

2020 PROGRAM FOR PUBLIC INFORMATION ANNUAL UPDATE & EVALUATION REPORT



**DEVELOPED FOR THE NATIONAL FLOOD INSURANCE PROGRAM
COMMUNITY RATING SYSTEM**

DECEMBER 9, 2020



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Committee 2020

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INTRODUCTION & BACKGROUND

ANNUAL UPDATE & EVALUATION REPORT OVERVIEW

The Community Rating System (CRS) is a voluntary program under the Federal Emergency Management Agency (FEMA) allowing communities to earn flood insurance discounts. Under FEMA's National Flood Insurance Program (NFIP), communities earn points for conducting activities promoting flood insurance and reducing flood risk. The CRS rating score ranges from 1 to 10 (1 being the highest and 10 the lowest).

Miami Beach pursued an aggressive goal to improve its CRS ranking from a Class 6 to a Class 5 and was officially awarded the new score in 2019. As a result, many new policies and renewals after May 1, 2019 can save 5% more on flood insurance premiums in comparison with 2018. This translates into nearly \$2 million in new savings citywide. Miami Beach has participated in the CRS program for many years. With this score improvement, the city receives a 25% discount, that totals \$8.2 million in savings annually. This helps offset increasing federal rates.

In the summer of 2020, the city was able to retain its Class 5 rating during the annual recertification despite facing COVID-19 demands. This means the community will continue to enjoy 25% savings in flood insurance premiums or \$8.2 million. Retaining this rating required an interdisciplinary effort focused on conducting and documenting CRS activities. This was not an easy task considering that all in-person meetings switched to virtual meetings and staff took on new priorities to respond to COVID-19. However, reducing flood risk is a top priority for the city – even during a pandemic.

FLOOD INSURANCE FACTS

- The City of Miami Beach participates in the National Flood Insurance Program (NFIP) Community Rating System (CRS).
- Miami Beach has improved its score to a Class 5. This makes the city one of the few municipalities to achieve this score in Miami-Dade County.
- This effort saves residents and businesses 25% on their flood insurance premiums - an estimated \$8.2 million in annual savings.

As a coastal barrier island, 97% of the properties in City of Miami Beach are located within or near a High-Risk Flood Zone Area (Special Flood Hazard Areas- "SFHA") as mapped by FEMA. The flood zone requires flood insurance coverage for any building with a federally backed mortgage.

As part of the CRS program, the Program for Public Information (PPI) is available to cities as another way of earning points toward the CRS rating. This program allows cities to convene a committee and collaborate to identify communication projects that reduce flood risk and increase flood awareness.

The program complements the city's approach to public participation and is a key part of communications strategies regarding resilience. This is one way the city can help with economic resilience- to keep flood insurance as affordable as possible within the current National Flood Insurance Program.

The PPI requires a plan for implementation and an annual report updating the City Commission about the different outreach programs implemented.

This annual update and evaluation report highlights the progress made toward desired outcomes established on the plan, discusses project implementation status for 2020 and includes an update on existing recommendations as well as new ones. In 2017, the City of Miami Beach completed the Resiliency Communications Plan, referred to as a Program for Public Information (PPI) through the Community Rating System (CRS). Since then, the Program for Public Information (PPI) Committee has met to monitor and evaluate status of projects and outcomes. In addition, city staff collected data on the PPI project implementation and success measures.

The Program for Public Information not only shows activities conducted but also demonstrates the impact that outreach projects have in the community. This report allows the committee to keep track of the plan's outcomes, celebrate achievements, identify areas of improvements and continue planning for the future.

The following items are covered in this report, as required by the National Flood Insurance Program:

- A review of projects conducted in 2019 and 2020
- Progress towards the desired outcomes
- Recommendations for improvement

PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE OVERVIEW

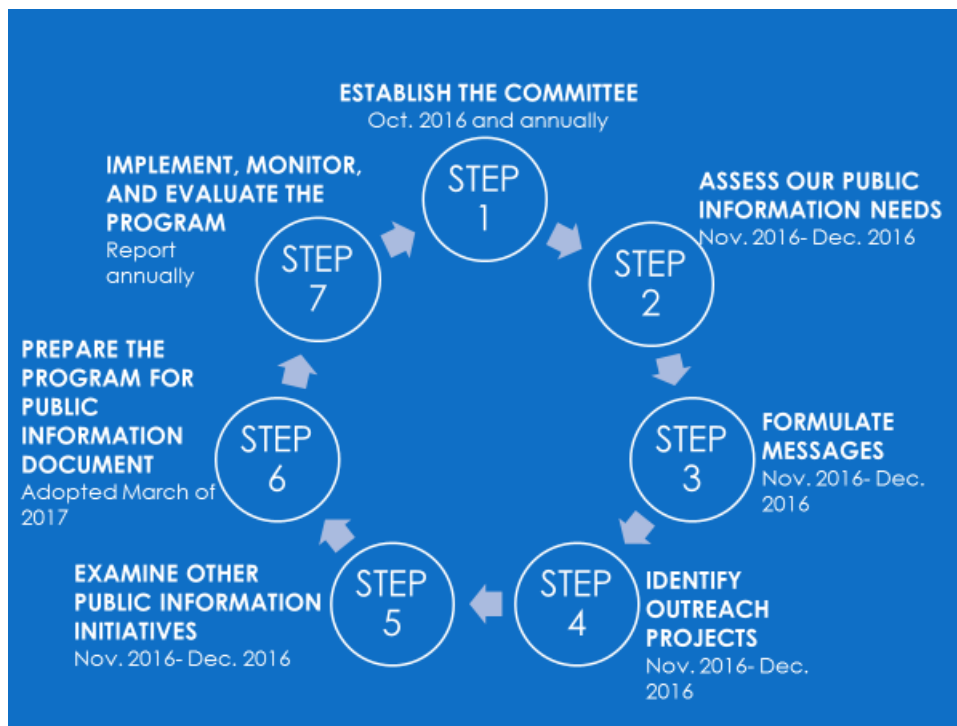
The Program for Public Information (PPI) Committee, made up of private and public stakeholders, guided the Program for Public Information (PPI). When the program started in 2017, the committee followed a seven-step planning and public involvement process defined by the Community Rating System Program. Their unique perspectives and expertise helped define target audiences, messages, outcomes, and outreach methods.

The City of Miami Beach has a wealth of knowledge regarding flood hazards and flood risk. The committee is comprised of six stakeholders, each with valuable perspectives and insight on flood risk and insurance. The committee member expertise is specified by the CRS program, which requires representation from the city’s Communications Department, the city’s Floodplain Office, real estate, banking, and insurance. The committee was previously formed by the City Commission through Resolution No. 2016-29585 on September 27, 2016; Resolution No. 2017-30104 on December 13, 2017; Resolution No. 2018-30658 on December 12, 2018; and Resolution No. 2019-31083 on December 11, 2019. The committee is re-created annually to comply with the CRS program.

2020 PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE	
Tonya Daniels, Chair	Chair, Director Office of Marketing and Communications
John J. Lee	Vice Chair, Insurance Agent Vice President, FirstService Financial
Scott Diffenderfer, CIPS, LCAM	Real Estate Agent Licensed Real Estate Broker Associate, Compass President of the Belle Isles Residents Association Residential Board of Governors for the Miami Association Realtors
Carlos Gutierrez, PA	Real Estate Agent Sales Manager, Compass 2016 President Miami Association of Realtors
Mohsen Jarahpour, CFM	Floodplain Manager Building Department
Alan Randolph	Banking Industry Representative Regional Director, Bank OZK

PLAN DEVELOPMENT SEVEN-STEP PROCESS

The committee followed a seven-step process that serves as a roadmap for completing and reviewing the PPI's activities. The committee held its first meeting in October of 2016 and since then staff has continued working diligently in completing several projects outlined on the following pages of this plan.



Below is a summary of the seven steps followed by the committee in the last three years:

- 1. Establish the Committee:** The committee was established in 2016 and meets at least twice a year to discuss initiatives within the program and approve documentation.
- 2. Assess the Community Information Needs:** The committee agreed that, for the purpose of the Program for Public Information, the entire city should be considered one target area with six different audiences (property owners, renters, businesses, recently flooded areas, repetitive loss sites, local organizations).
- 3. Formulate Messages:** The committee conducted an insurance coverage assessment and formulated specific messages to those properties that carry a lower rate of flood insurance. In addition, all the Miami Beach area is targeted

with flood awareness messages disseminated through different channels.

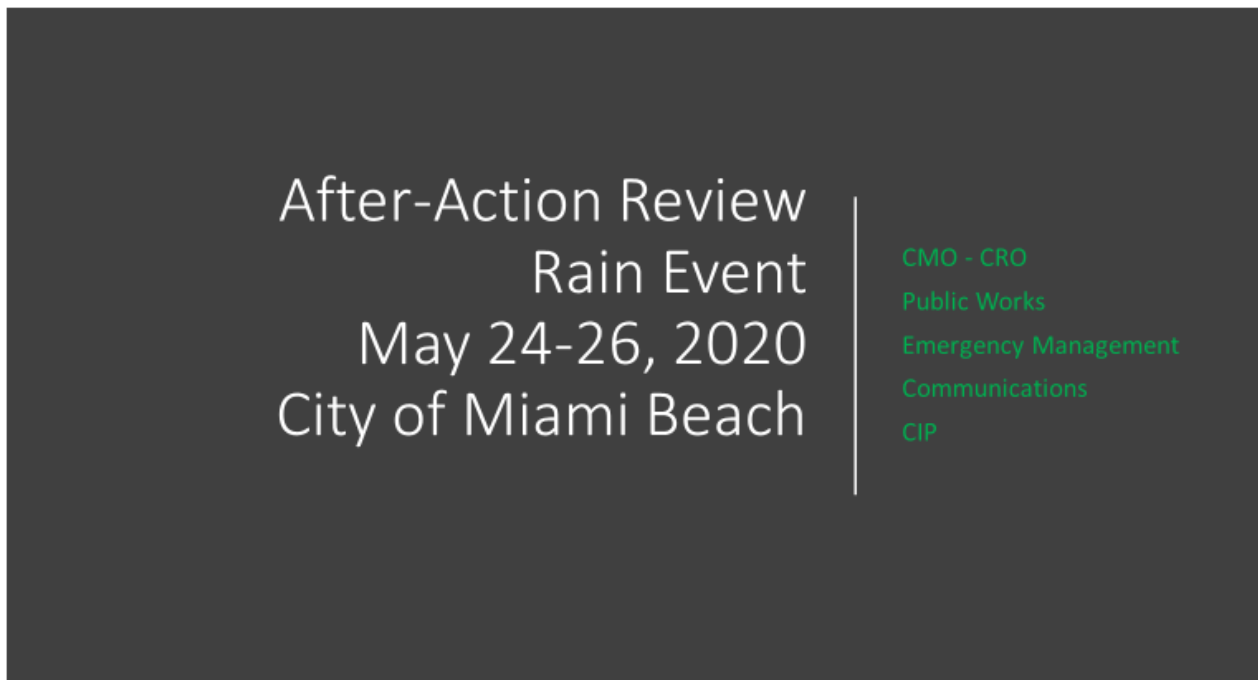
- 4. Identify Outreach Projects to Convey the Messages:** The committee identified various outreach projects outlined on the outreach implementation table of this report. The projects are crucial to achieve established outcomes on this plan, such as increasing flood insurance coverage and awareness of flooding in the community.
- 5. Inventory of other Public Information Efforts:** The Program for Public Information requires examining existing information efforts. A list was compiled through staff research and committee members' input. This list is published on the City's Resiliency Communications Plan published in March of 2016 and available on the City's website.
- 6. Prepare the PPI Document:** Preparing the PPI document involved a concerted effort from staff and the committee. PPI documentation is updated every year through the evaluation annual report to make improvements to projects and increase community outreach.
- 7. Implement, Monitor and Evaluate:** The committee meets twice annually to evaluate the program and incorporate revisions. This report specifically addresses steps six and seven and includes a summary of the progress made in 2020.

EVALUATION AND MONITORING

SUMMARY OF OUTREACH PROJECTS

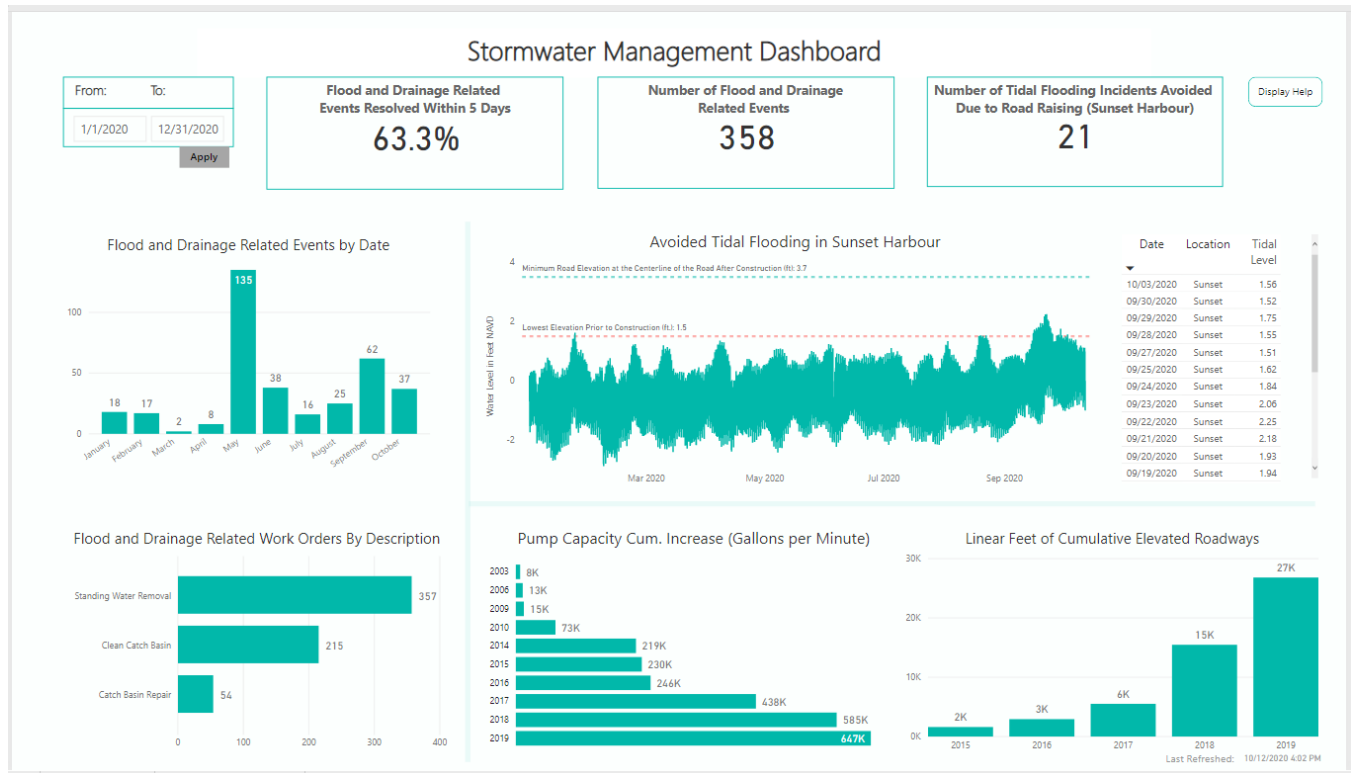
City staff and the committee identified 12 outreach projects. All the projects planned for 2020 were completed or are on track to be completed, and new projects were identified for additional outreach opportunities. In addition, the city is preparing for the 2020 CRS cycle verification audit this December with the goal of maintaining its CRS score. In order to do this, an interdisciplinary team formed and meets every week to review projects and gather documentation.

Flood mitigation projects are a priority for staff who have developed new approaches for helping the community prepare for extreme weather events. For example, after action reviews to evaluate the impact of a heavy rain event are conducted. After actions have led to centralization and more accurate reporting of flood data. The meetings have also led to more effective communication about flood risk and flood awareness. Routine after-actions are conducted for heavy rain and King Tide events.



Another innovative project includes the Stormwater Management Dashboard. This dashboard measures the effectiveness of the stormwater program, the impact of extreme events and infrastructure improvements. This data has been used to better prepare for flood events and communicate flood awareness information to the public. Phase II of the dashboard was completed to include tidal levels from the National

Oceanic and Atmospheric Administration (NOAA). This data allows the city to analyze historical tidal data and compare NOAA's data with the city's tidal gauges. The data is especially important to prepare for King Tides and analyze the impact of these events.



Stormwater Management Dashboard

Flood awareness information provided to all properties: An important milestone in completing the seven steps of the program was to develop **10 messages** for flood awareness. The 10 messages are included in the Miami Beach Magazine which is mailed directly to 61,000 households every quarter and distributed at city's public facilities. This year because of the pandemic, two issues of the magazine were mailed to residents. However, flood awareness materials were prominently featured in mbrisingabove.com and City of Miami Beach's website. The materials include the 10 steps to flood awareness, fact sheets and important resilience projects. In addition, the city hosted 18 community meetings focused on improvement projects that will reduce flood risk. Additional meetings are in progress.

Flood Awareness and Hurricane Guide: The flood awareness guide has informed hundreds of residents about the different existing flood awareness messages. The guide has been published on the city's website since spring of 2017 and was updated this year. The hurricane guide includes flood preparation messages in addition to tips on how to respond to extreme weather events. This year COVID-19 has added more

complexity to hurricane preparedness. The hurricane response was modified to adjust to social distancing protocols and protect the most vulnerable populations. The Department of Emergency Management worked with all departments to make sure all departmental plans reflect the current COVID-19 considerations. Hurricane exercises were conducted internally to prepare for hurricane season in the context of the pandemic. In addition, messages continue to be sent out through email blasts to the community in advance of anticipated rainfall, King Tides and potential hurricanes.

Response to flood events: Responding to flood events in the community is an important priority for the city. In 2020, the city addressed more than 600 flood and drainage related requests and resolved 66% of them within five days. Flood and drainage related requests were mostly caused due to King Tides or heavy rain. Staff not only resolved requests by going on site to address issues but also documented flooding and communicated with homeowners. Frequent communication with residents about flooding issues have led to projects that have alleviated flooding in different areas.

Social media messages and MB Rising Above

Campaign: As more residents use social media, the city has expanded its reach via Twitter, Facebook and Nextdoor. Tweets related to flood awareness received more than 600,000 impressions in 2020. Impressions mean that Tweets were viewed by users and possibly re-tweeted. In addition, the city continues measuring the quality of flood awareness messaging in social media and email to ensure all communications have the desired change of behavior.

96% of respondents rated the usefulness of flood awareness information received by email as very useful or moderately useful. This is an increase of 18% over last year's results.

As part of collecting feedback for this process, a questionnaire was created and disseminated through various outreach channels. This tool not only served as feedback for the program but it's also useful to increase awareness about flooding.

Letter from elected leadership: In 2020, a video message from the Mayor about the importance of purchasing flood insurance was sent out to the community via email. The video includes six of the 10 steps to flood awareness messages as well as important hurricane preparedness information. This effort provides valuable activity points for the CRS Activity 370 Flood Insurance Coverage Improvement Plan.

Fact Sheets: In 2017, different fact sheets were created to reach various types of properties, focusing on the areas with low flood insurance coverage as defined through the flood insurance coverage analysis. In 2019, fact sheets were updated to include

new information. In the absence of in-person customers in City Hall, fact sheets have been featured on the website and promoted through Program for Public Information (PPI) Committee. Through the flood insurance coverage assessment, 2-4 unit properties were identified as having low coverage. Special fact sheets were sent this fall to all these building types to encourage the purchase of flood insurance. Also, to prepare the community for King Tide season, flood preparation messages are communicated before and during these events. More than 10,000 subscribers receive this information via email. Additional fact sheets include information tailored to business owners, real estate agents, tenants, construction industry, potential homeowners and for Biscayne Bay water quality protection.



Resilient Construction Fact Sheet

OUTREACH IMPLEMENTATION TABLE

The following outreach implementation table details the audiences, messages, desired outcomes, projects to support the messages, list of projects, project accomplishments for 2019 and 2020 and stakeholders that help disseminate the information. The table serves as a tracking mechanism to ensure that projects are completed on a timely manner. In order to evaluate the outreach project status for 2020, the table shows the status of projects for this year, achievements and output measures indicating the level of effort and resources invested for this plan.

OUTREACH IMPLEMENTATION TABLE

*All Miami Beach is considered a target area

Target Audience	Messages	Outcome (Desired Changes in Behavior)	Project(s) to Support Message	Department Assignment	2020 Status of Projects	2019/2020 Project Accomplishments	Stakeholder
<p>All of Miami Beach audience</p> <p>Note that the flood awareness messages and outreach projects are important for all of Miami Beach residents and businesses, since 97% of all properties are within a SFHA (Special Flood Hazard Area).</p>	Messages 1-10	Increase comprehensive awareness of flood hazard and Miami Beach messages related to people and properties protection for flood event.	<p>OP #1-Flood awareness information provided to all properties through MB Magazine.</p> <p>Additional outreach through email blasts and meetings.</p>	Communications	Two times this year due to COVID-19.	<p>In 2019, flood awareness information was provided quarterly to all households through MB magazine. MB Magazine is mailed directly to 61,000 households and distributed at City's public facilities.</p> <p>The 10 messages were also communicated at community meetings and through neighborhood association emails. In 2020, the city held 18 community meetings to discuss important resilience projects aimed at reducing flood risk. Also, an online portal with all resilience projects and project updates was developed.</p>	Neighborhood associations share messages.
	Messages 1-5, 7 & 9		<p>OP #2-Letter from elected leadership encouraging purchase of flood insurance coverage.</p>	City Manager's Office	Complete - Summer 2020	<p>In 2019, a letter from the Mayor was incorporated into the Mayor's newsletter to encourage the purchase of flood insurance and update residents on Miami Beach's CRS new score.</p> <p>In 2020, a video message from the Mayor was shared with the community through email and social media. The video discussed the importance of purchasing flood insurance and preparing for flood events.</p>	No
	Messages 1-10		<p>OP #3-Flood Awareness Guide provided on website.</p>	Building and City Manager's Office	Ongoing	The flood awareness guide has informed hundreds of residents about the different existing flood awareness messages. The guide has been published on the City's website since 2017 and the 10-messages are communicated via MB Magazine to residents.	Yes-as associations
	Messages 1-3 and 7-8	<p>OP #4-Hurricane Guide. E-blasts and news letters including hurricane preparedness messaging are also sent out to the community. (Supports Activity 330)</p>	Emergency Management / Communications	Complete - Summer 2020	<p>In addition to providing the Hurricane Guide, hurricane evacuation routes were posted on the city's website.</p> <p>This information has been shared with residents and businesses during trainings and community events.</p>	Yes - residents, business owners	
	Messages 2, 3, 4, 5, 9	<p>OP #5-FEMA and State of Florida Flood Hazard and Flood Insurance Guides available at City Hall.</p>	Building	Ongoing	Informational fact sheets are provided in highly trafficked areas of city hall.	No	
	Messages 1-10	<p>Increase safety awareness before, during and after flood events.</p> <p>Reduce preventable accidents and damage from flood waters.</p>	<p>OP #6-For Flood Response (before, during and after a flood) Messages 1-10 provided through email blasts.</p> <p>Additional messages provided through social media.</p>	Communications, Public Works, Emergency Management	<p>Spring and Fall King Tide season emails.</p> <p>Beginning of hurricane season in June and preparation messages.</p> <p>Flood response emails and social media posts.</p>	<p>Several emails and social media posts were sent out in 2019 and 2020 to prepare the community for extreme weather conditions.</p> <p>After action presentations were developed in response to major flood events. This helps the city analyze flood events and better prepare for flood events.</p>	Yes - local news and social media sharing.

Target Audience	Messages	Outcome (Desired Changes in Behavior)	Project(s) to Support Message	Department Assignment	2020 Status of Projects	2019/2020 Project Accomplishments	Stakeholder
1. Repetitive Loss Areas (RLA) (RLAs are defined by FEMA)	Messages 1 through 10	Increase comprehensive awareness of flood hazard and Miami Beach messages related to people and properties protection for flood event.	See OP #1,3,4,5	Building	See OP #1,3,4,5	RLA property owners are part of the greater target audience.	See OP #1,3,4
	Messages 1 through 10 (Supports Activity 360 Flood Protection Information)	Increase building retrofits and flood resistant materials inquiries from Repetitive Loss Area property owners.	OP #7-Letter mailed to all RLA properties, (supports Activity 360)	Building	Fall 2020	Letters to RLA property owners are sent out to encourage flood resistant construction and prevent flood damage. The letter was sent to 370 property owners in 2019.	No
	Messages 1, 2, 3, 4, 5 Maps illustrate planned risk reduction improvements in relation to Repetitive Loss Areas (Activity 320)	Increase in map information inquiries from Repetitive Loss Area property owners.	OP #8-Fact Sheet with public infrastructure improvements and guidance for private property resilient building options Activity 320-Map information services provided by the Floodplain Manager	Building, Public Works	Factsheet and inquiries: Annual, ongoing Map was updated in fall of 2020.	Building Department staff responded to 316 flood maps information inquiries in 2019 and 285 in 2020.	No
2. Recently flooded areas	Messages 1 through 10	Increase comprehensive awareness of flood hazard and Miami Beach messages related to people and properties protection for flood event.	See OP #1,3,4,5, 6	Building, Public Works	Flood response emails and social media posts as needed.	*Described previously in the 'All of Miami Beach' audience	No
	Messages 1, 2, 3, 4, 5, 7	Increase awareness of being safe before, during and after flood events. Reduce preventable accidents and damage from flood waters.	See OP #6 OP #8-Fact Sheet and messages provided online, through social media, eblasts to stakeholders, radio/tv.	Lead: Communications Support: Building, Emergency Management, Environment and Sustainability, Public Works	Spring and Fall King Tide season emails. Beginning of hurricane season in June and preparation messages. Flood response emails and social media posts. Neighborhood meetings to address flood concerns.	As part of increasing awareness about being safe during a flood event, more than 100 tweets and Facebook posts about flood awareness topics have been posted.	Yes-local news
	Messages 1, 2, 3, 4, 5, 9, 10 Importance of reducing personal flood risk.	Increase insurance coverage Increase building retrofits, and flood resistant materials inquiries.	OP #8-Fact Sheet with resources for the specific flooded area. OP #8-Disseminate Fact Sheet through packets on doors, neighborhood associations, social media. OP #9-Attend community meeting(s) to provide Fact Sheet, and information on reducing flood risk.	Lead: City Manager's Office, Building, Communications, Environment and Sustainability, Public Works	Ongoing	In response to flooding, the floodplain manager visited Sunset Harbour condominiums to discuss flood protections strategies with residents. Public Works is constantly communicating with residents about flooding and at least three projects have been implemented in 2020 in response to flooding issues.	Yes-area associations can share

Target Audience	Messages	Outcome (Desired Changes in Behavior)	Project(s) to Support Message	Department Assignment	2020 Status of Projects	2019/2020 Project Accomplishments	Stakeholder
3a. Residents: tenants	<p>Messages 1 through 8</p> <p>Importance of insurance coverage for renters.</p> <p>Discuss storm/flood preparation with landlord.</p>	<p>Increase insurance coverage</p> <p>Increase flood preparedness awareness</p> <p>Increase in the use of flood resistant materials by tenants.</p>	<p>See OP #1,3,4,5,6</p> <p>OP #8-Fact Sheet for tenants provided on website</p>	City Manager's Office, Building	<p>See OP #1,3,4,5,6</p> <p>OP #8-Ongoing</p>	The tenant fact sheet was created to specifically target tenants and is available on the website.	No
3b. Residents: property owners*	<p>Messages 1 through 10</p>	<p>Increase comprehensive awareness of CRS and Miami Beach flood messages.</p>	<p>See OP #1,3,4,5,6</p>	City Manager's Office, Building, Communications	Ongoing	*Described previously in the 'All of Miami Beach' audience	Yes - local news, retweets.
	<p>Messages 1, 2, 3, 4, 5, 6</p> <p>The City is investing in flood risk reduction efforts. Know your elevation and your options to reduce risk.</p>	<p>Increase retrofits, use of flood resistant materials</p> <p>Increase in inquiries/technical assistance to the Flood Plain Manager</p>	<p>OP #8-Fact Sheet designed for all residents that highlight risk reduction from the sand dune system, new elevation requirements, street elevation and stormwater pumps.</p>	Building, Communications	Ongoing	Through the flood insurance coverage assessment, 2-4 unit buildings were identified as having low coverage. Special Fact Sheets were sent to all these building types to encourage the purchase of flood insurance.	
	<p>Message 1, 2</p> <p>Insure your property from flood loss.</p>	<p>Increase in insurance coverage for 2-4 family unit properties.</p> <p>(Targeted through Flood Insurance Coverage Assessment)</p>	<p>OP #8-Fact Sheet mailed for 2-4 Family Unit properties.</p>	Building, Communications	Fall 2020		Yes - associations share with multi-family bldg. residents

Target Audience	Messages	Outcome (Desired Changes in Behavior)	Project(s) to Support Message	Department Assignment	2020 Status of Projects	2019/2020 Project Accomplishments	Stakeholder
3b. Residents: property owners*(continued)	<p>Messages 1-10</p> <p>King Tides are normal in coastal areas but can cause flooding.</p> <p>Protect your family, home, and your vehicles.</p>	Reduce preventable accidents and damage from flood waters.	OP #8-Fact Sheet designed for King Tide seasons. Fact sheet messages distributed through social media, eblasts to stakeholders.	Communications, Environment and Sustainability	Spring and Fall King Tide messages sent by email and social media.	King Tide fact sheet messages are communicated before and during King Tide seasons. More than 4,000 subscribers receive these email blasts.	Yes- associations share with members
3c: Residents: Condo/Neighborhood Associations	<p>Messages 1 through 10</p>	<p>Increase insurance coverage</p> <p>Increase retrofits, flood resistant materials</p>	<p>See OP #1,3,4,5.</p> <p>OP #8-Fact Sheet provided in person at meetings, and also shared by associations with members.</p>	Building, Communications	Ongoing	*Described previously in the 'All of Miami Beach' audience	Yes-associations share with members
4a. Businesses: tenants*	<p>Messages 1 through 10</p> <p>Importance of insurance coverage and discussing storm/flood preparation with landlord.</p>	<p>Increase insurance coverage</p> <p>Increase retrofits, flood resistant materials</p> <p>(Targeted through Flood Insurance Coverage Improvement)</p>	<p>See OP #1,3,4,6</p> <p>OP #8-Fact Sheet emailed and mailed with the Business Tax Receipt (BTR) renewals.</p>	Building, City Manager's Office, Finance			No
4b. Businesses: property owners*	<p>Messages 1 through 10</p> <p>Importance of insurance coverage and discussing storm/flood preparation with tenants.</p> <p>Resources to understand elevation, public infrastructure improvements, resources for retrofits.</p> <p>(Supports Activity 360 Flood Protection Information)</p>	<p>Increase insurance coverage</p> <p>Increase retrofits, flood resistant materials</p> <p>(Targeted through Flood Insurance Coverage Assessment)</p>	<p>See OP #1,3,4,6</p> <p>OP #8-Fact Sheet emailed and mailed with the Business Tax Receipt (BTR) renewals. (Supports Activity 360)</p>	City Manager's Office, Building, Finance	Fall 2020	This fact sheet is mailed to businesses renewing their Business Tax Receipts. Approximately 6,000 copies were mailed to businesses in 2020.	No

Target Audience	Messages	Outcome (Desired Changes in Behavior)	Project(s) to Support Message	Department Assignment	2020 Status of Projects	2019/2020 Project Accomplishments	Stakeholder
4c. Businesses: contractors	<p>Message 1 through 8</p> <p>Importance of protecting equipment and vehicles.</p> <p>Education in retrofits and flood resistant materials.</p>	Increase resilient retrofits, flood resistant materials.	<p>See OP #6</p> <p>OP #8-Fact Sheet for "building resiliently" is used with building permits.</p>	Building	Ongoing	The retrofit fact sheets have been handed out to homeowners, contractors, architects and engineers through the building permitting process and the community industrial construction meetings.	Yes-contractors share with property owners
	<p>Message 8</p> <p>Importance of keeping the Biscayne Bay clean and the storm drain system clean.</p> <p>(Supports Activity 540 Drainage System Maintenance- Compliments National Pollution Discharge Elimination System (NPDES) outreach.)</p>	Reduce dumping and pollutant discharges to storm drains and Bay.	<p>OP #8-Fact Sheet for Biscayne Bay and storm drain system cleanliness issued with building permits (Supports Activity 540)</p> <p>Activity 540-Included as a condition in Right of Way and Building Permit Condition.</p>	Building, Environment and Sustainability	Ongoing	This fact sheet is available at the City's website and physical copies can be found at the Building Department.	Yes-contractors share with sub-contractors
5. Real Estate Agents and Insurance Agents	<p>Messages 1 through 8</p> <p>The City is investing in flood risk reduction efforts. Know your elevation and your options to reduce risk.</p> <p>Resources to understand personal property elevation, if there is any history of flooding.</p> <p>(Supports Activity 340 Real Estate Agents Brochure)</p>	<p>Maintain or increase flood insurance coverage rates.</p> <p>Increase resilient retrofits with renovations.</p> <p>Increase in information inquiries/technical assistance to the Flood Plain Manager.</p>	<p>See OP #1,3</p> <p>OP #10-Real Estate Fact Sheet available on City website</p> <p>OP #10-Real Estate Fact Sheet to be distributed to MB agencies, and by the Miami Association of Realtors.</p> <p>OP #11-Letter to Real Estate Agents, Insurance Agents, and Banks.</p>	Building, Communications	Fall 2020	Targeted letter sent to more than 90 real estate agents, insurance agents, and banks on Miami Beach advising about flood zone information.	Yes-Real Estate agencies and agents share

Target Audience	Messages	Outcome (Desired Changes in Behavior)	Project(s) to Support Message	Department Assignment	2020 Status of Projects	2019/2020 Project Accomplishments	Stakeholder
6. Local Organizations (Schools, Neighborhood Associations, Civic Organizations, Cultural Organizations, etc.).	Messages 1 through 10 Importance of flood insurance and building resiliently.	Increase in information provided at organization meetings.	See OP #1,3,4 OP #3-Fact Sheet provided at meetings by Community Outreach Specialist	Building, Communications	Shared electronic only due to COVID-19. See OP #1 for more information.	Marketing and Communications Department attends meetings and provides fact sheets.	Yes - organizations share
	Importance of being prepared through signing up with City communications channels for information on flood, hurricane, and King Tide preparedness.	Increase in organizations signed up for Social Media and E-Blasts.	See OP #6	Communications	Spring and Fall King Tide season emails. Beginning of hurricane season in June and preparation messages. Flood response emails and social media posts.	In 2020, messages about King Tides were shared more than three times in social media in addition to email blasts. Tweets related to flood awareness and environmental issues received more than 600,000 impressions.	Yes - organizations, media share.
7. Special Projects All audiences	Messages 1,3,5 Stormwater Management Dashboard Importance of reducing flood risk, measuring the effectiveness of stormwater program and responding to flooding.	Increase safety awareness before, during and after flood events. Reduce preventable accidents and damage from flood waters.	Additional Project: Stormwater Management Dashboard	City Manager's Office (Resilience), Public Works, IT	Spring 2020 Phase II completed	The dashboard's purpose is to measure how the city is becoming more resilient over time, track the effectiveness of the stormwater program and understand the impact of extreme events as well as the city's response. The dashboard has a section on resilient improvements such as number of properties that have been built above BFE and number of properties with resilient improvements.	No
	Messages 1 and 3 After Actions Capturing Extreme Rain Events and King Tides Importance of understanding the impact of heavy rain events and how the city can better respond and document.	Increase safety awareness before, during and after flood events. Reduce preventable accidents and damage from flood waters. Increase retrofits, flood resistant materials. Increase flood preparedness awareness.	Additional Project: After Actions	City Manager's Office (Resilience), Public Works	Ongoing - as needed	Understanding the impact of heavy rain events and King Tides allows the city to better prepare, communicate and make improvements. After Actions include recommendations to improve the city's response to flooding and data collection efforts.	Shared in Sustainability and Resiliency Committee - open to residents.

SUCCESS MEASURES

The following success measures show progress toward the desired outcomes described on the outreach implementation table. The measures not only serve as a tracking mechanism, but they are also important to celebrate successful initiatives and identify areas of improvement. The measures help illustrate the city's stormwater program resilience initiatives and efforts undertaken in the past years. The PPI plan's outcomes are highlighted below based on importance, alignment with the city's goals and data availability. The tables show the plan's desired outcomes (at the top) and are followed by measures indicating progress made and corresponding data.

Outcomes:

1. Increase comprehensive awareness of CRS and Miami Beach flood messages
2. Increase awareness of being safe before, during and after flood events.

Success Measures	2017	2018	2019	2020
	Actual	Actual	Actual	Actual
Number of Twitter impressions about flood awareness messages	256,224	410,747	1,217,629 ¹	635,463
Number of pageviews on MBRising Above website	N/A	13,255	28,134	19,651 ²
Usefulness of City of Miami Beach's flood awareness information shared through Facebook (by percent of respondents rating the item as very useful or moderately useful)	N/A	N/A	47%	39% ³
Usefulness of City of Miami Beach's flood awareness information shared through Twitter (by percent of respondents rating the item as very useful or moderately useful)	N/A	N/A	53%	25% ³
Usefulness of City of Miami Beach's flood awareness information shared through city email (by percent of respondents rating the item as very useful or moderately useful)	N/A	N/A	78%	96%

¹Twitter impressions increased significantly in 2019 due to the implementation of communication campaigns and outreach efforts. Data was obtained from the City's Communications Department.

²Number of pageviews captured through mid-October. Data was obtained from the City's Communications Department.

³Questionnaire is not statistically valid.

Using various channels to reach different audiences has been a key part of this outreach plan. Since social media is such an important communication channel for various demographics, the city is reaching several residents through this outlet and raising awareness of flooding issues. Promoting flood awareness materials online has also been an important way of communicating with residents and businesses. The city continues measuring the usefulness of flood awareness information by conducting an annual questionnaire. This helps the city tailor messaging for different channels and audiences. The results of the 2020 questionnaire show that:

- Usefulness of City of Miami Beach's flood awareness information shared through Facebook decreased from 47% to 39% in 2020
- Usefulness of City of Miami Beach's flood awareness information shared through Twitter decreased from 53% to 25%
- Usefulness of City of Miami Beach's flood awareness information shared through city email increased from 78% to 96%

One of the limitations of the questionnaire is that is not statistically valid, and the number of respondents vary from year to year. The number of pageviews on MB Rising Above decreased from 28,134 in 2019 to 19,651 in 2020. Pageviews increased primarily in 2019 due to the highly publicized Miami Beach Rising Above education campaign created to better educate residents and visitors about the city's resilience efforts. The last few months of 2020 may increase pageviews. In addition, the city launched a Neighborhood Services team with a project-specific portal for public engagement on specific flood mitigation projects that has been widely utilized.

Outcome: Reduce preventable accidents and damage from flood waters

Success Measures	2016	2017	2018	2019	2020
	Actual	Actual	Actual	Actual	Actual
Linear feet of elevated roadways (cumulative) ¹	2,930	5,516	15,474	26,817	26,817 ²
Cumulative increase in stormwater treatment system capacity (gallons per minute) ³	154,804	339,168	548,368	548,368	658,368
Percent of flood and drainage complaints resolved in 5 days from initiation date	71%	88%	73%	73%	66% ⁴
% of catch basins and associated piping cleaned annually	85%	95%	100%	100%	100%
Total NFIP (National Flood Insurance Program) claims	15	445 ³	N/A ⁵	N/A ⁵	N/A ⁵

¹This data considers all roads elevated in linear feet. The data doesn't take into consideration the different number of lanes per street raised and their width. Past years' figures were updated to reflect improved tracking methodology and data accuracy. Project completion methodology is provided by the Public Works Department.

²The linear feet of elevated roadways did not increase in 2020.

³Stormwater treatment system capacity measured includes only stationary stormwater treatment systems. Data provided by the Public Works Department. No change in capacity for year 2019.

⁴The methodology to track this metric was revised to accurately reflect flooding issues.

⁵Data from 2017 reflects claims associated with Hurricane Irma. Data for 2018, 2019, and 2020 data was requested from FEMA and is not yet available.

Reducing preventable accidents and damage from flood waters is an important desired outcome of the plan and the stormwater program. The measures above help the city track progress on this area but also reflect the various efforts dedicated to improving the storm water system, responding to flooding more efficiently and building resiliently.

The City of Miami Beach reduces potential pollution and continuously improves its stormwater management through a combination of education and outreach, good housekeeping, as well as the use of cutting-edge technology and industry-vetted operational practices. As it relates to the operations of its stormwater system, the city has made a commitment to inspect, clean and maintain the entire stormwater system at least once per year. Public Works Operations staff responsible for overseeing these activities is evaluated annually on their ability to meet this metric. In addition, every year Environment and Sustainability Department staff conducts an audit of these activities as part of the National Pollution Discharge Elimination System (NPDES) annual reporting.

The city goes above-and-beyond in its stormwater management. For reference, the NPDES permit that governs the system's operation requires the entire system be inspected, cleaned and maintained a minimum of once every three years. The NPDES annual reports for most municipalities show that they clean their system approximately once every five to seven years. In addition to exceeding the required NPDES frequency the city cleans certain structures more frequently than once a year. For example, stormwater treatment systems are cleaned at a minimum once per quarter as required by their maintenance manuals. The city elects to clean certain stormwater treatment systems more frequently, as needed. Stormwater treatment systems connected to higher trafficked drainage basins like the Entertainment Districts are cleaned once per week to ensure they are preventing as much pollution from entering the receiving water body, as well as operating as designed.

Outcome: Increase awareness of being safe before, during and after a flood event

Success Measures	2016	2017	2018	2019	2020
	Actual	Actual	Actual	Actual	Actual
Household is prepared with food/water/supplies for an emergency (percent of strongly agree and agree)	58%	No survey	No survey	66%	No survey
I know where to get information during an emergency (percent of strongly agree and agree)	65%	No survey	No survey	71%	No survey
I'm comfortable with my building(s) flood risk protections (new 2019 measure)	N/A	No survey	No survey	43%	No survey

Increasing awareness of being safe before, during and a after a flood event is important to ensure residents have the information needed to remain safe and protect their property during extreme weather events. The Resident Survey measures emergency preparedness and awareness as it relates to weather events and emergencies. Results in both areas increased. The survey is conducted to measure residents' satisfaction with city services and perceptions about various issues. The most recent survey was conducted in the Spring of 2019.

Outcome: Reduce preventable accidents and damage from flood waters

Success Measures	2009	2012	2014	2016	2017	2018	2019	2020
	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual
Percent of residents observing increased flooding	N/A*	N/A*	N/A*	74%	No survey	No survey	40%	No survey
Resident satisfaction with efforts to address stormwater and drainage (rating of excellent or good)	44%	37%	25%	46%	No survey	No survey	50%	No survey

*Resident Survey data not available.

In order to understand if residents are experiencing issues with flooding and drainage, survey questions related to these areas are provided to households in Miami Beach. In addition, data related to the satisfaction with stormwater program is provided above.

- The percent of residents observing flooding decreased by 34% since 2016. This means residents observed less flooding than in 2016.
- Satisfaction with efforts to address stormwater and drainage improved by 4% since 2016. This issue ranked also as a top priority item for respondents.

Outcome: Increase insurance coverage for 2-4 units and non-residential units

Success Measures	2017	2018
	Actual	Actual
% of units with NFIP insurance policies in AE and X areas*	84%	80%
% of units with NFIP insurance policies in AE areas*	86%	81%
Percent of units with NFIP insurance policies in X areas*	58%	63%
Percent of 2-4 units with NFIP insurance policies*	46%	47%
Percent of non-residential units with NFIP insurance policies*	17%	15%

*Data accuracy is affected by various factors explained below. The flood insurance coverage assessment is required every five years for CRS credit.

Property data was obtained from the Miami-Dade County Property Appraiser. National Flood Insurance Coverage data was obtained from FEMA National Flood Insurance Program. The assessment was not conducted in 2019 or 2020, as it's only required every five years.

Ninety-three percent of Miami Beach's buildings are located in the Special Flood Hazard Area (SFHA) AE Flood Zone. Location in the AE flood zone means that insurance is required for units with federally backed mortgages. The remaining buildings, 7%, are located in Zone X. Buildings in the X zone, adjacent to the AE flood zone, are not required to carry insurance, however, they are vulnerable to flooding and they are encouraged to purchase insurance. The committee examined the flood insurance coverage in Miami Beach in both 2017 and 2018 to identify where coverage can be improved. Specifically, the committee focused on 2-4 units and non-residential units due to a lower rate of coverage. These properties were actively targeted to increase insurance coverage.

Miami Beach has an overall high rate of flood insurance coverage. The insurance coverage rate has remained stable in the last two years with minor changes in percent of units covered. The table above shows:

- The overall % of units with NFIP Insurance Policies in AE and X areas slightly

decreased to 80% in 2018 from 84% in 2017.

- The percent of units with NFIP Insurance Policies in AE areas decreased from 86% in 2017 to 81% in 2018. From 2017 to 2018, there was an increase of approximately 1,634 units in the AE area. The spike in units from one year to the next one affects the percent of units insured in 2018, as this percent is calculated as number of policies over number of units. This was further impacted by 1,323 fewer policies for this area.
- The percent of units with NFIP Insurance Policies in X areas increased to 63% in 2018 compared to 58% in 2017. For the X zone, the change in units from 2017 to 2018 was 15 fewer units and the change in policies was 197 more policies in 2018. The decrease of new units in this area resulted in a higher percent for the measure "Percent of units with NFIP Insurance Policies in X areas." The increase in policies also impacted the percent of units covered by flood insurance.
- The percent of 2-4 units with NFIP Insurance Policies increased to 47% in 2018 compared to 46% in 2017.
- The percent of non-residential units with NFIP Insurance Policies decreased to 15% in 2018 from 17% in 2017.

Two factors affecting the accuracy of data were identified in this analysis. First, both data sources, Miami-Dade County Property Appraiser and NFIP, are external to the city. For this reason, the reliability of the data is not within the city's control. Another factor is the number of units obtained for this report which was captured in two different points of time for comparison purposes. Both systems likely have reporting lag times as well. Changing the time frames to account for increase in new units may result in slightly different insurance coverage rates.

The committee also discussed reasons that may be impacting the rate of flood insurance coverage in the city. For example, properties without a federally backed mortgage do not require flood insurance. Homeowners of these properties may decide to drop flood insurance or seek a private insurer. Another reason is that NFIP flood insurance policies in the AE zone are more expensive than in 2017. The flood insurance assessment shows that the average policy for the AE zone costs \$49 more in 2018 than in 2017. This increase may be a reason for homeowners to seek lower rates in the private market. Private insurance coverage for flooding is not part of this assessment. It is likely that the inclusion of this data may change the coverage rate results.

This analysis also compliments the flood insurance coverage assessment, coverage improvement plan, and coverage implementation plan as part of the CRS Activity 370 Flood Insurance Coverage Improvement Plan.

SUMMARY OF RECOMMENDATIONS FOR IMPROVEMENT

As part of this report, recommendations were developed with the committee to make improvements to the implementation of the plan. The following paragraphs provide a summary of recommendations with their corresponding status.

1. **Being able to better track building retrofits** to help staff track upgrades that reduce flood risk.

STATUS: COMPLETE

The Building Department continues tracking the use of flood resistant materials, elevation of equipment, flood retrofits and other improvements in Miami Beach. The department has worked with the resilience team to create a dashboard that shows this data through interactive visualizations that update real-time. The dashboard helps staff to further analyze trends and communicate how the city is becoming more resilient. In order to capture the first living floor elevation of Miami Beach properties, the city input elevation certificates data dated before 2016 into GIS to have this information in an accessible and readable format.

2. **Implementing tracking mechanisms** for measuring the quality of information disseminated as part of the outreach projects.

STATUS: COMPLETE

The city continues tracking the usefulness of social media and email flood awareness messaging through an online questionnaire. The city also measured the top flood awareness topics of interest to the community. Efforts to reduce flood risk messages continues to be ranked as the preferred topic. This initiative helps the city to better tailor messaging to different audiences and channels. Flood communications messaging has also expanded through additional communication channels, such as text message alerts through MBTraffic, MBAlerts, and through Nextdoor.

3. **Developing phase II of the Stormwater Management Dashboard** to further understand extreme weather events and the effectiveness of the stormwater program.

STATUS: COMPLETE

As mentioned earlier in this report, the stormwater management dashboard is currently tracking how the city responds to flooding, infrastructure improvements and avoided tidal flooding incidents. Phase II was completed to include additional tidal data from the National Oceanic and Atmospheric Administration (NOAA) to better understand the impacts of extreme weather events and access

historical tidal data.

4. **Adopting new road elevation standards and a neighborhood prioritization list.** This is part of achieving an integrated stormwater strategy.

STATUS: COMPLETE

Jacobs Engineering developed an integrated blue- green concept plan, evaluated the city' s road elevation policy, and prioritized the current neighborhood project list. As part of the first task, Jacobs analyzed various blue-green strategies and provide a list of vetted design approaches that are applicable to Miami Beach. Jacobs also recommended new elevation standards to reduce flood risk in the upcoming years. Finally, Jacobs prioritized the city's project list by using a weighted criterion. The criteria take into consideration flood risk, water and sewage projects as well as population. This list will help the city to move stormwater projects forward.

5. **Focusing on tracking flood insurance** coverage is a lesson the city learned while completing this report for the first time. The city conducted analysis to understand coverage for 2018, however, there are data variables that need to be further analyzed in future years to better understand the rate of flood insurance.

STATUS: ONGOING

Among the recommended actions from 2018 were to connect with private insurance companies to analyze private coverage. This effort is still underway. As the city and committee members obtain more access to private insurance companies, flood insurance coverage will be further explored.

6. **Continue implementing outreach projects** to reduce flood risk and help reduce the cost of flood insurance premiums.

STATUS: ONGOING

As mentioned above, this year the city continued disseminating flood awareness messages despite the pandemic. The city focused on using the website and online communication methods to continue informing the community about flood risk.

7. **Implementing the Urban Land Institute's recommendations** to improve the stormwater management program, communication with residents and integrating green and blue infrastructure.

STATUS: ONGOING

The City Manager's READY (Resilient Enhancement Design for YOU) Team studied the feasibility of these recommendations, many of which require policy-level action and funding. The team continues to meet monthly to review projects with the purpose of integrating resilience

8. **Implementing a holistic approach to resilience** in the organization through the implementation of the Resilient305 Strategy and the *Strategic Plan Through the Lens of Resilience* with a resilience focus on addressing our shocks and stresses.

STATUS: ONGOING

In 2019, both strategic plans (*Resilient305* and *Strategic Plan Through the Lens of Resilience*) were officially adopted by the City Commission on July 17th, 2019 and their implementation is underway. The actions within these plans will help drive efforts to reduce flood risk.

9. **Sharing the “Are You Interested in Purchasing Property on Miami Beach?” Fact Sheet** with real estate agents. The Fact Sheet targets potential property buyers in Miami Beach, and serves as a guide to prepare homeowners for extreme weather events and flooding.

STATUS: ONGOING

UPDATE: Fact sheets were updated in 2019 to reflect the most current flood awareness information. In addition, the MB Magazine focusing on resilience was shared with local real estate agencies. Messaging about the importance of obtaining flood insurance will be shared with the Association of Realtors as one of the PPI activities. This effort provides valuable activity points and can lead to important resilience investments from buyers.

10. **Using the best science and engineering** to address current flood risk and prepare for sea level rise.

STATUS: ONGOING

This approach includes the following:

- Utilizing the Southeast Florida Climate Change Compact's Unified Regional Sea Level Rise Projection for Southeast Florida for planning purposes. (Adopted by the City Commission in 2016 and 2020).
- Working with universities, such as Columbia University (2018) and Harvard University (2018) on innovative studies to inform the city's sea level rise approach
- Understanding the value of investing in resilience by hiring ICF Inc, who conducted a Business Case Analysis of the Miami Beach Stormwater Program. ICF conducted catastrophe, drainage, and economic modeling

and estimated that city-wide investments of up to \$2 billion are reasonable based on 1 foot of sea level rise, king tides and storms. The study also showed that home prices are higher near areas of higher elevation. For more information, visit: <http://www.mbrisingabove.com/climate-science/innovative-studies/>

11. **Adopting plans and policies to advance resilience.** Over the last four years, more than 20 land use amendments have been adopted to address sea level rise and a full city Resiliency Code update will begin soon.

STATUS: ONGOING

The new 2040 Comprehensive Plan incorporates resilience, sea level rise and sustainability (2019). And, most recently, Buoyant City and the Urban Forestry Master Plan were completed (2020). These resources are available through: <http://www.mbrisingabove.com>

12. **Implementing Resilience Projects:** Miami Beach is leading the way in South Florida in designing neighborhood projects with an integrated approach to address flooding and neighborhood design.

STATUS: ONGOING

Neighborhood projects are designed to have multiple co-benefits including upgrading aging water and sewer infrastructure, improving mobility with bike lanes and complete streets, lighting, and incorporating native and Florida friendly vegetation and tree canopy to help retain and treat stormwater. Additionally, greater emphasis on aesthetics, particularly regarding above grade elements associated with neighborhood projects, is being implemented and will be another significant co-benefit. Sunset Harbour neighborhood and other areas where neighborhood improvements have been completed now experience far less flooding, if any, due to king tides. Upcoming projects include:

- o Short-term: Address policy issues to begin construction in West Avenue and First Street. Finalize the construction for existing projects including the Venetian Islands and Indian Creek.
- o Mid-term and Long-term: The City Commission approved the Jacobs Neighborhood Prioritization on July 24, 2020. The first phase of cost estimates will be timed with the FY21/22 capital budget process. The 2018 General Obligation Bond includes \$85 million dedicated to above-ground improvements for aesthetics and amenities for neighborhood improvement projects.

13. **Launching an inspirational resiliency vision campaign** to envision what Miami Beach will look like in thirty years or longer.

STATUS: IN PROGRESS

The campaign will illustrate the city's resilience efforts, the fight against sea level rise, and the planned mitigation and adaptation measures the city envisions for the future. The city is working with Florida International University to develop a global competition of alternative visualizations looking out 50+ years that will engage local, regional national and international stakeholders in public discussion. This would include public forums and community outreach. The end objective is not to select one single 'winning vision' of a city that can flourish and adapt to its nature-based challenges, but perhaps a subset of 3-5 finalists.

CONCLUSION & NEXT STEPS

Overall, the Program for Public Information (PPI) Plan's activities were implemented successfully in 2020 despite the challenges of COVID-19 response and recovery. Various outreach projects were completed and continue to be scheduled for upcoming years. New projects have been added with the purpose of using data for better decision-making and more effective communication. In addition, the city is preparing for its CRS audit this December by tracking and documenting PPI efforts. The goal of the audit is to maintain our CRS score which provides the community with valuable flood insurance savings.

Miami Beach is committed to reducing the cost of flood insurance, reducing flood risk and increasing flood awareness. The efforts complement the stormwater program, land use amendments to reduce flood risk, and the *Miami Beach Strategic Plan Through the Lens of Resilience* adopted in 2019.

This Program for Public Information (PPI) Annual Update & Evaluation Report, developed for the National Flood Insurance Program Community Rating System program, opens the doors for increased integration of initiatives that go hand in hand with resilience practices and provides the city with opportunities to improve its programs. The committee and staff will continue to implement the plan, track progress and make recommended improvements.

For more information, visit MBRisingabove.com, and select the Flood Awareness tab. MBRisingabove.com is the City of Miami Beach's resource for climate change adaption and mitigation efforts.