

RESOLUTION NO. 2022-32390

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, CREATING AN AD HOC ADVISORY COMMITTEE TO SERVE AS A PROGRAM FOR PUBLIC INFORMATION (“PPI”) COMMITTEE FOR THE 2023 PPI, WHICH IS A PART OF THE COMMUNITY RATING SYSTEM (“CRS”) FOR THE FEDERAL EMERGENCY MANAGEMENT AGENCY’S NATIONAL FLOOD INSURANCE PROGRAM (“NFIP”), IN ORDER TO IMPLEMENT, MONITOR, AND EVALUATE THE PPI; AND PRESCRIBING THE PURPOSE, DUTIES, APPOINTMENTS, AND TERMS OF THE COMMITTEE’S MEMBERS, FOR A TERM COMMENCING ON JANUARY 1, 2023 AND EXPIRING ON DECEMBER 31, 2023.

WHEREAS, the goals of the Federal Emergency Management Agency’s (“FEMA”) National Flood Insurance Program (“NFIP”) are to provide flood insurance to property owners, to encourage flood loss reduction activities by communities, and to save taxpayers’ money; and

WHEREAS, the City of Miami Beach participates in the NFIP and the Community Rating System (“CRS”), a voluntary program that provides both incentives and tools to further these goals; and

WHEREAS, participation in the CRS saves residents money by reducing flood insurance premiums; and

WHEREAS, the Program for Public Information (“PPI”) provides activity points to improve the City’s CRS score, which in turn helps to reduce flood insurance premiums; and

WHEREAS, an advisory ad hoc Resiliency Communications Committee was first created per Resolution No. 2016-29585 to serve as a PPI Committee from October 1, 2016 through October 1, 2017, and has been renewed every year since; and

WHEREAS, the latest advisory ad hoc Program for Public Information Committee was created pursuant to Resolution 2021-31936, and will expire on December 31, 2022; and

WHEREAS, a PPI was developed by the initial ad hoc PPI Committee, according to a seven-step planning and public involvement process, defined by the CRS Program, and the PPI was adopted by the Mayor and City Commission per Resolution No. 2017-29771; and

WHEREAS, membership criteria for a PPI Committee is specified by CRS and must include: real estate agent(s), insurance agent(s), banking industry representative(s), the City’s Floodplain Manager, and a Communications Department representative, and at least half of the Committee’s members must be from outside the local government; and

WHEREAS, a new Program for Public Information Plan is required every five years, and on June 16, 2022 the Committee approved the new 2022 PPI to be transmitted to City Commission; and

WHEREAS, on July 20, 2022, the Mayor and City Commission adopted the Program for Public Information Plan via Resolution No. 2022-32216; and

WHEREAS, the City Manager recommends that the Mayor and City Commission accept the 2022 Report, attached to this Resolution as Exhibit A; and

WHEREAS, the members of the new ad hoc advisory PPI Committee (the "Committee") shall be as follows: the City's Communications Director; the City's Floodplain Manager; Scott Diffenderfer, as real estate agent; Carlos Gutierrez, a real estate agent; Alex Carrasco, a local bank representative; and John Lee, a local insurance agent; and

WHEREAS, the membership term on the new ad hoc Committee shall commence on January 1, 2023 and expire on December 31, 2023, subject to earlier or later sunset by the City Commission.

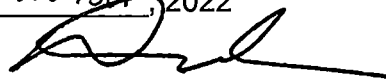
NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby create an Ad Hoc Advisory Committee to serve as a Program for Public Information ("PPI") Committee for the 2023 PPI, which is a part of the Community Rating System ("CRS") for the Federal Emergency Management Agency's National Flood Insurance Program ("NFIP"), in order to implement, monitor, and evaluate the PPI; and prescribe the purposes, duties, appointments, and terms of the Committee's members, for a term commencing on January 1, 2023 and expiring on December 31, 2023.

PASSED and ADOPTED this 16 day November, 2022

ATTEST:

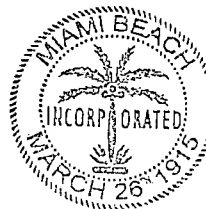


Rafael E. Granado, City Clerk



Dan Gelber, Mayor

NOV 17 2022



APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney *RA*

11-3-22
Date

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Alina T. Hudak, City Manager
DATE: November 16, 2022

SUBJECT: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, CREATING AN AD HOC ADVISORY COMMITTEE TO SERVE AS A PROGRAM FOR PUBLIC INFORMATION ("PPI") COMMITTEE FOR THE 2023 PPI, WHICH IS A PART OF THE COMMUNITY RATING SYSTEM ("CRS") FOR THE FEDERAL EMERGENCY MANAGEMENT AGENCY'S NATIONAL FLOOD INSURANCE PROGRAM ("NFIP"), IN ORDER TO IMPLEMENT, MONITOR, AND EVALUATE THE PPI; AND PRESCRIBING THE PURPOSE, DUTIES, APPOINTMENTS, AND TERMS OF THE COMMITTEE'S MEMBERS, FOR A TERM COMMENCING ON JANUARY 1, 2023 AND EXPIRING ON DECEMBER 31, 2023.

RECOMMENDATION

The administration recommends that the City Commission adopt the resolution to reconvene the annual Ad Hoc Program for Public Information Committee starting on January 1st of 2023 and ending on December 31st of 2023.

BACKGROUND/HISTORY

The Community Rating System (CRS) is a voluntary program under the Federal Emergency Management Agency (FEMA) National Flood Insurance Program allowing communities to earn flood insurance discounts. Cities earn points for conducting activities promoting flood insurance and reducing flood risk. The CRS rating scores range 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 May of 2019. As a result, many new policies and renewals after May 1, 2019 have been able to save 5% more on flood insurance premiums. With this score improvement, the City receives a 25% discount that totals \$8.6 million in savings annually. This helps offset increasing federal rates. At the conclusion of the latest audit, the City was notified that it retained its Class 5 rating in April 2022.

The Program for Public Information Committee (PPI) was first created by the City Commission through Resolution No. 2017-30104 on November 29, 2017. The original Program for Public Information Plan was approved on March 1, 2017 via Resolution No. 2017-29771. As required by the program, a new PPI Plan is created every five years. On June 16, 2022 the Committee approved the new 2022 PPI to be transmitted to City Commission; it was adopted by City

Commission on July 20, 2022 via Resolution No. 2022-32216.

ANALYSIS

The mission of the proposed Program for Public Information Committee is to create and monitor a Program for Public Information (PPI) plan with the purpose of reducing flood risk and ultimately reducing the cost of flood insurance. The committee meets twice a year to address CRS requirements as well as monitoring and evaluating the plan. The committee's composition requires representation from communications, floodplain management, real estate, banking, and insurance. The committee was first created by the City Commission through Resolution No. 2017-30104 on November 29, 2017. The recommended Program for Public Information Committee members for 2022 are:

- **Melissa Berthier, Communications Representative**
Director - Marketing and Communications Department
- **Alex Carrasco, Banking Industry Representative**
Vice President/Private Banking Relationship Manager - First Horizon
- **Scott Diffenderfer, Real Estate Agent Representative**
*Licensed Real Estate Broker Associate - Compass
President - Belle Isles Residents Association*
- **Carlos Gutierrez, Real Estate Agent Representative**
*Real Estate Broker Associate - Coldwell Banker
2016 President - Miami Association of Realtors*
- **Mohsen Jarahpour, CFM, Floodplain Manager**
Floodplain Manager - Building Department
- **John J. Lee, Insurance Agent**
Vice President - FirstService Financial

This year, the Committee continued its efforts on flood risk reduction messaging projects, such as King Tide awareness, and evaluating progress toward the established outcomes. Per program requirements, the Program for Public Information must be updated every five years, and the main objective for the 2022 Committee was to create a new plan which was adopted on July 20, 2022.

SUPPORTING SURVEY DATA

The 2022 Community Survey results show that 38% of residents feel that the City's efforts to manage stormwater drainage and flooding are good or excellent.

FINANCIAL INFORMATION

City staff, specifically the Chief Resilience Officer, the Floodplain Manager, and the Director of Marketing and Communications all dedicate hours to the Committee reports and activities. Outreach is distributed through existing communication channels with targeted direct mailing and materials at a cost of less than \$10,000 annually. Due to the City's performance in the FEMA full Community Rating System program, most NFIP policy holders receive a 25% discount that totals \$8.6 million in savings annually.

CONCLUSION

The administration recommends that the City Commission adopt the resolution to reconvene the annual Ad Hoc Program for Public Information Committee starting on January 1st of 2023 and

ending on December 31st of 2023. The committee's continuous participation and work is required to monitor the implementation of flood awareness projects, which provide valuable activity points for the FEMA Community Rating System program. This reduces the cost of flood insurance for Miami Beach policy holders.

Applicable Area

Citywide

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?

Yes

Does this item utilize G.O. Bond Funds?

No

Legislative Tracking

Environment and Sustainability

Sponsor

Vice-Mayor Alex Fernandez

ATTACHMENTS:

Description

- Resolution