



City of Atlantic City

2020 Program for Public Information Review

Rutala Associates

September 2020

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Program for Public Information
Rutala Associates**

**2020 PPI Review
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**Date of Report: September 24, 2020
Floodplain Management Committee Meeting: September 24, 2020
Date Report sent to Governing Body: September 25, 2020**

This evaluation hereby updates the City of Atlantic City's Program for Public Information (PPI). The PPI was adopted by City Council on October 18, 2019. 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 Floodplain Management Committee was held on Thursday, September 24, 2020 to review this progress report and to revise the Program for Public Participation. The Floodplain Management Committee members include:

Josh Levin, Real Estate
Robert Johnson, Resident
Tom Heist, Insurance
Joe Ciapanna, Banking
Art Ponzio, Arthur W. Ponzio & Co.
Earnest Coursey, Chief of Staff
Anthony Cox – City Construction Official
Scott Evans – Fire Chief/Emergency Management Coordinator
Barbara Woolley-Dillon, Director, Planning & Development

Atlantic City's Floodplain Management Committee serves as the PPI Committee. This allows the Committee to be more familiar with Atlantic City's outreach efforts and provide better counsel for public outreach positions.

The role of the Committee is to assist in developing and reviewing the PPI by providing feedback on areas of the City that should be targeted for outreach, the type of outreach, and by whom and how often messages will be delivered. The group members were also asked to share information on any efforts related to this work that have occurred or are occurring within the City.

Priority Audiences: Property owners and renters/tenants in structures located in the SFHA; repetitive loss property owners and tenants; non-English speaking residents and property owners; X zone property owners; real estate, lending, and insurance companies; major employers and anchor institutions; residents of pre-firm buildings and unlicensed residential units; housing authority residents; and real estate groups, property managers, landlords, developers and development applicants..

Outreach Topics and Desired Outcomes

Outreach Topic

1. Know your flood hazard

Desired Outcome

Make the public, potential property owners, and residents more aware of our flood risks.

2. Insure your property

To insure more property within our communities with an emphasis on the special flood hazard area.

3. Protect people from the hazard

To inform the public of evacuation routes and flood prone areas. Additionally, alert at the risk of flooding.

4. Protect your property from the hazard

To inform the public of the importance of holding flood insurance and to mitigate low structure prone to flooding. Additionally, promote temporary mitigation efforts.

5. Build responsibly

Regulate standards for building new construction and home elevations.

6. Protect natural floodplain functions

Negate building in natural floodplain areas and protect natural systems.

Review Notes

- As of July 2020, there were 6,691 NFIP policies in Atlantic City providing coverage for \$1.32 B in property value and resulting in \$5,471,521 in annual premiums.
- In 2018, there were 6,925 NFIP policies in Atlantic City with \$1.4B in coverage.
- In 2018, Atlantic City has the fifth-highest number of NFIP policies in the State of New Jersey and the eight-highest value of coverage.
- In 2018, there were 352 repetitive loss properties and 457 substantially damage properties in Atlantic City.

Summary of Activities

- The City of Atlantic City web site includes FEMA disaster preparedness and recovery information:
<http://www.cityofatlanticcity.org/Departments/office-of-emergency-management>
- The City's web site provides a direct link to the County Hazard Mitigation Plan Update 2016, FEMA flood maps, and the Atlantic City Floodplain Management Plan.
- The City did not complete a Flood Insurance Workshop but noted that similar workshop was held online due to COVID- 19 and open to all communities including Atlantic City.
- The annual letter to local real estate agents, insurance companies, and banks was sent in September 2020.
- A repetitive loss area mailing list was completed by the City in March 2020.
- The City continues to provide flood information brochures and technical assistance through the Construction Office.
- The Atlantic City Office of Emergency Management publishes the "Atlantic City OEM Newsletter" on a monthly basis which discusses the importance of protecting property with

flood insurance, property protection techniques, hurricane season information, and links to important web sites.

- The Atlantic City Office of Emergency Management actively updates its twitter feed @atlanticcityoem with up to date information on coastal flood advisories, best practices for emergency management, and links to important web sites.
- The Atlantic City Office of Emergency Management in conjunction with State officials and the Mayor's office maintained an EOC and weekly conference calls with public officials, business leaders, community groups, and the casino industry to provide guidance during COVID-19.

Recommended Adjustments

Documentation of the following activities is needed for credit for the PPI/outreach activities.

A. Informational Material

- The building department and Casino Reinvestment Development Authority will provide one-page handouts about permit requirements and substantial improvement/substantial damage.
- The building department and Casino Reinvestment Development Authority will provide FEMA brochures on flood insurance available at the permit counter.
- Information on the six top priority topics will be posted on the City's website.

B. General Outreach

- Atlantic City, in conjunction with nearby municipalities will hold an annual conference on flooding and flood issues. City Emergency Management employees will speak about the floodplain construction rules at public meetings. A handout on permit requirements will be given to all attendees. Financial advice will also be offered.
- The City provides water and flood safety information using the Impactivate message signs on the Atlantic City Boardwalk.

C. Targeted Repetitive Loss Properties Outreach

- The Emergency Management Coordinator annually sends out a letter to all property owners who qualified for FEMA Flood Mitigation Assistance to explain the program and solicit applications.
- The Emergency Management Coordinator annually sends a letter to property residents/owners in the Special Flood Hazard Area advising them of their location in the SFHA. The letter includes steps to prepare for flooding, opportunities for permanent flood protection, invites the resident to talk to the Building Department regarding financial assistance, and advising them to get a flood insurance policy.

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/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>

Tidal Flooding Talk:

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