

City of Brigantine, NJ (CID: 345286)

2020 Program for Public Information Review

Submitted by: Jim Rutala, PP, AICP, CFM

jmrutala@comcast.net

Date of Report: September 30, 2020

Date Report sent to Governing Body: September 30, 2020

This evaluation hereby updates the City of Brigantine's Program for Public Information (PPI). The PPI was adopted by Resolution 2014-182 on October 1, 2014. The CRS Coordinator's Manual requires an annual review and adjustment based on input from the PPI Committee. This document contains a brief review of the document and makes recommendations for adjustments.

An annual meeting of the Floodplain Management Committee was held on Thursday, September 30, 2020 to review this progress report and to revise the Program for Public Participation. The Floodplain Management Committee serves as the PPI Committee and the members include:

Joe Musumeci

Anne Scotland

Paul Lauriello

Lorimar Tarud

Ron Powell

Jim Bennett, City Manager

Rich Stevens, City Construction Official & Floodplain Manager

Lt. William Stroby, City Emergency Management Coordinator

Lance Landgraf, City Planner

Ed Stinson, CRS Coordinator

Priority Audiences: AE Zone Residents; School Children; Community Wide; Uninsured RL owners

Topics and Messages:

Topic
1. Know your flood hazard: description local flooding.
2. Insure your property for your flood hazard: Discussion on the benefits of flood insurance and what a typical homeowner's policy does not cover.
3. Protect people from the hazard: Discussion on avoiding car travel, evacuation safety, and family meeting locations.
4. Protect your property from the hazard: retrofitting techniques and funding sources.
5. Build responsibly: Contacts for the City Code Official, description of substantial damage and improvement.
6. Protect natural floodplain functions: Stream dumping ordinance, map of open space in the floodplain, etc.
7. Protection and Assistance is available: Who to turn to when disaster strikes.
8. Be Prepared for Flooding Events: what you need.

9. Do not wait until it is too late: where to get critical information during a natural disaster.

10. Funding available for home repairs: FEMA funding for repairs and elevation.

Review Notes

- In 2020, there were 4,431 NFIP policies in Brigantine based on data provided by FEMA. In 2018, there were 6,948 NFIP policies in Brigantine. This represents a continued decrease since at least 2016 when there were 7,661 policies.
- In 2020, FEMA listed 178 repetitive loss properties in Brigantine, over forty of which has been identified as elevated or demolished and the City has petitioned to remove these properties from the list.
- Brigantine's existing flood outreach efforts have resulted in a community that is generally well-informed of flood risk. This was demonstrated at the recently held public meetings to review the floodplain management planning, where resident questions and comments belied a sophisticated understanding of floodplain management issues.
- Brigantine's outreach program is robust and covers topics in significant detail. Residents can find flood protection information (for both construction and response) easily accessible.

Summary of Completed Activities:

#	Description	Status/Date Completed	Comments
1	Letter to FP residents/Flood Protection Mailer	Completed	To be distributed with tax mailer in 2020.
2	RL Letter	Completed	A repetitive loss area letter was mailed on July 23, 2020.
3	Family Fun Day	Planned	The event was held on July 6, 2019 and was not held in 2020 due to COVID-19. The City commits to continuing to hold this outreach event every year going forward.
4	National Night Out	Planned	The BPD tabled on August 9, 2019. This event was not held in 2020 due to COVID-19. The City commits to continuing to hold this outreach event every year going forward.
5	Back to School - OEM Presentation	Planned	Presentation completed on October 18, 2019. This event was not held in 2020 due to COVID-19. The City commits to continuing to hold this outreach event every year going forward.
6	Beach Clean Tabling	Planned	Last completed September 29, 2018. This event was not held in 2020 due to COVID-19. The City commits to continuing to hold this outreach event every year going forward.

The Brigantine web site includes FEMA disaster preparedness and recovery information: <https://brigantinebeach.org/municipal/departments/city-engineer/flood-information>

The City continues to provide flood information brochures and technical assistance through the Construction Office.

Recommended Adjustments

- Outreach activities for flood response preparations and flood insurance promotion should be determined, and potentially include a public forum alongside additional municipalities, mayor's letter, and OEM letter. An OEM mailer may also enable the City to receive credit for flood warning and response activities (Activity 610).
- Target audiences should be refined to include more niche groups that could benefit from outreach, such as seniors, city businesses, and second-home owners.
- Outreach activities underway by entities like the Atlantic County, Atlantic City Electric, South Jersey Gas, and Heist Insurance should be incorporated into the PPI to better coordinate efforts.

Press of Atlantic City:

<https://pressofatlanticcity.com/>

Longport Media:

<http://www.longportmedia.com/>

Atlantic City Electric:

<https://www.atlanticcityelectric.com/Outages/StormCenter/Pages/StormReadiness.aspx>

South Jersey Gas:

<https://www.southjerseygas.com/Safety-Education/Severe-Weather-Safety.aspx>

Heist Insurance Web Site:

<https://www.heistinsurance.com/flood-insurance>

Heist Insurance Radio Spots:

<https://www.dropbox.com/s/1hurx2mjhhchmzh/heist%20spot-2.zip?dl=0>

<https://www.dropbox.com/s/p994a66t5lmntec/Heist%20spot.zip?dl=0>

Atlantic County Office of Emergency Preparedness:

<https://www.atlantic-county.org/oep/index.asp>

Tidal Flooding Talk:

<https://www.youtube.com/channel/UCe87gUcUNvRPnO040kT2MXg>