



City of Gainesville Agenda Report

File #: 2022-686

Agenda Date: November 17, 2022

Department: Public Works

Title: 2022-686 Community Rating System (CRS) Program for Public Information (PPI) (B)

Description: The PPI is part of the FEMA CRS providing discounts toward flood insurance. The PPI provides a unified plan for targeted flood related outreach within the City of Gainesville.

Explanation:

This item is a request for the City Commission to approve and adopt the PPI. For the last year and half, the City of Gainesville, Alachua County, and community stakeholders, have cooperated in a joint working group representing both public and private sectors to form a PPI for the Community Rating System.

The City of Gainesville participates in FEMA's National Flood Insurance Program (NFIP), which provides federally backed flood insurance within communities that enact and enforce floodplain regulations. The CRS is a program that identifies a reward system for communities that do more than the minimum national standards, which can equate to a discount on flood insurance premiums for policyholders. Gainesville is currently a Class 7 with a 15% discount.

The City of Gainesville and Alachua County have been participants in the NFIP and CRS for decades as separate communities within the program. A foundational requirement for participation in the CRS is an active public outreach program. Each has handled its own outreach within its jurisdictions with occasional cooperation for unified events or initiatives. While satisfying the requirements for each CRS Community, a realization that a collaborative effort across common themes and messages could provide both communities with a more robust and efficient outreach. This would in turn provide a greater service to the community by emphasizing targeted messages at particular audiences, at appropriate times, for the greatest impact on general knowledge and behavior.

Additionally, approval and adoption of the PPI would be a significant point generating activity under the CRS. Increasing points will assist in moving Gainesville to a higher class and thus larger policy discount for the community.

The PPI is non-binding. Adoption of the PPI does not obligate the City or the County to do the activities identified; however, the activity must be identified in the PPI so that if they are completed, they can earn additional points within the CRS Program. By coordinating efforts with Alachua County and community stakeholders, a more unified and efficient approach of NFIP outreach can be achieved. The PPI working group will implement the plan and complete an evaluation report. City staff will provide a copy of the evaluation report to the Commission on an annual basis. The PPI will be updated every five (5) years and presented to the Commission for approval.

Strategic Connection:

Goal 2: Sustainable Community - a normal priority item.

Fiscal Note:

There is no fiscal impact from the PPI itself. If required, any proposed outreach projects in the PPI will be funded separately. Most are low to minimal cost utilizing existing resources and can be absorbed into the Public Works operating budget.

Recommendation:

The City Commission adopt the Resolution, which adopts the Alachua County/City of Gainesville Program for Public Information.