

**2021 Program for Public Information Review
City of Pleasantville**

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**Date of Report: September 23, 2021
PPI Meeting: September 23, 2021
Date Report sent to Governing Body: September 24, 2021**

This evaluation hereby updates the City of Pleasantville's Program for Public Information (PPI). The PPI was adopted by Resolution 88-2018 on May 7, 2018. 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 September 23, 2021, to review this progress report and to revise the Program for Public Participation.

2. PPI Committee Members:

Kevin Cain, Floodplain Manager/Construction Official
Linda D. Peyton, City Administrator
Shanta Comeaux- Brookins, Keller Williams Realty Atlantic Shore
Celeste Fernandez, Insurance Broker, Fernandez Insurance Agency
Ed Geletka, Ocean First Bank

Alternative Members include:

Sara Shuttleworth Lipsett, South Jersey Federal Credit Union
Kenneth Barnshaw, South Jersey Federal Credit Union
Deirdra Alexander-Simms, CRS Coordinator

This report was submitted to the governing body and posted on the City's website on September 24, 2021. The public and media will be aware of the evaluation through the posting of the City Council meeting agenda and posting on the City web site.

3. Priority Audiences – Properties located in the X shaded zones and in the Special Flood Hazard Area (SFHA) and real estate, lending, and insurance companies.

4. Topics and Messages:

Topic	AE Zone Residents/Owner s (AE)	X Zone Resident s/Owner s	Real estate and related
1. Know your flood hazard: description of local flooding.	x	x	x

Topic	AE Zone Residents/Owners (AE)	X Zone Resident s/Owner s	Real estate and related
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	
4. Protect your property from the hazard: retrofitting techniques and funding sources.	x	X	x
5. Build responsibly: Contacts for the City Code Official, description of substantial damage and improvement.	x	X	x
6. Protect natural floodplain functions: Stream dumping ordinance, map of open space in the floodplain, etc.	x	X	X

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

Outreach Project 1: The City's CRS Coordinator will mail letters to all property owners in the "Repetitive Loss Areas" as determined from plotting RL properties by July of each year. The letter discusses preparation for flooding, permanent flood protection measures, financial assistance, flood insurance. The letter will note that there are property owners in the RL areas that do not have flood insurance and that such an omission creates the risk of major uncovered losses following a flood event. The letter includes how to contact the local communities and directs readers to websites.

Outreach Project 2: National Night Out Tabling

City staff will table at the National Night Out Event and be on hand to discuss flood issues, preparation, distribute fliers, and answer questions.

Outreach Project 3: Handouts

The City's floodplain administrator or CRS coordinator will ensure that all permit applicants are given a brochure to encourage them to learn about the safety and insurance benefits. This brochure entitled "Flood Preparation and Safety" is provided regardless of whether the construction project is in or out of the SFHA. The brochure directs readers to websites. Brochures will also be available for the public at City Hall, the recreation center and library.

Outreach Project 4 – SFHA Mailer

The City's Office of Emergency Management will send notification to residents/owners in the City's SFHA of their location in the flood hazard area.

Outreach Project 5 – Flood Workshop

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.

Outreach Project 6 – Mitigation Letters

The City's floodplain administrator or CRS Coordinator will mail annual letters to SRL and RL properties informing them that funding is available for home elevations and providing copies and guidance on completing a Notice of Voluntary Interest.

Outreach Projects 7, 8 and 9 – Website PPI Topics and Municipal Services

Pleasantville will update and maintain its website to provide comprehensive and timely information about PPI topics and priorities. This will include providing information about how to contact city officials regarding property protection advice and map information services.

6. List Projects that were implemented during the reporting period

#	Description	Status/Date Completed	Comments
1	Repetitive Loss Area Letter	Completed March 12, 2021	The repetitive loss list has been re-examined and the City filed AW-501 forms (repetitive loss corrections) to account for mitigated properties. The number of repetitive loss properties have been reduced from 17 to 12 properties. Letters were mailed on March 12, 2021.
2	National Night Out Table	Completed September 15, 2021	In replace of National Night Out, the City staff, tabling was conducted at a Food Distribution event held on September 15, 2021.
3	Permit Center Handouts	Ongoing	The Permit Center continues to distribute fliers on floodplain construction.
4	Flood Workshop	Completed May 18, 2021	The Flood Workshop was hosted virtually with other municipalities to maximize participation.
5	Mitigation letters to RL	Completed September 23, 2021	The wording of the Mitigation Letter has been modified to include messages and topics identified in the Program for Public Information
6	Brochures at public locations	Ongoing	The City Hall, Library, and Building Department continue to provide informational brochures.
7	Insurance brochures in Spanish	Ongoing	The City Hall, Library, and Building Department continue to provide informational brochures.
9	Do Not Dump	Ongoing	Storm drains have "do not dump" messaging. This activity should be incorporated into the PPI.
10	Letter to Lenders, Real Estate & Insurance Brokers	Completed September 20, 2021	

The Pleasantville web site includes FEMA disaster preparedness and recovery information:
<http://www.pleasantville-nj.org/flood-information/>

The annual letter to local real estate agents, insurance companies, and banks was sent on September 20, 2021.

A repetitive loss area mailing list was completed by the City on March 12, 2021. The City continues to provide flood information brochures and technical assistance through the Construction Office.

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

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

Outreach activities underway by the entities listed below 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/1hurx2mjhchmzh/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>

7. What projects were not implemented (if any)? No

8. List what progress was made towards the desired outcomes

- The development of a public park in the SFHA in Lakes Bay is eminent. This will ensure that this property is undeveloped in perpetuity.
- The Adams Property at 207 Lyons Court in Pleasantville was elevated by participating in the FEMA FMA program sponsored by the City. This property sustained significant damage during Superstorm Sandy and now is a model for how homes in the floodplain should be designed for resiliency. Initially, the property owner responded to a city outreach letter prepared in compliance with the PPI Plan.
- Other Pleasantville property owners have inquired about the FEMA FMA program.
- The City of Pleasantville is an active participant in the Atlantic County Multi-Hazard Mitigation Plan Update process.
- The New Jersey Department of Environmental Protection has begun buying out vacant and residential properties in the Lakes Bay Repetitive Loss Area. This area includes many of the City's repetitive loss structures. The NJDEP Blue Acres buyouts are the first of their

kind in the region and will mitigate flood damage in a low-lying and vulnerable neighborhood. The PPI should ensure that outreach continues for remaining residents and recognize that flood risk for those residents will likely increase in the coming years.

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.)

- Additional fliers and brochures should be provided to the Construction Office.
- 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).
- Continue to enhance the use of social media by placing information on the City's Facebook page.
- Provide information through The Current and Society Page newspapers.
- Utilized Comcast Channel 97 to provide flood related information to the public.

Review Notes

- According to the FEMA NFIP BureauNet as of July 21, 2020, there are 85 NFIP policies in the City of Pleasantville. The number of NFIP policies in the City has continued to decrease. In December 2017, when the flood insurance coverage assessment was first completed, Pleasantville had 153 policies.
- The 85 NFIP policies protect property valued at \$18.7 million and paid \$94,604 in premiums in 2019. On average about \$1,000 per home.
- According to data provided by FEMA, the City had 17 repetitive loss properties and five substantially damaged properties. The City has filed six AW-501 forms to document properties that have been elevated or demolished, to reduce the number of repetitive loss properties to 11.
- Approximately 5,000 to 6,000 users are registered through Nixle, representing about 25 percent of the City's population.
- Pleasantville's outreach topics are comprised of the six FEMA topics.