

PPI/370 Review Checklist

Community:	FL Monroe County, Islamorada, Marathon, Key West, Key Colony Beach, and the City of Layton		Date of review: 9/6/2023 R
Document reviewed:	Monroe County Multi-Jurisdictional Program for Public Information 8/1/2023		Approved: Courtesy (can approve upon adoption by each)
Reviewer:	Mechelle Olivier, CRS Technical Coordinator, ISO		
Qualifying Credits			
	Yes	No	Yes, if these steps are revised or completed:
Qualifies OP projects for PPI bonus		X	once adopted
Qualifies FRP projects for PPI bonus		X	once adopted
Qualifies for Step 5 PPI bonus credit		X	once adopted
370 – FIA = 15		X	once adopted
370 – CP = 15 or 30		X	once adopted
Qualifies projects for 370 – CPI credit		X	once adopted
370 -- FIB = 15 or 25		NA	not pursued at this time
370 -- FIM = 20 or 40		NA	not pursued at this time
370 SCE for verified states		X	once adopted
Qualifies for 370-TA credit = 20 or 35		NA	not pursued at this time
Credit Criterion		Qualify?	Notes
Step 1: Establish a PPI committee			
Meet at least twice		Yes	p. 4
At least five people		Yes	p. 3, Table 1, 17 members (1 alternate)
Community's floodplain management office		Yes	p. 3, Table 1, Megan Rumbaugh and Mimi Young
Community's public information office (if there is one)		Yes	p. 3, Table 1, Kristin Livengood
At least half the members from outside the local government		Yes	p. 3, Table 1, ten members outside local government
Local insurance agency (optional for 370 CP)		Yes	p. 3, Table 1, Rebeca Horan, Keys Anchor Ins Agency
Step 2: Assess the community's public information			
(a). Identify priority areas		Yes	p. 9
(b). Assess Flood Insurance Coverage (optional for 370 FIA)			
(1) Collect flood insurance information		Yes	p. 10-15
(2) Determine level of flood insurance coverage		Yes	p. 10-15
(3) Prepare the document		Yes	
(a) Explains the process followed		Yes	p. 10-15
(b) Summary data		Yes	p. 10-15
(c) Narrative summary and recommendations		Yes	p. 14
(c). List of priority audiences		Yes	p. 15-16

(d). Inventory existing public information and outreach efforts	Yes	p. 16-19, Table 7	
Step 3: Formulate messages – annual outreach projects			
Public information messages for each priority audience	Yes	p. 20, Table 8	
Message(s) on flood insurance?	Yes	p. 20, Table 8, message #2, #7	
Desired outcome for each message	Yes	p. 20, Table 8	
Step 3: Formulate messages – flood response projects			
Public information messages for each priority audience	Yes	p. 20, Table 8, p. 26-30	
Desired outcome for each message	Yes	p. 20, Table 8	
Step 4: Identify outreach projects to convey the			
List of specific outreach projects	Yes	p. 23-26	
Who is responsible for them	Yes	p. 25, Table 10	
When they will be implemented	Yes	p. 25, Table 10	
Which projects involve a stakeholder	Yes	p. 25, Table 10	
Multi-jurisdictional PPI: identify projects by benefitting	Yes	p. 25, Table 10	
Insurance project by elected official(s) (for 370 CPI)	Yes	p. 25, Table 10, OP#1 (mayor's message on front of brochure)	
Flood insurance brochure project (for 370 FIB)	NA		
Flood insurance meeting project (for 370 FIM)	NA		
Step 5: Examine other public information initiatives			
Specific description of how to publicize flood protection services through other CRS Activities.	Yes	p. 23-24	
Step 6: Prepare the PPI document			
Document provided	Yes		
Draft sent to FEMA Regional insurance liaison (for 370 CP)	Yes	email to Roy McClure, FEMA Region IV 9/6/2023	
Adoption by the community or another body or office	No	Courtesy review; to be adopted by each participating jurisdiction	
Step 7: Implement, monitor, and evaluate the program			
The PPI committee meets at least annually	Yes	p. 31	
Assessment of the outcomes and what should be changed	Yes	p. 31	
Evaluation report is prepared each year and submitted with annual recertification	Yes	p. 31	
Evaluation report is sent to the governing body	Yes	p. 31	
Step 5: Examine other public information initiatives NOTE: in most cases, Specialist verifies base credit			
Element	Provide the bonus if "YES" and verified	OK?	Credit

Element	Provide the bonus if "YES" and verified	OK?	Credit
340 DFH	The PPI states that real estate agents should (or have agreed to) advise house hunters about the flood hazard	NO	If base credit awarded by Specialist, 10 more points
340 REB	The PPI states that real estate agents should give house hunters an REB brochure	YES	If base credit awarded by Specialist, 4 more points
350 WEB1	Provide the PPI bonus if the website covers the following additional priority messages that are listed in the PPI		If WEB base credit awarded by Specialist, up to 7 points per message, max of 28 more points
	<i>7. Learn about mitigation options and programs</i>	YES	
	<i>8. Know your evacuation zone number</i>	YES	
	<i>9. Get a mobile flood app for your phone</i>	YES	
	<i>10. Hire only licensed contractors</i>	YES	
360 PPA	The PPI discusses how the community's property protection service should be conducted	YES	If base credit awarded by Specialist, 15 more points
360 PPV	The PPI discusses site visits as part of the community's property protection service	YES	If base credit awarded by Specialist, 15 more points
360 FAA	The PPI discusses how the community's financial assistance advisory service should be conducted	YES	If base credit awarded by Specialist, 5 more points
370 CPI	The PPI qualifies for CP and lists the projects that will promote flood insurance. Note that the entire project does not get double credit, only the message(s) promoting flood insurance. Only one topic/message is credited per project, unless the PPI		Tech Reviewer has verified CPI credit. Double points for these insurance message(s)
	Message <i>1. Call your agent to discuss your coverage.</i>	YES	
	Message <i>2. Learn about mitigation options & programs.</i>	YES	
	Message		
540 SDR	The PPI specifies the message and recommends the best way to disseminate it	YES	If CDR credit awarded by Specialist, 5 more points