flood insurance too. Evacuate to higher ground.	Residents learn how to prepare for hurricanes and evacuations and reduce amount and cost of hurricane-related damages.	No	Emergency Management	GOHSEP		-	All	ongoing	no hurricanes or mandatory evacuations this year	continue	ongoing	no hurricanes or mandatory evacuations this year	continue	ongoing	no hurricanes or mandatory evacuations this year	continue
OP#68 Civic Assn meetings	1.RL/SRL Properties	various flood-related topics as requested	Increase # of mitigation projects and insurance policies; decrease # of flood claims	No	Floodplain Management and HM	-	Quarterly	-	JP	not sure that any were primarily RL	n/a	will count as RL if >50% of the assn is RL	none in RL Areas	n/a	will count as RL if >50% of the assn is RL	none in RL Areas	n/a	will count as RL if >50% of the assn is RL
	11.General Public	Flooding can happen anytime. Retrofit your property to protect it from flood waters. Know your flood hazard. Buy flood insurance.		No						three presentations given since October 2015	too soon to tell	continue	four scheduled presentations; three given since October 2016	better informed public but policy count is down	continue	five presentations given since October 2017	better informed public but policy count is down	continue
OP#69 High Water Mark Initiative (370)	1.RL/SRL Properties	The water got ___ high for Hurricane Katrina. Ensure you have current flood insurance and consider increasing your	Publicize flood depths of historic floods in the parish and increase the # of flood insurance	Yes	Floodplain Management and HM	-	year-round	-	All	not yet	n/a	wait for RFP	drafting	n/a	continue	not yet	n/a	continue
	11.General Public			Yes						not yet	n/a	wait for RFP	drafting	n/a	continue	not yet	n/a	continue
OP#70 Evacuation Plan Checklists	11.General Public	Beware of storm surge. Evacuations can take a long time. Develop your evacuation plan before Hurricane Season and plan to leave early.	More residents evacuating for hurricanes; more residents leaving early; fewer flood-related fatalities	No	Floodplain Management and HM	Associated Food Stores	year-round	-	All	not yet	n/a	decide on which checklist to use	guide on display at 12 grocery stores throughout the parish	no hurricanes or mandatory evacuations this year	continue	guide on display at 12 grocery stores throughout the parish	no hurricanes or mandatory evacuations this year	continue
OP#81 Insert for newsletter	3.JP Chamber of Commerce (small business)	Highlight green infrastructure such as bio swales, canals as attractive water features, walking paths	More green infrastructure is utilized by businesses	Yes	Floodplain Management and HM	-	quarterly	-	All	not yet	n/a	wait for RFP	drafting	n/a	continue	digital post on Chamber website for November 2017, January, March, and May 2018	businesses are informed on how to prepare for hurricanes and protect the parish water bodies	continue
OP#82 Handouts for Driver's Ed Course	4.Drivers	Know your flood hazard-avoid flooded areas. Be aware of flash flood and standing water dangers to drivers.	New drivers become aware of flood safety; fewer fatalities and flood-related car accidents	Yes	Floodplain Management and HM	-	year-round	-	All	not yet	n/a	continue to explore	not yet	n/a	continue to explore	not yet	n/a	continue to explore
OP#87 Poster for schools, driving schools, DMVs, and/or government buildings	4.Drivers	Know your flood hazard-avoid flooded areas. Be aware of flash flood and standing water dangers to drivers.	New drivers become aware of flood safety; fewer fatalities and flood-related car accidents	Yes	Floodplain Management and HM	-	year-round	-	All	not yet	n/a	wait for RFP	not yet	n/a	keep under consideration	not yet	n/a	keep under consideration
OP#88 Art contest (prize could be mug/bottle)	4.Drivers	Know your flood hazard-avoid flooded areas. Be aware of flash flood and standing water dangers to drivers.	New drivers become aware of flood safety; fewer fatalities and flood-related car accidents	No	Floodplain Office	-	annually	-	Gretna, Harahan, Jean Lafitte, Kenner, Westwego	not yet	n/a	keep under consideration	not yet	n/a	keep under consideration	not yet	n/a	keep under consideration

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OP#91 Brochure from Realtors to Clients	5.NO Metro Assn of Realtors	Know the flood risk for a property before you buy it.	Buyers have full disclosure of flood risk and cost associated with new purchase	No	Floodplain Management and HM	-	year-round	-	All	not yet	n/a	Does FEMA's brochure count?	not yet	n/a	continue to explore	not yet	n/a	continue to explore
OP#93 Flood Hazard Disclosure to Buyer	5.NO Metro Assn of Realtors	Inform prospective buyers of a property's flood zone and the flood insurance purchase requirements for properties in the Special Flood Hazard Area.	Buyers have full disclosure of flood risk and cost associated with new purchase	No	Real Estate Agents	-	year-round	-	All	ongoing	better informed buyers	continue	ongoing	better informed buyers	continue	ongoing	better informed buyers	continue
OP#95 Provide excerpt for NOMAR's digital newsletter	5.NO Metro Assn of Realtors	Your clients may be in a Special Flood Hazard Area. Help them understand and prepare for their level of risk.	NOMAR members are aware of the risk their clients face and to share a consistent message with homebuyers about their flood risks and mitigation options	Yes	Floodplain Management and HM	-	quarterly	-	All	not yet	n/a	wait for RFP	drafting	n/a	continue	newsletter graphic posted in December 2017, February, April, and May 2018	NOMAR members are aware of the risk their clients face and share a consistent message with homebuyers about their flood risks	continue
OP#96 Create brochure geared toward Assn Members	6.Home Builders Assn	Know your flood maps, know your floodplain manager. Get insurance quote on blue prints.	Fewer variances to the building code; no surprises on insurance rates	Yes	Floodplain Management and HM	-	year-round	-	All	not yet	n/a	wait for RFP	not yet	n/a	keep under consideration	not yet	n/a	keep under consideration
	6.Home Builders Assn	Consider freeboard to decrease NFIP premiums and increase marketability of house.	More affordable premiums leads to higher coverage/ decreased risk; increase in requests for zone determinations and ECs	Yes	Code Enforcement/ Bldg Official	-	year-round	-	All	not yet	n/a	wait for RFP	not yet	n/a	keep under consideration	not yet	n/a	keep under consideration
	6.Home Builders Assn	Good neighbors don't trash the neighborhood.	Construction site crews clean up after themselves daily	Yes	Code Enforcement/ Bldg Official	-	year-round	-	All	not yet	n/a	wait for RFP	not yet	n/a	keep under consideration	not yet	n/a	keep under consideration
OP#97 Update language on permit	6.Home Builders Assn	\$_____ has been paid out in claims for X zone properties. If your property is in the X zone, you are still at risk of flooding. Buy insurance.	Increase # of flood insurance policies in X zones	No	Code Enforcement/ Bldg Official	-	year-round	-	All	not yet	n/a	not sure this is feasible; revisit	not yet	n/a	keep under consideration	not yet	n/a	keep under consideration
OP#98 Create brochure geared toward their clients on building wisely	6.Home Builders Assn	Educate new property owners on freeboard. Be safe and build high.	Less damage to property, savings on flood insurance	Yes	Code Enforcement/ Bldg Official	-	year-round	-	All	not yet	n/a	wait for RFP	not yet	n/a	keep under consideration	not yet	n/a	keep under consideration
OP#100 Distribute NFIP literature to local real estate agents to distribute to all buyers	8.Prospective/New Buyers	Flood damages are not covered by Homeowner's or Business Multi-Peril Insurance. Only flood insurance will cover contents and structural damage due to flooding. Will include information on available technical assistance.	Increase in the number of flood insurance policies at purchase	No	Floodplain Management and HM	FEMA	year-round	-	All	not yet	n/a	follow through - FEMA has documents	ongoing	too soon to tell	continue	ongoing	too soon to tell	continue

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OP#101 Flood Disclosure Clause (handout)	8.Prospective/New Buyers	Protect for flood from ANY source. Buy flood insurance. The NFIP has paid \$ --- claims in your flood zone. Increased Deduction = Lower Premium. Purchase an Elevation Certificate to determine full risk.	Increase in the number of flood insurance policies and amount of coverage.	Yes	Tax Assessor's Office	-	year-round	-	All	not yet	n/a	Wait for RFP; who should we contact in the assessor's office?	not yet	n/a	keep under consideration	not yet	n/a	keep under consideration
OP#102 Flood Insurance Promotion	8.Prospective/New Buyers	Protect for flood from ANY source. Buy flood insurance. The NFIP has paid \$ --- claims in your flood zone. Increased Deduction = Lower Premium. Purchase an Elevation Certificate to determine full risk. Will include information on available technical assistance.	Increase in the number of flood insurance policies and amount of coverage.	Maybe	Floodplain Management and HM	-	year-round	-	All	not yet	n/a	Specify type of project - brochure or other?	not yet	n/a	keep under consideration	not yet	n/a	keep under consideration
OP#103 Create brochure on building requirements and accessory structures/enclosures	8.Prospective/New Buyers	There are penalties for enclosures. Consult with your agent prior to converting your garage. Use flood-resistant materials.	Fewer code violations and Board of Standards and Appeals cases.	Yes	Code Enforcement/Bldg Official	-	year-round	-	All	not yet	n/a	wait for RFP	not yet	n/a	keep under consideration	not yet	n/a	keep under consideration
OP#106 Share various literature in Spanish and Vietnamese	10.Non-English Speakers (Span, Viet)	various flood-related topics	Inform non-English speakers of mitigation, the cost of flooding and increase the # of flood insurance policies	Yes to items we create; no to existing FEMA items	Floodplain Management/Emergency Management	FEMA	year-round	-	Kenner, Gretna	not yet	n/a	wait for RFP	ongoing	non-English speakers are better informed of flood protection	continue	ongoing	non-English speakers are better informed of flood protection	continue
OP#107 Video tutorials or webinar of mapping portal	11.General Public	Find out how to find your flood zone on the flood map.	Residents learn how to find their flood zone remotely	Yes	Floodplain Management and HM	-	year-round	-	All	not yet	n/a	wait for RFP	created August 2017; posted on website	too soon to tell	continue	Ongoing/still posted on website	reduced number of calls on the new flood map as the public can view it themselves	continue
OP#111 Create brochure on flood insurance and mitigation	11.General Public	Flood insurance is changing. How well do you understand your flood insurance policy? Will include information on available technical assistance.	Increase in flood insurance policies and decrease flood damage	Yes	Floodplain Management and HM	-	year-round	-	All	not yet	n/a	wait for RFP	created and available in office	too soon to tell	continue	available in office	too soon to tell	continue
OP#114 Home and Garden Show	11.General Public	Floods can happen anytime. Know your flood hazard and get insurance.	Increase in # of flood insurance policies parishwide	No	Floodplain Management and HM	-	every March	-	All	Participated in March 2016	Too early to tell	continue	Participated in March 2017	977 page views of jeffparish.net/flood from date of event through Sept 2017	continue	Participated in March 2018	policy count down	continue
OP#115 Kenner TV	11.General Public	Hurricanes can produce major flooding in Jefferson Parish. Know your evacuation plan and get to higher ground.	Residents learn how to prepare for hurricanes and increase number of insurance policies; smoother evacuations	No	Kenner's Public Information Office	-	year-round	-	Kenner	n/a	n/a	n/a	ongoing	no hurricanes or evacuations this year	continue	ongoing	no hurricanes or evacuations this year	continue

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OP#116 Bus Shelters	4.Drivers	Before the rain gets heavy...Be Storm Ready	Increase in number of sign-ups for JPAAlert, adherence to evacuation mandates, and increased website views	Yes	Floodplain Management and HM	-	year-round	-	All	n/a	n/a	n/a	drafted	n/a	continue	Ongoing, Marsha signs posted at bus shelters	too soon to tell	continue
OP#117 Interior Bus Cards	11.General Public	If the water rises...is your family prepared and property protected? Visit jeffparish.net/flood to determine your flood zone, access contraflow maps and register for JPAAlert.	Increase in number of sign-ups for JPAAlert, adherence to evacuation mandates, and increased website views	Yes	Floodplain Management and HM	-	year-round	-	All	n/a	n/a	n/a	drafted	n/a	continue	Ongoing, Marsha signs posted inside buses	too soon to tell	continue
Flood Response Preparation (FRP) Projects																		
FRP#1 Door Hanger	12. 100% of flooded properties	Know what to do after a flood. Protect your property from the next one.	Structures are more resilient to future storms and flooding because of increase in retrofitting activities.	No	Floodplain Management and HM	LSU AgCenter	after an event	-	All	not yet	n/a	have ready for dissemination	ready for dissemination	n/a	continue	ready for dissemination	n/a	continue
FRP#2 ICC Trifold Brochure	12. 100% of flooded properties	ICC can help mitigate grant your home if it is declared substantially damaged.	More compliant structures; increase # of mitigation projects and insurance policies; decrease # of flood claims	No	Floodplain Management and HM	FEMA	after an event	-	All	not yet	n/a	have ready for dissemination	ready for dissemination	n/a	continue	ready for dissemination	n/a	continue
FRP#3 Grant Opportunities - handout	12. 100% of flooded properties	Protect your property from the next flood. Contact the Jefferson Parish Dept of Floodplain Management and Hazard Mitigation at 504-736-6540 to know if you qualify for a mitigation grant.	Increase the number of mitigated structures in the parish	No	Floodplain Management and HM	-	after an event	-	All	not yet	n/a	have ready for dissemination	ready for dissemination	n/a	continue	ready for dissemination	n/a	continue
FRP#4 Permit Requirements Panel	12. 100% of flooded properties	All development, regardless of location, requires a permit. Requirements are different for new construction, substantial improvements, and substantial damaged structures.	Permits obtained for all development and when rebuilding after a flood	No	Floodplain Management and HM	-	after an event	-	All	n/a	n/a	n/a	ready for dissemination	n/a	continue	ready for dissemination	n/a	continue
FRP#5 Plastic Bag	12. 100% of flooded properties	Floods can happen anytime in any zone. Learn more about protecting yourself and your property at jeffparish.net/flood	Increased website hits and flood map inquiries; increase in flood insurance policies	No	Floodplain Management and HM	-	after an event	-	All	n/a	n/a	n/a	ready for dissemination	n/a	continue	ready for dissemination	n/a	continue
FRP#6 ICC News Release	11. General Public	ICC may provide owners of damaged buildings up to \$30,000 to help pay the costs of complying with local building codes and floodplain ordinances.	property owners are able to elevate or reconstruct their damaged home with ICC assistance	No	Floodplain Management and HM	-	after an event	-	All	n/a	n/a	n/a	ready for dissemination	n/a	continue	ready for dissemination	n/a	continue

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Coverage Improvement Plan Implementation (CPI) Projects																		
CPI#1 Video or Letter on Flood Insurance (370)	11.General Public	Flooding can happen anytime. Check that your flood insurance policy is current and consider a separate policy for your contents. Renters can get flood insurance too. Evacuate to higher ground when necessary.	Increase in # of flood insurance policies parishwide	Yes	Parish President/ Mayor	-	year-round	-	All	Filmed in May 2016 and posted to each jurisdiction's website	too early to tell	keep posted and expand to other platforms	ongoing	decrease in policies since last year	continue	ongoing	decrease in policies since last year	continue
CPI#2 Flood Insurance Promotion Pen (370)	11.General Public	Zone X buildings CAN flood. Learn about flood insurance @ jeffparish.net keyword: Flood	Increase policies; those moving to a lower risk maintain flood insurance	No	JP	-	year-round	-	All	ongoing	too soon to tell	continue	ongoing; in office and handed out at various community meetings	decrease in policies since last year	continue	ongoing; in office and handed out at various community meetings	decrease in policies since last year	continue
CPI#3 Digital Billboard (370)	11.General Public	Floods are the #1 natural disaster in the US. Damage from flood is not covered by homeowners.	Increase policies; those moving to a lower risk maintain flood insurance	No	Eagan Insurance	Eagan Insurance	hurricane season	-	All	ongoing	too soon to tell	continue	ongoing	decrease in policies since last year	continue	ongoing	decrease in policies since last year	continue