

M E M O R A N D U M

To: Howard Tipton, Town Manager
From: Charles Mopps, Public Works Program Manager, CRS Coordinator
Report date: January 24, 2024
Meeting date: February 5, 2024
Subject: Resolution 2024-03, Adoption of the 2023 Multi-Jurisdictional Program for Public Information Plan (PPI) Annual Evaluation Report

Recommended Action

Pass Resolution 2024-03.

Background

In March 2021, the Town Commission passed Resolution 2021-05, formally adopting the revised Sarasota and Manatee County Local Mitigation Strategies (LMS) under an agreement with the Department of Community Affairs. These documents set the standards for guiding principles to implement disaster mitigation activities that in turn can reduce losses to public and private infrastructure resulting from major disasters.

As a part of this effort, the Town has participated in the Unified Program for Public Information (PPI). The Unified PPI allows for a comprehensive outreach approach to provide communities and property owners with clear, coordinated messages delivered in a cost-effective and consistent manner. The Unified PPI coordinates community messaging to improve resource efficiency and message recognition, with goals of increasing flood hazard awareness, motivating resident actions to reduce flood damage, encouraging flood insurance coverage, and protection of the natural functions of floodplains. The result is a well-informed public, a safer living environment, and lower costs associated with flood loss. Flood-prone property owners with better access to flood information, such as their vulnerability to flood risk and impacts, have a higher likelihood of acting to reduce their risk.

Participating in a PPI and conducting annual PPI evaluations enables the Town to achieve and maintain additional CRS activity points. Section 330 of the 2017 CRS Manual (current version in addition to a 2021 addendum) identifies possible points associated with the PPI. CRS activity points are determined during a yearly audit and proof is shown that the PPI Annual Evaluation Report is provided to the Commission.

Staff continues participation with both Sarasota and Manatee County LMS Working Groups and the Sarasota County Uniform Program for Public Information Committee to update and amend the goals, objectives, mitigation project lists, and initiatives.

Staff Recommendation

Pass Resolution 2024-03.

Attachments

- A. Resolution 2024-03 (Available in Town Clerk's Office)
- B. 2023 Sarasota County Unified Program for Public Information Annual Evaluation Report (Available in Town Clerk's Office)
- C. Proof of Sarasota County Commission Approval (Available in Town Clerk's Office)

End of Agenda Item