

ADDENDUMS TO THE PROGRAM FOR PUBLIC INFORMATION DOCUMENT

See following pages for each addendum, in order of most recent first.

ADDENDUM
TO THE
PROGRAM FOR PUBLIC (PPI) INFORMATION DOCUMENT
August 2019

- Page 2 updated Committee Members

- Revised Committee Members update as of August 2019

Community	Public Members	Private Members
Bonita Springs	Ayita Williams Floodplain Manager, Building Inspector	Bob Rosier President, Rosier Insurance
Cape Coral	Wyatt Daltry Planning Coordinator	Craig McElroy Cape Coral resident
Estero	Matt Noble Principal Planner	Marilyn Edwards Estero resident
Fort Myers	Beth Stark Floodplain Coordinator Brent Brewster -alternate Building Official, Floodplain Administrator	Danielle St. Onge Realtor Association of Greater Fort Myers and the Beach
Fort Myers Beach	Chelsea O’Riley Public Works Manager Jason Green -alternate	Dave Anderson Greater Fort Myers Beach Area Chamber of Commerce
Sanibel	Harold Law CRS Director	Chris Heidrick President, Heidrick & Company Insurance
Unincorporated Lee County	Betsy Clayton Public Information Officer Billie Jacoby CRS Coordinator and Floodplain Manager	Robbie Roepstorff President, Edison National Bank Josh Overmyer Resident of North Fort Myers and SFHA

ADDENDUM
TO THE
PROGRAM FOR PUBLIC (PPI) INFORMATION DOCUMENT
April 2019

- Page 2 & 3 – revised wording on outreach projects
- Page 4 – annual meeting date revision
- Page 5 – updated Committee Members

- Revised wording on outreach projects

All Messages and Outcomes (Results)	
Messages	Outcomes (Results)
1. Know Your Flood Hazard	
1 – Learn your flood hazard, zone and map information and your evacuation zone. , flood zone and map information.	R1 – Increased requests for FIRM information from the jurisdictions – to be tracked by each jurisdiction R2 – Increased hits to online zone look-ups and other floodplain management web pages, to be tracked by Lee County, which maintains the central GIS-based search engine
2. Insure Your Property	
2 – Buy flood insurance for your home and contents. Protect investment in property and contents with flood insurance.	R3 – Increase in the number of flood insurance policies, to be tracked by each jurisdiction
3. Protect Property from Flood Hazard	
3 – Ask your community floodplain manager about flood protection assistance.	R4 – Increased calls for flood protection information and site visits; to be tracked by the jurisdictions
4. Protect People from Flood Hazard	
4 – Get a print or online copy of the Lee County All Hazards Guide.	R5 – Increased distribution of the Lee County All Hazards Guide; print versions to be tracked by Lee EOC and downloads to be tracked by all jurisdictions
5. Build Responsibly	
5a – Get a permit before you build.	R6 – Fewer violations for unpermitted or non-compliant construction; to be tracked by each jurisdiction
5b – Know the safety and insurance benefits of exceeding minimum standards.	R7 – Increase in construction projects that exceed minimum standards; to be tracked by each jurisdiction
5c – Before you remodel, learn about flood regulations and building codes.	R6 – Fewer violations for unpermitted or non-compliant construction; to be tracked by each jurisdiction
6. Protect Natural Floodplain Functions	
6a – Don’t block natural flowways.	R8 – Fewer violations of unpermitted filling or blocking of natural flowways; to be tracked by each jurisdiction
6b – Report blocked ditches, swales and canals.	R9 – Increased requests for action, to be tracked by each jurisdiction
7. Prepare for Hurricanes	
7 – Choose your flood warning system.	R10 – Increased sign-up for personal notification, to be tracked by Lee County Emergency Management

- Revised wording on outreach projects

Flood Protection Messages		
Timing	Message	Outcome
As the storm or hurricane approaches (pre-storm)	E1 Obey evacuation notices (CRS7 Prepare for Hurricanes)	O1 People willingly and quickly evacuate
	E2 Pack your go-bag and your pet needs. Tell family or friends about your evacuation plans. (CRS4 Protect People.)	
	E3 Report blocked ditches, swales and canals (CRS6 Protect Natural Floodplain Functions)	O2 Flooding is reduced
After the storm (post-storm)	E4 Do life-saving and damage mitigation immediately (CRS3 Protect Property) (CRS4 Protect People)	O3 Injury and more serious property damage is mitigated
	Get a permit for permanent repairs. E5 (CRS5 Build Responsibly)	O4 New construction meets code

- **Annual meeting date discussion**

The annual PPI evaluation meetings typically fall in the middle of the PPI project calendar. Most of the projects couldn't be discussed at these meetings since they weren't yet completed. One of the most important projects of discussion is the Media event which would be discussed almost a year later at the following annual meeting. The committee discussed moving the annual meeting from May to between June and August. The majority of members agreed to this move.

- **Committee Members update**

Community	Public Members	Private Members
Bonita Springs	Ayita Williams Floodplain Manager, Building Inspector	Bob Rosier President, Rosier Insurance
Cape Coral	Wyatt Daltry Planning Coordinator	Mary Briggs Lee Memorial Health System, Director of Media Relations replacement TBD
Estero	Mark Muraczewski Senior Planner	Marilyn Edwards Estero resident
Fort Myers	Brent Brewster Building Official, Floodplain Administrator	Danielle St. Onge Realtor Association of Greater Fort Myers and the Beach
Fort Myers Beach	Rae Burns Floodplain Manager/Environmental Coordinator Chelsea O’Riley -alternative Public Works Manager	Dave Anderson Greater Fort Myers Beach Area Chamber of Commerce
Sanibel	Sandy Larsen Floodplain Manager (Keith Williams Alternate)	Chris Heidrick President, Heidrick & Company Insurance
Unincorporated Lee County	Betsy Clayton Public Information Officer Billie Jacoby CRS Coordinator	Robbie Roepstorff President, Edison National Bank Josh Overmyer Resident of North Fort Myers and SFHA