

**CITY COMMISSION AGENDA ITEM REPORT**

**DATE:** April 23, 2025

**SUBMITTED BY:** Rosemary Fisher

**ITEM TYPE:** Resolution

**TEMP. RESOLUTION NUMBER:** 14229

**AGENDA SECTION:** **REGULAR AGENDA**

**TITLE:** TR#14229 - A Resolution of the City Commission of the City of Tamarac, Florida, updating the Program for Public Information which is part of the National Flood Insurance Program Community Rating System; providing for conflicts; providing for severability; and providing for an effective date.

**RECOMMENDATION:** I recommend the City Commission approve the updates to the Program for Public Information which is part of the National Flood Insurance Program Community Rating System.

**BACKGROUND:** The City of Tamarac has been a participant in the National Flood Insurance Program (NFIP) since 1992. At that time, the City has placed priority on reducing the risk of floods throughout the Community. As a result of those efforts, during the Community Rating System (CRS) re-certification done in November of 2010, the City of Tamarac achieved a higher Classification of 6 from the Insurance Service Office (ISO). In October 2011, the City received the official letter from FEMA ratifying the increase to a Class 6 in the NFIP and the CRS Program qualifying the residents of the City of Tamarac to receive a 20% discount on the premium cost of flood insurance for the NFIP policies issued or renewed in the Special Flood Hazard Areas (SFHA) on or after October 1, 2011. The City has maintained this Class 6 Rating since 2011.

The reductions are based on the community floodplain

management programs, including public information activities. To keep those discounts, communities must continue to implement their programs and provide status reports to the NFIP each year. Since entrance into the CRS Program, the City of Tamarac has prioritized the dissemination of flood-related information to its residents and businesses.

Over the years, the City has expanded this outreach to include, among other items, a Flood Protection Brochure mailed twice a year to all properties in the City, numerous outreach articles are written in the City's quarterly newsletter that is delivered to every household in the City, numerous outreach items using electronic media and staff educates homeowners by visiting Homeowners Association meetings and providing information on the NFIP and Flood Protection of their properties.

While Tamarac has historically engaged in a number of well executed public outreach projects on floodplain management, these projects have tended to be staff driven. Adoption of the PPI promises to engage non-government entities in the outreach process, better assess community public information needs, formulate strategic messages for target audiences, develop and organize projects to effectively convey and reinforce messages, monitor, evaluate and report on project and program outcomes. Approval of the PPI provides a forty (40) percent multiplier in credit points earned by each outreach project conducted under Activity 330 and several other activities.

Preliminary review of the proposed PPI Plan by the ISO/CRS Technical Coordinator has revealed that the proposed PPI Plan meets the requirements of Activity 330 of the 2017 CRS Coordinator's Manual.

**ISSUE:**

Since the last cycle visit was completed in 2021 by the Insurance Service Office (ISO) Community Rating System (CRS), FEMA has introduced several programs changes

which could negatively impact the City's rating in the CRS. One such change which requires the approval of the Commission relates to the organization and implementation of a formal Program for Public Information (PPI) within Activity 330 (Public Outreach) of the FEMA 2017 NFIP, CRS Coordinator's Manual. Built on broad community involvement, the PPI promotes a strategic, coordinated, step-by-step approach to public outreach on flood preparedness matters.

**STRATEGIC GOALS:**

Goal #2 : Tamarac is Safe and People Know It

**ATTACHMENTS:**

[TR#14229 MEMO PPI -Prog for Public Info 4-08-25.docx](#)