

PUBLIC WORKS DEPARTMENT

Floodplain Management
Division

Improving our Community
Rating System Standing

Ernie De La Garza





Overview

The Community Rating System (CRS) is a voluntary incentive program that provides flood insurance premium discounts for community floodplain management activities exceeding the minimum standards of the National Flood Insurance Program (NFIP).

Federal Emergency Management Agency (FEMA) administers the CRS program through the NFIP.

Currently a Class 8

- Provides a 10% to Special Flood Hazard Area Flood insurance premiums.

Table 110-1. CRS classes, credit points, and premium discounts.			
CRS Class	Credit Points (cT)	Premium Reduction	
		In SFHA	Outside SFHA
1	4,500+	45%	10%
2	4,000–4,499	40%	10%
3	3,500–3,999	35%	10%
4	3,000–3,499	30%	10%
5	2,500–2,999	25%	10%
6	2,000–2,499	20%	10%
7	1,500–1,999	15%	5%
8	1,000–1,499	10%	5%
9	500–999	5%	5%
10	0–499	0	0

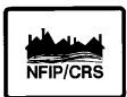


Program for Public Information

PPI Worksheet						
Priority Audience	Message	Outcome	Project(s)	Assignment	Schedule	Stakeholder
Priority Audience 1: Coastal floodplain residents	Topic 1 message: Find out about your flood hazard	Increase in the number of map information inquiries	320 map info service to include info on flood depths, wave heights, and past floods (320)	Floodplain manager	Start as soon as staff has the maps	
			OP 3: Presentations to five neighborhood associations	Floodplain manager	Set up the five presentations by January 31	Neighborhood associations
			OP 4: Cable TV to show the neighborhood association presentation	Floodplain manager and public information officer	Tape the first two presentations and use the best scenes	Neighborhood associations, cable TV company
			OP 5: Mailing sent each year to residents of the SFHA	Floodplain manager and public information officer	Disseminate in May, before hurricane season	
		Increase in number of webpage hits	New website page will show flood depths and LMWA boundary (350)	Floodplain manager and webmaster	Have on line by May 1 start of hurricane season	
		Increase in the number of people getting tech assistance	Floodplain manager to explain depths, waves, and past floods when providing assistance (360)	Floodplain manager	Start as soon as staff has the maps	
			OP 1: FEMA brochure on flood insurance	Floodplain manager	Printed and displayed by Feb. 28	FEMA

Developing a Program for Public Information

for Credit under the
Community Rating System
of the
National Flood Insurance Program



2021

CRS provides additional credit for public outreach efforts that are coordinated through an adopted program for public information.

The proposed Program for Public Information (PPI) is a community outreach campaign that includes educational and outreach projects to help residents plan for and protect themselves from flooding and other disasters.



CITY OF CORPUS CHRISTI
PUBLIC WORKS
DEPARTMENT

Program For Public Information Committee

The PPI Committee consists of an eight-member body, representing both inside and outside local government.

The PPI Committee

- Provides input about target areas and audiences
- Reviews current outreach for improvement.
- Recommends new activities to convey information to residents.
- Recommends measures to protect natural functions of the community's floodplain.

NAME	REPRESENTING
Kathleen Chapa, CFM	Community's Floodplain Management Office
Gabriel Hinojosa, CFM	Community's Public Works Department
Richard Vargas	Community's Public Information Office
Jennie Dibala	Insurance Industry
Elke Gonzalez	President, Board of Realtors
Jennifer Smith-Engle, PH.D.	Texas A&M University Corpus Christi Environmental Science Program
Sandra Morales	Citizen
Cathy Cruz	Citizen



Benefits of PPI

PPI credit comes in the form of bonus points added to outreach projects and other CRS public information activities that are included in the PPI and implemented by the community.

Bonuses include-

- **40% increase** under Activity 330 for outreach projects
- Website contents covered in the PPI will increase from maximum of 47 points to 75 points.
- **30% Stakeholder bonus** in addition to the 40% PPI bonus.



CITY OF CORPUS CHRISTI
PUBLIC WORKS
DEPARTMENT

Public Information Efforts

Community at Large

- Flood Awareness Week Activities
 - Radio and TV advertisements
 - School Outreach
 - Community Townhall Meeting
- Annual Newsletter (SFHA's and Repetitive Loss Properties)

Builders, Contractors and Engineers

- Yearly Regulation Update Meeting

Real Estate and Insurance Agents

- Annual Agent Brochure
- Annual Policy Update Meeting