

**City of Brigantine
Program for Public Information
Rutala Associates**

2021 PPI Review

Date of Report: September 20, 2021

Date Report sent to Governing Body: September 20, 2021

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.

1. **Annual Meeting Date** - An annual meeting of the PPI Committee was held on Monday, September 20, 2021, to review this progress report and to revise the Program for Public Participation.
2. **PPI Committee Members** - The Floodplain Management Committee members include:

Robert Rubino, Insurance Industry
Jeanine Oleksiak, Brigantine Resident
Ralph Busco, Brigantine Resident
Paul Lauriello, Insurance Industry
Paula Dumas, Banking Industry
Ron Powell, Brigantine Resident
Jim Bennett, City Manager
Richard Stevens, Construction Official
Lt. William Stroby, OEM
Lance Landgraf, Planner
Edward Stinson, CRS Coordinator

Brigantine's Floodplain Management Committee serves as the PPI Committee. This allows the Committee to be more familiar with Brigantine's outreach efforts and provide better counsel for public outreach positions.

The role of the Committee is to assist in developing and reviewing the PPI by providing feedback on areas of the city that should be targeted for outreach, the type of outreach, and by whom and how often messages will be delivered. 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.

3. **Priority Audiences:** AE Zone Residents; School Children; Community Wide; Uninsured RL owners
4. **Outreach Topics and Desired Outcomes**

Figure 10: FEMA Topics

Topic	AE Zone Residents (AE)	School Children (SC)	Community Wide (CW)	Uninsured RL Owners (RL)
1. Know your flood hazard: description of flooding in Brigantine.	X	X	X	X
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.	X		X	X
3. Protect people from the hazard: Discussion on avoiding car travel, evacuation safety and family meeting locations.	X	X	X	
4. Protect your property from the hazard: retrofitting techniques and funding sources, engineering assistance from the City Engineer and City Code Official.	X		X	
5. Build responsibly: Contacts for the City Code Official, description of substantial damage and improvement.	X			
6. Protect natural floodplain functions: Stream dumping ordinance, map of open space in the floodplain, contact for reporting violations.	X	X	X	

Figure 11: Additional Topics

Topic	AE Zone Residents (AE)	School Children (SC)	Community Wide (CW)	Uninsured RL Owners (RL)
7. Evacuation plans and road travel: where to get critical information during a natural disaster.	X		X	X
8. How to locate a shelter and what to expect (i.e. pets, provisions, personal products, etc.). Evacuation from the island to off-site shelters.	X		X	X
9. Protection of essential documents: What personal information is most critical to store off-site.			X	X
10. Child education: What every child should know during a flood hazard (i.e. swift water danger, power lines, water quality concerns)		X		

5. List of Projects in the PPI used to Convey the Above Messages

6. List Projects that were implemented during the reporting period

Summary of Completed Activities

#	Description	Status/Date Completed	Comments
1	Letter to Floodplain property owners/Flood Protection Mailer	Completed	This was distributed with tax mailer.
2	Repetitive Loss Letter	Completed	A repetitive loss letter was mailed in September 2021.
3	Family Fun Day	Complete-	Was not held due to COVID-19
4	National Night Out	Complete	Held on September 3, 2021
5	OEM Presentation	Planned	Held on September 21, 2021
6	Beach Cleanup Tabling	Planned	Held on September 18, 2021

The City participated in a Flood Insurance Workshop that was held online on May 18, 2021, and open to all communities including Brigantine. The webinar was conducted by Risk Reduction and Rutala Associates.

7. What projects were not implemented (if any)?

NA

8. List what progress was made towards the desired outcomes

- In 2021, Brigantine is closing in on completing its cycle verification and currently has a score of 3575 points which is enough to qualify for a Class 3 designation. This accomplishment will result in a ten percent additional discount on flood insurance for Brigantine property owners.
- Many Brigantine property owners have inquired about the FEMA FMA program.
- The City of Brigantine is an active participant in the Atlantic County Multi-Hazard Mitigation Plan Update process.

9. List what should be changed (this should include what messages, outcomes and projects should be revised or dropped and what new ones should be initiated.)

Change Priority Audiences to add V zone properties and change “Uninsured RP properties” to “SRL and RL properties and uninsured properties”

Remove Family Fun Day and replace with the First Farmer’s Market in May of each year.

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 considered to 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.
Atlantic City Electric
<https://www.atlanticcityelectric.com/Outages/StormCenter/Pages/StormReadiness.aspx>
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>
South Jersey Gas:
<https://www.southjerseygas.com/Safety-Education/Severe-Weather-Safety.aspx>
Tidal Flooding Talk:
<https://www.youtube.com/channel/UCe87gUcUNvRPnO040kT2MXg>
- Brigantine’s Program for Public Information will have a PPI update due the following year. The City and PPI Committee should begin preparing for this update and reaching out to stakeholders to better calibrate the PPI.

Review Notes

- In 2021, a review of the repetitive loss list found that some properties on the list have been elevated or demolished bring the number of repetitive loss properties down to 174.
- In August 2018, there were 6,948 NFIP policies in Brigantine. As of August 2019, this number was 6,791- a decrease of 2.25 percent. This represents a continued decrease since at least 2016 when there were 7,661 policies. In the past three years NFIP coverage has decreased by 11.3 percent.
- Brigantine's existing flood outreach efforts have resulted in a community that is generally well-informed of flood risk. This was demonstrated at the City's July 2019 floodplain management planning kickoff meeting, 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.