

**City of Somers Point  
Program for Public Information  
Rutala Associates**

**2019 PPI Review  
Date of Report: September 23, 2019  
PPI Meeting: September 23, 2019  
Date Report sent to Governing Body: September 24, 2019  
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This evaluation hereby updates the City of Somers Point's Program for Public Information (PPI). The PPI was adopted by Resolution in 2017. 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.

An annual meeting of the PPI Committee was held on Thursday, September 23, 2019 to review this progress report and to revise the Program for Public Participation. All PPI Committee members attended. The Committee noted that existing topics are sufficient and coordinated mailings to be undertaken. Jim Rutala noted that one property in the City was recently approved for a FEMA-funded home elevation.

**Priority Audiences:** X Zone Property owners; SFHA property owners; real estate, lending and insurance companies; new residents/property owners;

**Topics and Messages:**

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| Topic  |
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| 1. Know your flood hazard: description local flooding.   |
| 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. |
| 3. Protect people from the hazard: Discussion on avoiding car travel, evacuation safety, and family meeting locations.                             |
| 4. Protect your property from the hazard: retrofitting techniques and funding sources.   |
| 5. Build responsibly: Contacts for the City Code Official, description of substantial damage and improvement.                                      |
| 6. Protect natural floodplain functions: Stream dumping ordinance, map of open space in the floodplain, etc.                                       |
| 7. Protection and Assistance is available: Who to turn to when disaster strikes.   |
| 8. Be Prepared for Flooding Events: what you need.   |
| 9. Don't wait until it is too late: where to get critical information during a natural disaster.   |
| 10. Funding available for home repairs: FEMA funding for repairs and elevation.  |

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## Review Notes

- In 2018, there were 971 NFIP policies in Somers Point with \$221 million in coverage. As of September 2019, this number was 895 (covering \$208.2 million) - a decrease from 971 policies covering \$221 million.
- Somers Point's existing and past flood outreach efforts have resulted in a community that is generally well-informed of flood risk. The City has not seen significant flooding impacts since Superstorm Sandy.
- Somers Point's outreach program covers several additional topics in addition to the basic PPI messages. Residents and those doing business in the City have ready access to flooding information. CRS Coordinator Jim McBrien question a potential change to a rule on crawlspaces and the need for fliers and brochures.

## Summary of Activities

- The City did not complete a Flood Insurance Workshop but noted that similar workshop was held in nearby communities.
- The annual letter to local real estate agents, insurance companies, and banks will be sent shortly.
- A repetitive loss area mailing list was given to the City for mailings to be completed. A letter with a lower number of addresses will be sent to RL/SRL properties only.
- The City continues to provide flood information brochures and technical assistance through the Construction Office.

## Recommended Adjustments

- 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).
- Outreach activities underway by entities like the Atlantic County, Atlantic City Electric, South Jersey Gas, New Jersey Coastal Coalition and Heist Insurance should be incorporated into the PPI to better coordinate efforts.

Atlantic City Electric

<https://www.atlanticcityelectric.com/Outages/StormCenter/Pages/StormReadiness.aspx>

Heist Insurance Radio Spots:

<https://www.dropbox.com/s/1hurx2mjhhchmzh/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>

South Jersey Gas:

<https://www.southjerseygas.com/Safety-Education/Severe-Weather-Safety.aspx>

Tidal Flooding Talk:

- <https://www.youtube.com/channel/UCe87gUcUNvRPnO040kT2MXg>