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City of Wilson, North Carolina

2015 Floodplain and Stormwater Management

Program for Public Information (PPI)

Background

The Community Rating System (CRS) is a part of the National Flood Insurance Program (NFIP). It provides reductions to flood insurance premiums in participating communities. The reductions are based on 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. Wilson has been participating in the CRS program since October 1, 1999. The City is currently rated as a Class 6 which rewards all policyholders in the SFHA with a 20 percent reduction in their flood insurance premiums. Non-SFHA policies (Standard X Zone policies) receive a 10% discount, and preferred risk policies receive no discount.

A Program for Public Information (PPI) is an ongoing effort to prepare, implement, and monitor a range of public information activities best suited for a community's flood problems. The objective of CRS credit for a PPI is to provide additional credit for information programs that are designed to meet local needs and that are monitored, evaluated, and revised to improve their effectiveness.

Over the years, the City of Wilson, through numerous departments and in coordination with stakeholder groups and outside agencies, has prepared multiple outreach messages to educate the public on the hazards associated with flooding. Additionally, the City has been working on stormwater issues in and along Hominy Creek to reduce flooding, especially to repetitive loss properties and associated areas which are subject to localized stormwater flooding.

With advances in technology and greater familiarity with web-based services, Wilson has realized that mailing information directly to property owners may not be the most effective method to get certain messages across. The PPI process provides the ability for the City of Wilson to consider other options for disseminating messages about the flood hazard to the community. The City has developed its PPI in accordance with the CRS credit criteria found within Activity 330.

This PPI was created with coordination of a Floodplain Mitigation Plan (FMP) and a Repetitive Loss Area Analysis (RLAA). A Floodplain Mitigation Planning Committee (FMPC) was established to oversee the development of not only the FMP and RLAA, but also the PPI. This single committee had the opportunity to learn more detail about the major flooding problems in the City along with the unique problems associated with repetitive loss properties. Therefore; this committee will be referred to the PPI Committee through this document.

Step 1: Establish a PPI Committee

A PPI should assess all the community's needs for flood-related information and coordinate all the resources that can deliver information. It should recommend a range of activities that convey information to residents, businesses, tourists, school children, and other audiences in and around the community. It should have an objective review of what is being done and how public information activities could be improved. Therefore, a PPI needs to be developed by a committee that consists of members from both inside and outside local government. The committee could be an existing committee, such as a mitigation

planning committee or advisory board, or a subcommittee of an existing group, as long as it meets the membership criteria.

1.1 Membership and Stakeholders: The PPI Committee’s membership must meet the following CRS criteria:

- There must be at least five people on the committee.
- There must be representation from the community’s floodplain management office.
- There must be representation from the community’s public information office, if there is one.
- At least half of the members must be from outside the local government (“stakeholders”).

The CRS encourages engagement of groups and people outside the local government in planning and conducting outreach projects. As outlined above, at least on-half of the members of the PPI committee must be representatives from outside the local government. These could be members of the public, representatives of key community organizations, and/or agencies and organizations that would likely implement the recommended outreach projects.

The participants comprising the PPI Committee for the City of Wilson were selected in accordance with the above CRS criteria and served a dual purpose of developing a floodplain management plan and a PPI. The PPI Committee include the following:

1. Daryl Norris, P.E., CFM – City of Wilson Planning & Development Services Department
2. Janet Holland, AICP – City of Wilson Planning & Development Services Department
3. Josh Jurius, CFM - City of Wilson Planning & Development Services Department
4. Matt Shaw – City of Wilson Public Information Officer
5. Adam Reck – City of Wilson Safety & Risk Coordinator
6. Kelly Vick – Wilson Housing Authority
7. Terri Stutts – Southern Bank
8. Eva Smithwick – Wells Fargo
9. Alan Winstead – Farm Bureau Insurance
10. Penny Whitfield – The Whitfield Agency

Committee Meetings

The PPI committee met three times during the planning process to complete the outreach program. Each of the PPI meetings was held at the City of Wilson’s Planning and Development 2nd Floor Conference Room. The meeting dates and objectives covered included:

- Meeting # 1 – February, 19 2015 – Assessment of the community’s current public information needs (PPI planning process, assessment of the flood hazard, exposed buildings, flood insurance coverage, and Identification of target audiences and areas).
- Meeting # 2 – April, 2 2015 – Define outreach messages and other potential outreach projects along with dissemination methods.
- Meeting # 3 – August 20, 2015 – Review the draft PPI

Goals for the PPI

The PPI committee developed 3 primary goals to guide the overall implementation of this Program for Public Information to better educate the public about the flood risks facing the City of Wilson, how to protect themselves as well as their homes and businesses from flood damage and to understand the importance of flood insurance.

Goal 1: Bring about a change in behavior so the public recognizes both the risk associated with flooding and what they can do to reduce damage to buildings.

Goal 2: Promote the purchase of flood insurance with a more specific focus on those who rent property.

Goal 3: Increase the preparedness capability of the public to respond to and recover from flood events.

Step 2: Assess the Community's Public Information Needs

The City of Wilson, situated in eastern North Carolina, is the county seat of Wilson County. The City has a total land area of approximately 29 square miles and is located predominately in the coastal plain physiographic province of North Carolina along Interstate 95. The City of Raleigh, the State Capital, is located 40 miles to the west of the City, and the Atlantic Ocean is 100 miles to the east. The City is served by U.S. highways 264 and 301 and North Carolina highways 42 and 58. Interstate 795 connects Wilson to the City of Goldsboro and on to I-40 south, enhancing access to the seaports at Wilmington and Morehead City, North Carolina. U.S. 264 provides the City with an interstate grade highway connecting Greenville and the Research Triangle Park. According to the U.S. Census Bureau, the City had an estimated total population of 49,628 in 2013.

Flooding within the City of Wilson can be attributed to two sources: 1) flash flooding resulting from heavy rainfall that overburdens the drainage system within the community; and 2) riverine flooding resulting from heavy and prolonged rainfall over a given watershed which causes the capacity of the main channel to be exceeded. According to FEMA's Flood Insurance Study (FIS) for Wilson County, NC revised April 16, 2013, low lying areas of the County flood periodically. Flooding on the larger streams results primarily from hurricanes, tropical storms and other major weather fronts, while flooding on the smaller streams is due mainly to localized thunderstorms.

In particular, Hominy Creek which runs through the center of the City of Wilson is where the majority of flooding occurs. Upstream development with large amounts of impervious surface creates increased runoff. The majority of the repetitive loss properties and repetitive loss areas are located near or adjacent to this tributary. The City's Repetitive Loss Area Analysis examined the buildings which have been impacted by flooding and provided strategies and/or recommendations for property protection including increased public education.

The two larger (wider) City floodplains on the eastern edge and western edge of Wilson don't contain any repetitive loss properties or areas. The PPI committee, however, recognized that these high risk areas do still pose a significant flood threat and encouraged the City to continue sending targeted outreach to these properties.

Additionally, there is one dam, Lake Wilson, with the potential to impact the City of Wilson. In particular, if this dam is breached, it may cause damage to buildings and potentially affect human life.

2.1 Delineate Target Areas: In order to develop an effective local outreach program that raises public awareness about flood related issues, it is necessary to identify and assess the areas within the community that are considered to be flood-prone. The PPI Committee identified the following target areas and concluded that outreach projects should be directed to all properties (residential, commercial and public) within these areas:

Target Area #1: Entire Community

Because floods can happen almost anywhere and outside of the 1% annual chance flood or high risk Zone AE, the PPI Committee wanted to make sure that there was a general focus of flood preparedness for all of the public within the City of Wilson which included the moderate to low risk flood Zones X and Zone C. Figure 1 reflects the mapped flood insurance zones for the City.

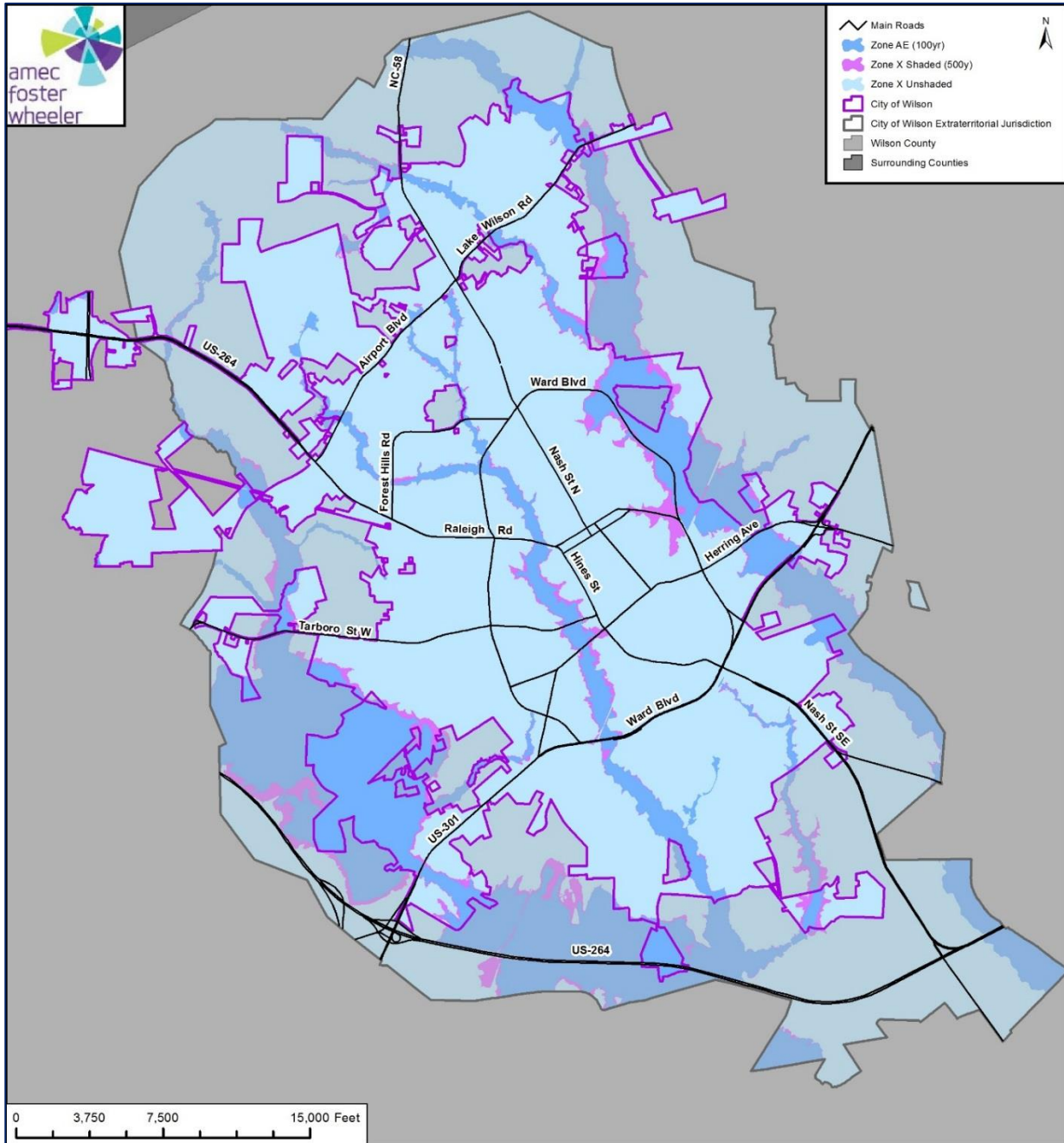


Figure 1 - FEMA Flood Zones in City of Wilson

Target Area #2: Special Flood Hazard Areas

Almost 3,400 acres of the land within the City is located within a 100-yr or 500-yr special flood hazard area. A summary of acreage by flood zone is as follows: Zone AE (2,830 acres); Zone X 500-yr (522 acres); and Zone X Unshaded (15,284 acres). Figure 1 on the previous page reflects the mapped flood insurance zones for the City. Figure 2 below depicts the depth of flooding that can be expected during the 100-yr flood event.

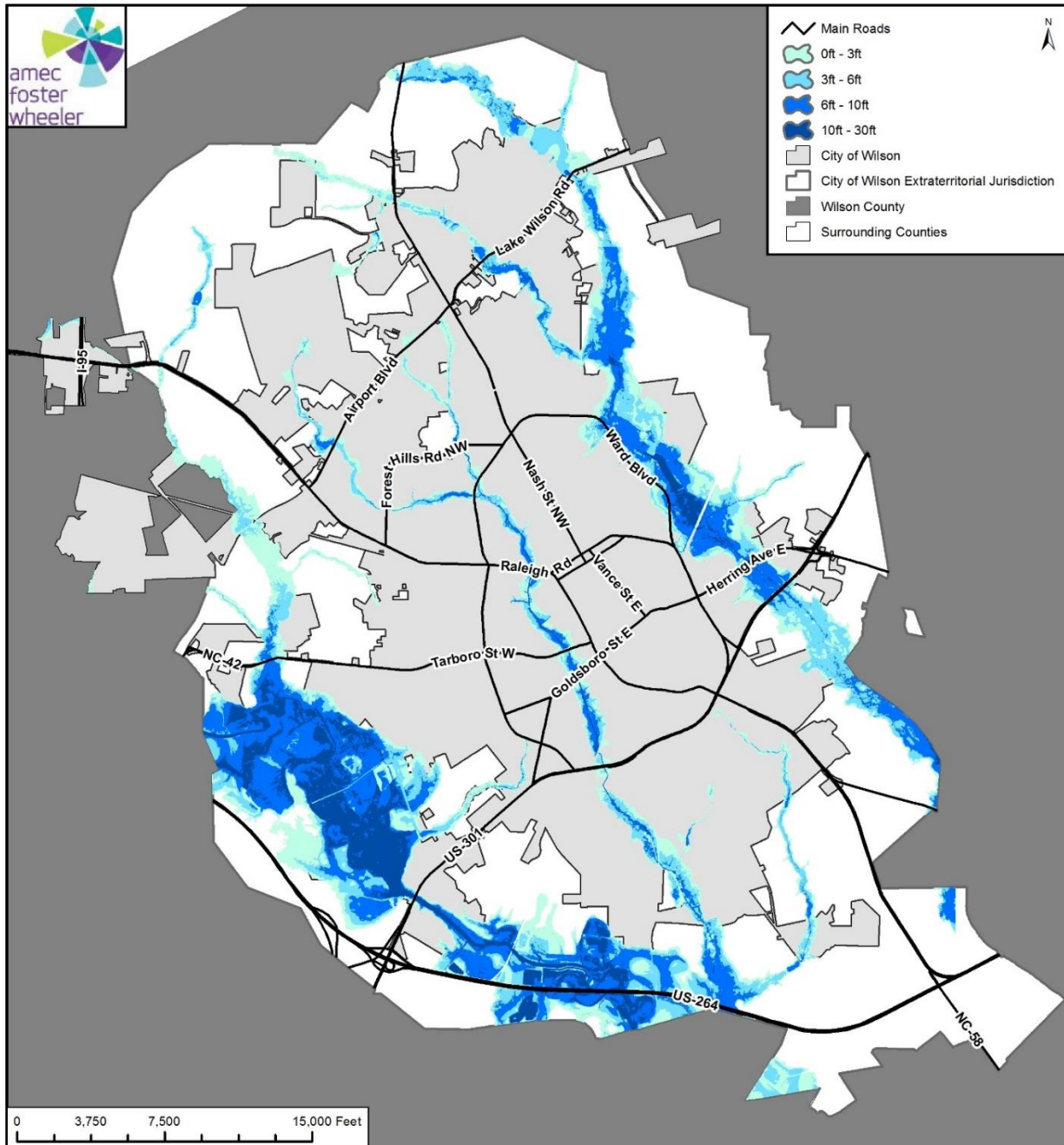


Figure 2 - 100-yr Flood Depths for City of Wilson

The 2010 building footprint layer for the City of Wilson was used as the basis for determining properties at risk to flood damage. Building counts by FEMA flood zone were determined using a spatial intersection of building footprints provided by North Carolina Emergency Management and the effective FEMA flood zones provided in the Wilson County DFIRM Database effective 4/16/2013. Table 1 shows the building count, improved value, content value and total value for all buildings located within a SFHA.

Table 1 - City of Wilson Properties at Risk and Estimated Damage by Occupancy Type

Occupancy Type	Total # of Buildings in FP	Total # of Buildings with Loss	Total Value (Building & Contents)	Estimated Total Damage	Loss Ratio
Zone AE					
Agricultural	1	1	\$30,104	\$25,316	84.1%
Commercial	177	103	\$172,805,356	\$16,082,034	9.3%
Education	1	1	\$307,664	\$28,623	9.3%
Government	12	8	\$5,225,689	\$1,164,193	22.3%
Industrial	11	3	\$26,691,105	\$2,612,488	9.8%
Religious	7	7	\$2,244,964	\$888,833	39.6%
Residential	829	680	\$143,728,286	\$22,185,412	15.4%
Total	1,038	803	\$351,033,167	\$42,986,900	12.2%
Zone X (500-yr)					
Agricultural	0	0	\$0	\$0	0.0%
Commercial	41	5	\$46,522,525	\$534,309	1.1%
Education	0	0	\$0	\$0	0.0%
Government	10	0	\$27,845,537	\$0	0.0%
Industrial	23	0	\$77,509,590	\$0	0.0%
Religious	3	0	\$1,419,528	\$0	0.0%
Residential	369	139	\$66,033,061	\$2,567,265	3.9%
Total	446	144	\$219,330,241	\$3,101,574	1.4%
Zone X (Unshaded)					
Agricultural	0	0	\$0	\$0	0.0%
Commercial	35	3	\$62,730,600	\$708,467	1.1%
Education	4	0	\$1,180,681	\$0	0.0%
Government	14	0	\$63,747,344	\$0	0.0%
Industrial	6	1	\$25,826,108	\$2,591,362	10.0%
Religious	2	0	\$2,960,664	\$0	0.0%
Residential	365	162	\$69,061,556	\$1,525,870	2.2%
Total	426	166	\$225,506,953	\$4,825,699	2.1%

Source: North Carolina Emergency Management, Risk Management, 2013

Target Area #3: Areas of Localized Stormwater Flooding

Localized stormwater flooding can also occur throughout the City of Wilson. Localized stormwater flooding occurs when heavy rainfall and an accumulation of runoff overburden the stormwater drainage system. The cause of localized stormwater flooding in Wilson can be attributed to its generally flat topography, abundance of water features, and the large amount of developed and impervious land, which limits ground absorption and increases surface water runoff. The areas of localized flooding within the City of Wilson are listed below in Table 2.

Table 2 - City of Wilson Localized Flooding Areas

Area	Street Name or Intersection
1	Solaris Drive and Durban Drive
2	Wimbleton Court N
3	Saint Andrews Drive N and Pine Needles Lane N
4	Prestwick Lane N, Dewfield Drive N and Chandler Drive N
5	Saddle Run Road N and Riverbirch Road N
6	Burkam Court N
7	Brentwood Drive N, Fieldstream Drive N and Westshire Drive N
8	Buckingham Road NW, Whipporwill Lane NE and Nottingham Road NW
9	Brook Ln NW and Lancaster Road NW
10	Ridge Road NW, Canal Drive NW and Buckingham Road NW
11	Parkside Drive NW and Forest Hills Road NW
12	Arbor Rd N
13	Brentwood Circle N and Brentwood Drive
14	Raleigh Road Pkwy
15	Ripley Road NW, Canal Drive NW, Kincaid Avenue NW and Mt. Vernon Drive NW
16	Vance St N, Cone Street N and Lee Street
17	Raleigh Road Parkway North and Nash Street N
18	Raleigh Road Parkway North and Rountree Street NE
19	London Church Rd
20	Gold Street N
21	Crescent Drive
22	Glendale Drive , Katherine Court W, Medical Park Drive W and Pinecrest Drive W
23	Willbrook Lane SW, Glendale Drive SW, Trull Street SW and McNair Street SW
24	Winding Creek Drive SW and Crystal Drive SW
25	Beacon Street W and Park Avenue W
26	Mercer Street SW
27	Mercer Street SW and Spruce Street SW
28	Lodge Street S, Norris Blvd S, and Meadow Street
29	Ward Blvd
30	New Bern Street SE, Spaulding Street SW and Elvie Street SE
31	Stantonsburg Road SE, E Trail Drive SE

Localized flooding may be caused by the following issues:

Inadequate Capacity – An undersized/under capacity pipe system can cause water to back-up behind a structure which can lead to areas of ponded water and/or overtopping of banks.

Clogged Inlets – debris covering the asphalt apron and the top of grate at catch basin inlets may contribute to an inadequate flow of stormwater into the system. Debris within the basin itself may also reduce the efficiency of the system by reducing the carrying capacity.

Blocked Drainage Outfalls – debris blockage or structural damage at drainage outfalls may prevent the system from discharging runoff, which may lead to a back-up of stormwater within the system.

Improper Grade – poorly graded asphalt around catch basin inlets may prevent stormwater from entering the catch basin as designed. Areas of settled asphalt may create low spots within the roadway that allow for areas of ponded water.

Impervious Surface – An increase in impervious surface creates increased runoff which leads to an increase in the volume of water travelling to a collection point.

Figure 3 depicts the areas of localized stormwater flooding identified by the FMPC/PPI Committee.

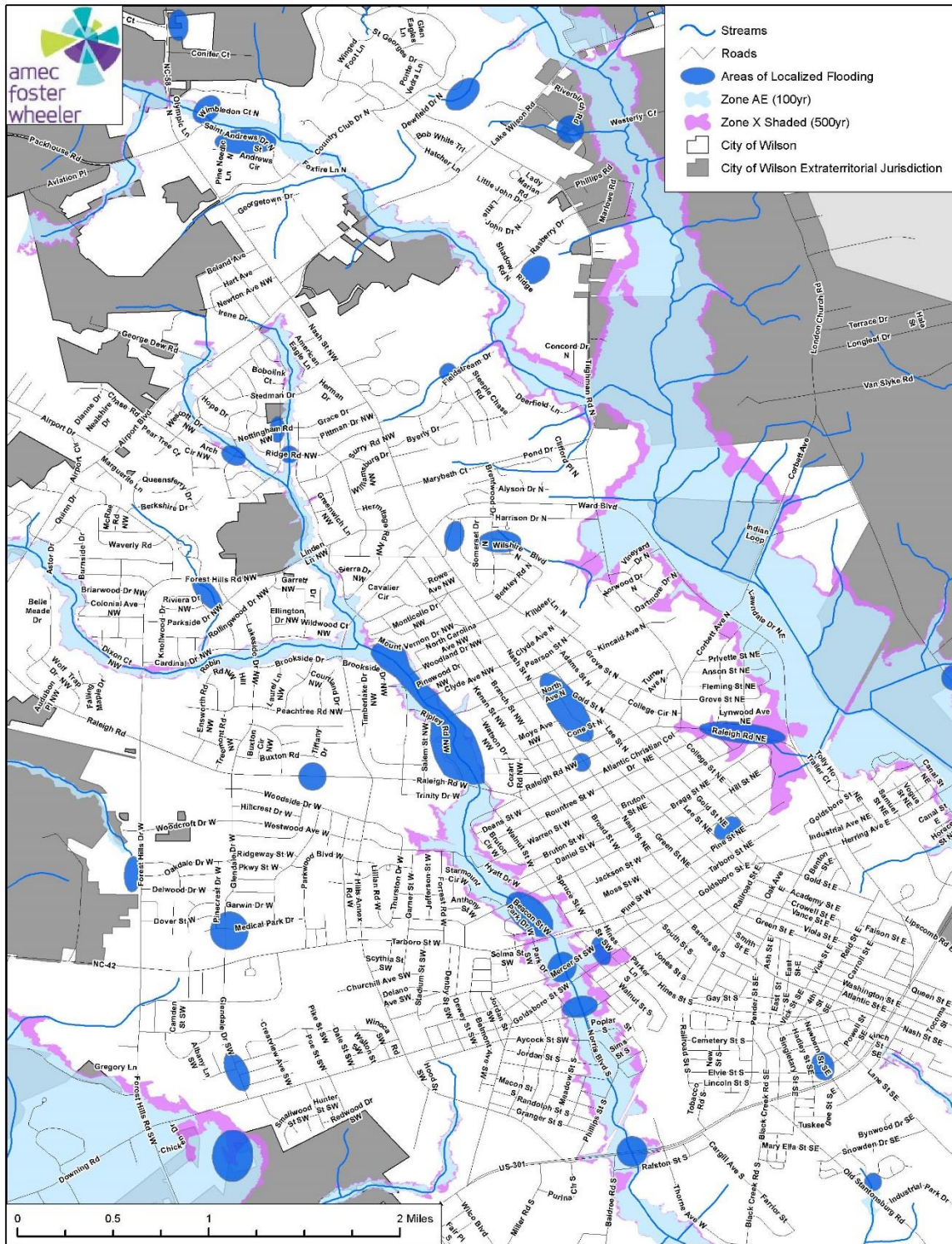


Figure 3 – City of Wilson Areas of Localized Flooding

Target Area #4: Repetitive Loss Areas

Properties categorized as repetitive loss properties have a greater need for flood protection. According to 2015 NFIP records, there are a total of two mitigated and 16 unmitigated repetitive loss properties within the City of Wilson. Three of the properties are classified as severe repetitive loss. Table 3 details repetitive loss building counts, FEMA flood zones and total payment for the unmitigated properties.

Since FEMA wants communities to address their repetitive loss problems because of the large drain on the NFIP Fund, the PPI committee wanted to take further action to specifically target the repetitive loss areas. Additionally, FEMA is concerned with Severe Repetitive Loss Properties because these properties' losses (and claims payments) have in some cases exceeded the building's value. There are 13 repetitive loss areas designated within the City of Wilson with a total of 134 properties. The details of the repetitive loss areas are included within the City's Repetitive Loss Area Analysis (RLAA).

Table 3 - City of Wilson Unmitigated Repetitive Loss Summary

Flood Zone	Building Count		Total Building Payment	Total Content Payment	Total Paid
	Insured	Uninsured			
AE	7	6	\$591,371	\$283,326	\$874,697
X (Unshaded)	1	4	\$36,955	\$208,872	\$245,827
Total	8	10	\$628,326	\$492,198	\$1,120,524

Source: NFIP Repetitive Loss Data, February 2015

Figure 4 on the following page illustrates the location of the repetitive loss properties classified as mitigated or unmitigated in relation to the mapped FEMA flood zones. Figure 5 demonstrates a correlation between repetitive loss properties and those areas identified by the City as "hot spots" or areas of drainage concern described in Target Area #2. Many of these localized flood areas overlap the repetitive loss areas in, along, and near Hominy Creek.

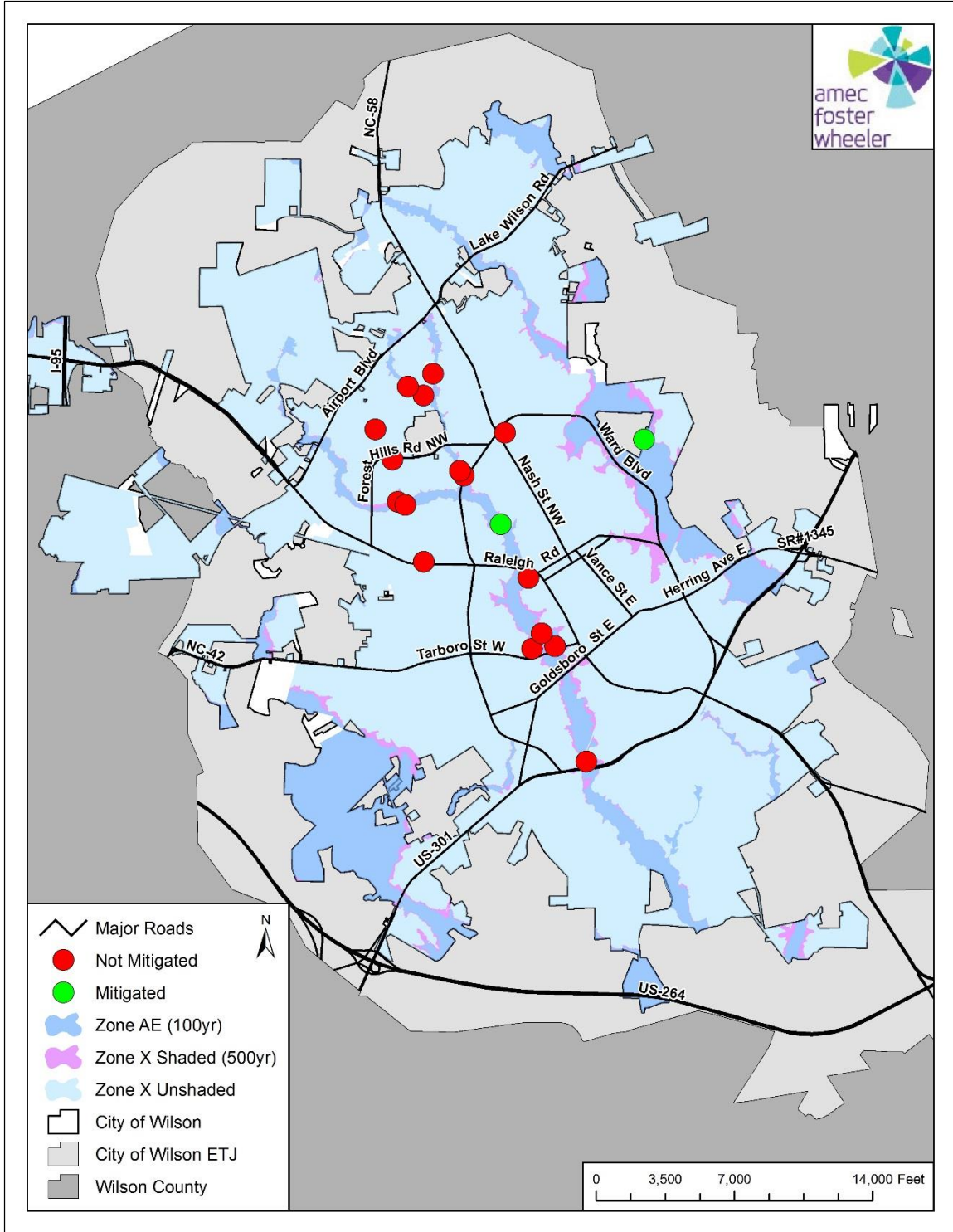


Figure 4 - Repetitive Loss Properties and FEMA Flood Zones

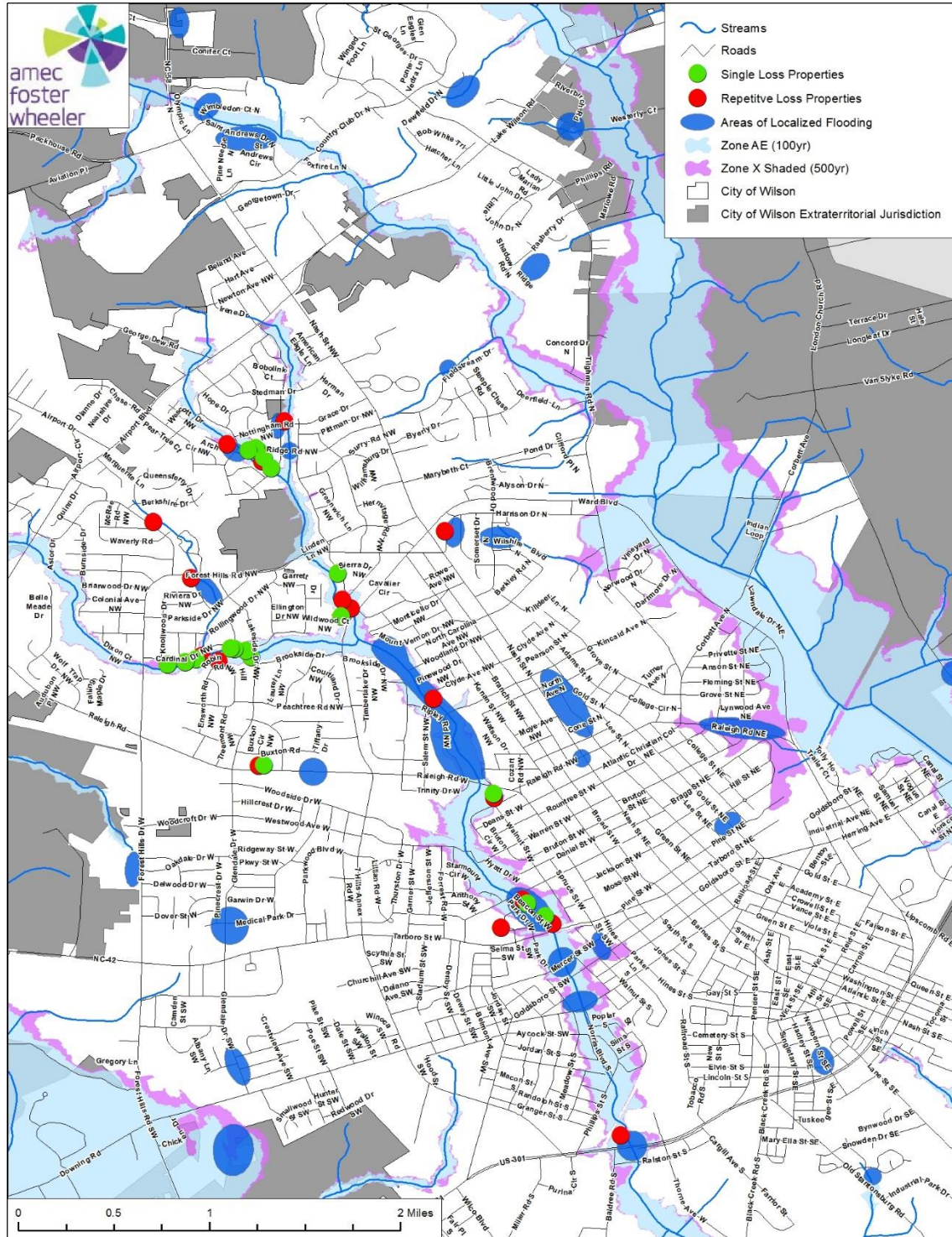


Figure 5 - Repetitive Loss Properties and Localized Flooding Areas

An analysis of the three target areas described above concludes the following:

1. The PPI should strive to reach all residents and businesses located within a special flood hazard area.
2. Repetitive loss locations are almost entirely located along Hominy Swamp and its tributaries.
3. Several of the repetitive loss properties could be attributed to localized flooding issues.

2.2 Assess Flood Insurance Coverage: One valuable source of information on flood hazards is current flood insurance data for activity policies and past claims. Flood insurance is required as a condition of federal aid or a mortgage or loan that is federally insured for a building located in a FEMA flood zone. An analysis of the NFIP data provided the following insight into areas susceptible to flooding in the City:

1. Where do active flood insurance policies exist?
2. Where have flood insurance claims been paid in the past?
3. How many buildings are exposed to the flood hazard versus how many buildings have coverage?
4. How does the average amount of coverage compare to the amount of expected flood damage from the 100-yr flood?

Figure 6 shows the location of active flood insurance policies as well as policies with claims.

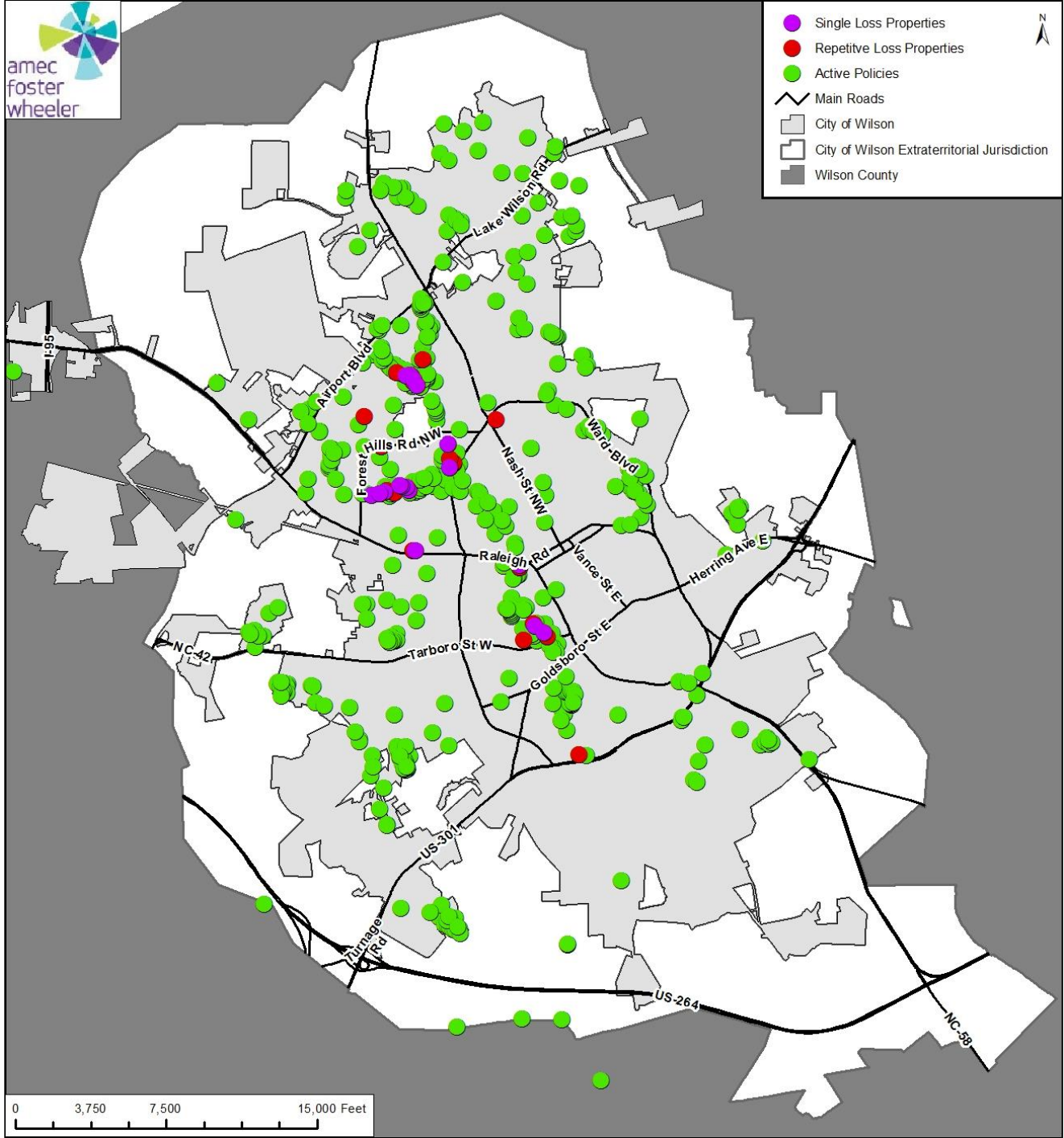


Figure 6 - Flood Insurance Policies in Force

The City of Wilson has been a Regular participant in the NFIP since July 1982. Tables 4 through 7 reflect NFIP policy and claims data for the City categorized by structure type, flood zone, Pre-FIRM and Post-FIRM.

Table 4 - NFIP Policy and Claims Data by Occupancy Type – City of Wilson

Occupancy	Number of Policies in Force	Total Premium	Insurance in Force	Number of Closed Paid Losses	Total of Closed Paid Losses
Single Family	407	\$248,583	\$83,749,700	161	\$3,075,601
2-4 Family	25	\$15,304	\$3,667,800	21	\$654,913
All Other Residential	14	\$11,516	\$3,191,700	6	\$258,586
Non-Residential	77	\$189,417	\$25,515,400	49	\$1,324,554
Total	523	\$464,820	\$116,124,600	237	\$5,313,654

Source: FEMA Community Information System as of 02/28/2015

Table 5 - NFIP Policy and Claims Data by Flood Zone – City of Wilson

Flood Zone	Number of Policies in Force	Total Premium	Total Coverage	Number of Closed Paid Losses	Total of Closed Paid Losses
A01-30 & AE Zones	311	\$340,679	\$60,909,100	142	\$3,716,157
A Zones	1	\$1,078	\$151,300	4	\$25,322
AO Zones	0	\$0	\$0	0	\$0
AH Zones	0	\$0	\$0	0	\$0
AR Zones	0	\$0	\$0	0	\$0
A99 Zones	0	\$0	\$0	0	\$0
V01-30 & VE Zones	0	\$0	\$0	0	\$0
V Zones	0	\$0	\$0	0	\$0
D Zones	0	\$0	\$0	0	\$0
B, C & X Zone					
Standard	33	\$30,853	\$4,689,200	44	\$1,234,611
Preferred	178	\$92,210	\$50,375,000	34	\$298,196
Total	523	\$464,820	\$116,124,600	224	\$5,274,286

Source: FEMA Community Information System as of 02/28/2015

Table 6 - NFIP Policy and Claims Data Pre-FIRM – City of Wilson

Flood Zone	Number of Policies in Force	Total Premium	Total Coverage	Number of Closed Paid Losses	Total of Closed Paid Losses
A01-30 & AE Zones	164	\$230,504	\$31,067,300	117	\$3,194,396
A Zones	1	\$1,078	\$151,300	4	\$25,322
AO Zones	0	\$0	\$0	0	\$0
AH Zones	0	\$0	\$0	0	\$0
AR Zones	0	\$0	\$0	0	\$0
A99 Zones	0	\$0	\$0	0	\$0
V01-30 & VE Zones	0	\$0	\$0	0	\$0
V Zones	0	\$0	\$0	0	\$0
D Zones	0	\$0	\$0	0	\$0
B, C & X Zone					

Flood Zone	Number of Policies in Force	Total Premium	Total Coverage	Number of Closed Paid Losses	Total of Closed Paid Losses
Standard	19	\$18,435	\$2,860,900	41	\$1,206,330
Preferred	81	\$47,917	\$24,248,000	26	\$247,934
Total	265	\$297,934	\$58,327,500	188	\$4,673,982

Source: FEMA Community Information System as of 02/28/2015

Table 7 - NFIP Policy and Claims Data Post-FIRM – City of Wilson

Flood Zone	Number of Policies in Force	Total Premium	Total Coverage	Number of Closed Paid Losses	Total of Closed Paid Losses
A01-30 & AE Zones	147	\$110,175	\$29,841,800	25	\$521,762
A Zones	0	\$0	\$0	0	\$0
AO Zones	0	\$0	\$0	0	\$0
AH Zones	0	\$0	\$0	0	\$0
AR Zones	0	\$0	\$0	0	\$0
A99 Zones	0	\$0	\$0	0	\$0
V01-30 & VE Zones	0	\$0	\$0	0	\$0
V Zones	0	\$0	\$0	0	\$0
D Zones	0	\$0	\$0	0	\$0
B, C & X Zone					
Standard	14	\$12,418	\$1,828,300	3	\$28,280
Preferred	97	\$44,293	\$26,127,000	8	\$50,262
Total	258	\$166,886	\$57,797,100	36	\$600,304

Source: FEMA Community Information System as of 02/28/2015

Table 8 compares the policies in force with the number of buildings located within each flood zone and identifies the percent of buildings insured.

Table 8 - Percentage of Buildings Insured

Flood Zone	Number of Policies in Force	Number of Buildings in Floodplain	% Insured
AE Zones	312	1,038	30%
B, C & X Zone	211	872	24%
Total	523	1,910	27%

Table 9 compares the total number of buildings located within each flood zone, numbers of policies in force, total coverage and a calculation of loss estimate values for the 100-year flood.

Table 9 - Flood Loss Estimates by Flood Zone

Flood Zone	Number of Policies in Force	Number of Buildings in Floodplain	Total Value	Total Coverage	Loss Estimate
AE Zones	312	1,038	\$351,033,167	\$61,060,400	\$42,986,900
B, C & X Zone	211	872	\$444,837,194	\$55,064,200	\$7,927,273
Total	523	1,910	\$795,870,361	\$116,124,600	\$50,914,173

Source: FEMA Community Information System as of 02/28/2015, North Carolina Emergency Management, Risk Management, 2013

The notable statistic in Table 8 is that while there are over 1,000 buildings located within the 100-year flood zone, only 30% percent of these buildings carry an active flood insurance policy. City wide, 24% of buildings located within B, C & X Zones are insured. The majority of these policies (84%) are preferred risk.

An analysis of existing flood insurance coverage shows that existing building coverage does exceed the loss estimate for the 100-yr flood zone; however, this statistic does not take into account the large number of uninsured properties (70%) that would have no coverage in the event of a flood loss. Total building and contents value within the 100-yr flood zone is currently \$351,033,167 while the total building values for all flood zones is \$795,870,361.

Insurance conclusions:

1. There are almost 2,000 buildings located in the floodplain and only 27% of them have a policy.
2. A higher percentage of buildings located within the AE Zone are insured as compared to the entire floodplain.
3. 34% of all flood insurance policies in the City are preferred risk policies.
4. In the B, C & X Zones, 84% of the policies are preferred risk.

2.3 Determine Target Audiences: As of the 2010 census, the City of Wilson ranked 18th in size among North Carolina's 500-plus municipalities. The City has added more than 40 percent in population since 1990, primarily due to construction of new subdivisions and an influx of new residents. This has attracted new retail and shopping construction, primarily in the northwestern parts of the city. By 2020 the population within the Wilson Downtown trade area is projected to increase 9.5 percent, and the number of households is forecasted to increase 10 percent. According to the 2010 Census, there is a 9.4% Hispanic or Latino population residing in the City of Wilson.

The committee recognized that messages would need to be distributed in difference forms and using different sources in order to reach all target audiences. The following groups have been identified as target audiences who need special messages on flood protection:

Target Audience #1: Entire City

Since flooding occurs throughout the City of Wilson, the PPI committee would like to disseminate flood protection information to all residents.

Target Audience #2: Special Flood Hazard Areas

The PPI should strive to reach all residents and businesses located within a special flood hazard area as this is the high risk zone in the City.

Target Audience #3: Repetitive Loss Properties/Areas

Properties in these areas have been hit more often by flooding, so they have a greater need for flood protection information. Less than 50% of these properties are insured.

Target Audience #4: School Children

School children tend to take the messages they learn into the home which often changes behavior within the family itself.

Target Audience #5: Home Owner Associations

Home Owner Associations have access to entire neighborhoods and often host neighborhood events. Educating and partnering with this audience would be an efficient way to reach large groups of residents at one time.

Target Audience #6: Real Estate, Lending and Insurance Companies

This group plays a key role in conveying information about flood insurance to home owners. The PPI Committee will make sure this group is informed and equipped with the tools needed to convey flood risk and flood insurance information to residents.

Target Audience #7: Renters

A large percentage of the buildings in the repetitive loss areas are renter occupied. Therefore, the PPI committee encouraged the City to target these buildings with information on renters insurance.

Target Audience #8: Developers and General Contractors

Land developers and general contractors need to be educated on the many benefits and cost savings associated with low impact development and encouraged to elevate HVAC units.

In addition to the target audiences detailed above, the PPI Committee identified the following Stakeholders as being able to provide support and informational materials to supplement and enhance the outreach efforts detailed in this PPI:

- FEMA
- Wilson County Emergency Management



- North Carolina Emergency Management
- NOAA
- Wilson County Chapter of the American Red Cross
- Local insurance and real estate agents
- Home Builders Association of Wilson County
- Wilson County Schools
- Local Businesses in Wilson
- City of Wilson Stormwater Advisory Committee

2.4 Inventory Other Public Information Efforts: A key part of developing a public information program is becoming aware of other public information activities targeted at City residents.

Table 10 - Existing City of Wilson Public Information Projects

Organization	Project	Subject Matter	Frequency
Public Information	City Website	Various flood-related topics	Year-Round
Public Information	Adopt-A-Stream	Property protection and natural floodplain functions	Bi-Annually
Public Information	Facebook	Various flood-related topics	Annually
Planning & Development Services	Outreach Brochure	10 Flood-related topics	Annually
Planning & Development Services	Handouts and Brochures various offices	Various flood-related topics	Year-Round
Planning & Development Services	Map inquiry service	Flood hazard, insurance, flood protection	Year-Round
Planning & Development Services	Elevation certificates	Building and insurance data	Year-Round
Planning & Development Services	Repetitive loss mailing	Property protection, insurance, grant funding	Annually
Planning & Development Services	Drainage Complaints/retrofitting advice	Protect people from the flood hazard, protect property from the flood hazard, build responsibly	Year-Round
Engineering Department	MS4 Permits: Cleaning Drains and Drainage Ways	Storm drain protection, water quality and	Annually
Stormwater Division	Workshops and seminars	Stormwater regulations	Bi-Annually
Stormwater Division	Catch Basin Marking Program	Water quality	Year-Round
Public Works	Ditch Maintenance	Property Protection	Annually
Stormwater Advisory Committee	Capital improvement planning	Stormwater drainage, flood protection, water quality	Monthly
Wilson County Chapter of the American Red Cross	Website	Various flood-related topics	Annually
Wilson County Chapter of the American Red Cross	National Preparedness Month	Various flood-related topics and brochures	September
NCEM	Website	Response & Recovery, Mitigation Information	Year-Round
NOAA	Weather Forecast Center	Protect people from the flood hazard, protect property from flood hazard	Year-Round
Public Library	Various Publications	Flood Related Topics	Year-Round
Whirligig Festival	Booth/Information	Property Protection, Insurance, flood hazard, protect natural floodplain functions	November
Wilson County Fair	Booth/Information	Property Protection, Insurance, flood hazard, protect natural floodplain functions	September
Stormwater Advisory Committee	Develop and prepare actions to address stormwater flooding	Property Protection, Stormwater drainage, flood protection, water quality	Quarterly

Following are some examples of past public information efforts and outreach materials provided by the City of Wilson.

BE PREPARED

Early flood and hurricane warnings provide time for people in threatened areas to prepare, and by doing so, to lessen their damages.

FLOOD WARNINGS

The U.S. Commerce Department's National Oceanic and Atmospheric Administration (NOAA), maintains a watch on the nation's rivers. They issue warnings flooding threats. The National Weather Service Forecast Centers watches the nation's river system make flood forecasts for major river systems and flash guidance for smaller streams and headwater re National Weather Service Offices use this information to flood warnings and flash flood watches to the public. flood warnings are issued by National Weather Service Offices, which have local and county warning responsibility.

- Review your insurance policies and coverage to avoid misunderstandings. Take advantage of flood insurance. Separate policies are needed for protection against wind and flood damage, which people frequently don't realize until too late.

Prepare by doing the following . . .

- Listen to local radio/television stations for forecasts and emergency instructions. Post their dial/channel numbers for easy access.
- Learn your children's school and/or day care center emergency plans.
- Decide on an alternate location to meet if an emergency occurs.

- Keep phone lines open to notify local authorities of occurring events such as fires, flash floods, tornado sightings, injuries or damage. Do not use the telephone to obtain emergency information.

If, and only if, time permits . . . there are several things you should do . . .

- Turn off all utilities at the main power switch and close the main gas valve if evacuation appears necessary. Do not touch any electrical equipment unless it is in a dry area, or you are standing on a piece of dry wood while wearing rubber-soled shoes or boots and rubber gloves.

- If your car stalls in a flooded area, abandon it as soon as possible. Floodwaters can rise rapidly and sweep a car (and its occupants) away.
- When outside the house, remember . . . floods are deceptive. Try to avoid flooded areas, and don't attempt to walk across stretches of flood waters that are more than knee deep.

If you go to a Shelter . . .

- Take blankets or sleeping bags, flashlights, special foods, infant needs and lightweight folding chairs.
- Register every person arriving with you at the shelter.
- Do not take pets, alcoholic beverages or weapons or any other items to shelters.
- Be prepared to offer assistance to shelter workers if necessary, and stress to all family members their obligations to keep the shelter clean and sanitary.

Prepare Survival Supplies . . .

- Aid Kit
- Non-perishable food, canned food, etc.
- Bottled water
- First aid kit
- Family medication, prescriptions
- Prescription eyeglasses, hearing aid
- Batteries
- Important papers with you at all times:
- Driver's License and other identification
- Insurance policies
- Property inventory
- Medic-alert or special medical info
- Maps to your destination.
- Flashlight
- Warm, protective clothing.



The City of Wilson needs your help!

The City of Wilson is working to become less vulnerable to flooding. Your input is important to us!

The City is preparing a Floodplain Management Plan. Your input will help the community's flood hazard risks and determine how to best manage them. Outreach materials may be necessary to better communicate the importance of floodplain management.

This survey is an opportunity for you to share your opinion on floodplain management planning process. The information you provide will help us make decisions and can lead to mitigation activities that should help lessen the impact of flooding.

Please help us by completing this survey by April 30, 2015.

FLOOD INSURANCE

Your homeowner's insurance policy does not cover losses due to flooding. Wilson participates in the National Flood Insurance Program which makes flood insurance available to everyone in the City. For many people, their home and its contents represent their greatest investment. We strongly urge you to consider buying flood insurance to protect yourself from devastating losses due to flooding. Information about flood insurance can be obtained from your insurance agent. You do not have to live in the floodplain to qualify for flood insurance. Property owners can insure their buildings and contents and renters can insure their possessions. Just because your house has not flooded in the recent past does not mean that you are safe.

Amount of Flood Insurance Available in Wilson	
Building Coverage	
Single-family dwelling	\$250,000
Other residential	\$250,000
Non-residential	\$500,000
Small Business	\$500,000
Contents Coverage	
Residential	\$100,000
Non-Residential	\$500,000
Small Business	\$500,000

PROPERTY PROTECTION MEASURES

Every year, flooding causes more property damage in the United States than any other type of natural disaster. While recent improvements in construction practices and regulations have made new homes less prone to flood damage, there are a large number of existing homes that continue to have repetitive flood losses. Many of these homeowners feel they are trapped in a never ending cycle of flooding and repairing, the house is rarely the same, and its value usually declines. However, there are ways this cycle of repetitive flooding can be broken. Throughout the country,

numerous examples of practical and cost-effective measures exist for reducing or eliminating the risk of flooding. Or, in cases where flooding is unavoidable, steps can be taken to reduce the amount of damages.

Some have reduced the amount of damages by using temporary measures such as sandbagging or building temporary walls.

Others have held on to their property by using more permanent measures such as elevating the building or using techniques that can be incorporated into an existing building. These measures are called "retrofitting".

The Design Manual for Flood Resistant Residential Structures published by the Federal Emergency Management Agency (FEMA) provides information on how to eliminate the potential for repetitive flooding by using the measures covered in the manual.

- Elevation
- Relocation
- Use of levees
- Sealing
- Protection

The Design Manual for Flood Resistant Residential Structures should be charge by writing:

Federal Emergency Management Agency
P. O. Box 70274
Washington, D.C. 20024
ATTN: Publications

Copies are also available for reference at the Wilson County Public Library and the City of Wilson Planning Department.



FLOODPLAIN DEVELOPMENT PERMIT

Development located in "A" floodplain areas is subject to a Floodplain Development Permit. The City's Floodplain Ordinance requires a permit for any man-made change to improved real estate, including buildings or other structures, mining, grading, paving, excavation or drilling operations, or storage piles, fill, or dikes. The City may levy a fine and/or order to have the owner correct the development if it is not built in accordance with approved plans. Illegal floodplain development should be reported to the City Inspections office.

Development in "A" zones, a builder must obtain a Floodplain Development Permit from the City (call the City Inspections office for more information). Floodplain Development activities subject to a permit are any man-made change to improved real estate, including buildings or other structures, mining, grading, paving, excavation or drilling operations, or storage piles, fill, or dikes. The City may levy a fine and/or order to have the owner correct the development if it is not built in accordance with approved plans. Illegal floodplain development should be reported to the City Inspections office.

DRAINAGE SYSTEM MAINTENANCE

Steams, channels, and detention/retention basins can lose their carrying capacities as a result of dumping. When a drainage system loses a portion of its carrying or storage capacity, overbank flooding occurs more frequently and floods reach higher elevations. Dumping in streams is a violation of regulations; it should be reported to the City Planning and Development Services Department (and you can contact them for more information).



This brochure was mailed to all addresses located in or adjacent to the 100-year floodplain in the City of Wilson's planning jurisdiction. If you have received this brochure, you are located in or very near the flood hazard area. This notice informs you of the drainage way flood hazard. It suggests actions you can take to protect yourself.

Most of the mapped flood hazard areas are found along creeks and streams in the City of Wilson and Wilson County. Maps showing the location of these flood hazard areas can be viewed at the Wilson County Public Library and the City of Wilson Planning and Development Services Department.

While hurricanes are generally considered a coastal problem, Hurricanes Hugo and Floyd illustrated that Piedmont counties are not safe from a hurricane's crushing winds and inland flooding. These concern all residents. More frequent inland flooding created by smaller storms can cause overflowed dams and swollen streams and rivers. These floods can cause great damage and loss of life. Flash floods move very fast and inflict property damage including moving boulders, uprooting trees, and destroying buildings & bridges.



Other: _____

Step 3: Formulate Messages

After reviewing the Community Needs Assessment, the PPI Committee identified the following priority messages along with four additional messages which are important for the City. Table 11 summarizes each message and the desired outcome.

Table 11 - Messages and Desired Outcomes

Topic	Message	Outcome(s)
A. Know your flood hazard	1. Your property is subject to flooding	Increase number of FIRM inquires
	2. Your property is in a repetitively flooded area	Reduce future repetitive loss properties
	3. Don't drive through flooded streets (know where to drive and where not to drive)	Reduce damages to vehicles, emergency rescues, and deaths
B. You need flood insurance	1. You need flood insurance	Increase number of flood insurance policies
	2. Your homeowner's policy does not cover flood damage	Increase number of flood insurance policies
	3. Renters should protect contents with flood insurance	Reduce damage to contents
	4. Lower cost Preferred Risk Policies (PRP) are available	Increase number of PRP policies
C. Protect people from the hazard	1. Turn around don't drown	Reduce rescues and deaths
	2. Know the flood warning signals	Reduce rescues and deaths
D. Protect your property from the hazard	1. Elevate HVAC exterior units	Reduce number of flood damaged HVAC units
	2. Don't begin work without proper permits	Reduce red tag violations
	3. Don't throw trash or debris in streams, channels or open bodies of water	Reduce pollution and overbank flow
	4. Grant monies are available to help elevate your home	Increase financial opportunities
E. Build responsibly	1. Get a permit before you start construction	Reduce citations
	2. Know the substantial damage rules	Reduce citations
	3. Keep areas open (setbacks) between homes and property lines	Maintain proper drainage
F. Protect natural floodplain functions	1. Don't dump in storm drains	Improve water quality
	2. Report erosion control measures not working	Contain erosion on construction sites
	3. Don't disturb natural floodplain areas	Reduce grading, fill, and earth movement
G. Flood Education	1. Promote floodplain management and NAI concepts	Reduce damage to buildings and natural floodplain functions
	2. Promote flood education for children	Increase flood awareness
	3. Promote City's High Water Mark Initiative	Increase flood awareness
H. General Preparedness	1. Identify and document your personal belongings	Reduce delays in receiving insurance payments
	2. Prepare emergency flood kit & plan	Save important insurance, real estate, and other important documents, pictures, etc. and know how to contact other family members

Topic	Message	Outcome(s)
I. Prevent Basement Flooding	1. Extend downspouts away from your home	Reduce damage to contents in basement
	2. Clean gutters in spring and fall	Reduce damage to contents in basement
	3. Ensure yard grade slopes away from your home	Reduce damage to contents in basement
J. Hurricane Preparedness	1. Prepare a safety checklist	Protect family and reduce damage
	2. Prepare an emergency supply kit	Protect family

Step 4: Identify Outreach Projects to Convey the Messages

The PPI Committee identified 43 existing and new projects and initiatives in Table 12 that would be implemented during 2015-2016. These projects are further organized by target audience and message in Table 13.

In addition to projects that are implemented every year, the PPI Committee recommends Flood Response Projects which are projects that will be implemented during and after a flood. These projects are drafted and made ready for production and dissemination after a flood warning. These projects are listed at the end of Tables 12 and 13.

Table 12 – Existing and New Public Information and Flood Response Projects

Project Number	Organization	Project	Subject Matter	Frequency
Existing Projects				
E-OP1	Public Information	City Website	Various flood-related topics	Year-Round
E-OP2	Public Information	Adopt-A-Stream	Property protection and natural floodplain functions	Bi-Annually
E-OP3	Public Information	Facebook	Various flood-related topics	Annually
E-OP4	Planning & Development Services	Outreach Brochure	10 Flood-related topics	Annually
E-OP5	Planning & Development Services	Handouts and Brochures various offices	Various flood-related topics	Year-Round
E-OP6	Planning & Development Services	Map inquiry service	Flood hazard, insurance, flood protection	Year-Round
E-OP7	Planning & Development Services	Elevation certificates	Building and insurance data	Year-Round
E-OP8	Planning & Development Services	Repetitive loss mailing	Property protection, insurance, grant funding	Annually
E-OP9	Engineering Department	Flood protection assistance	Drainage Complaints/retrofitting advice	Year-Round
E-OP10	Engineering Department	MS4 Permits: Cleaning Drains and Drainage Ways	Storm drain protection and water quality	Annually
E-OP11	Stormwater Division	Workshops and seminars	Stormwater regulations	Bi-Annually
E-OP12	Stormwater Division	Catch Basin Marking/Stenciling Program	Promote on storm drains that only rain water should go down drain	Year-Round
E-OP15	Public Works	Ditch Maintenance	Property Protection	Annually
E-OP16	Stormwater Advisory Committee	Capital improvement planning	Stormwater drainage, flood protection, water quality	Monthly

Project Number	Organization	Project	Subject Matter	Frequency
E-OP17	Wilson County Chapter of the American Red Cross	Website	Various flood-related topics	Annually
E-OP18	Wilson County Chapter of the American Red Cross	National Preparedness Month	Various flood-related topics and brochures	September
E-OP19	NCEM	Website	Response & Recovery, Mitigation Information	Year-Round
E-OP20	NOAA	Weather Forecast Center	Protect people from the flood hazard, protect property from flood hazard	Year-Round
E-OP21	Public Library	Various Publications	Flood Related Topics	Year-Round
E-OP22	Whirligig Festival	Booth/Information	Property Protection, Insurance, flood hazard, protect natural floodplain functions	November
E-OP23	Wilson County Fair	Booth/Information	Property Protection, Insurance, flood hazard, protect natural floodplain functions	September
E-OP24	Stormwater Advisory Committee	Develop and prepare actions to address stormwater flooding	Property Protection, Stormwater drainage, flood protection, water quality	Quarterly
E-OP25	City of Wilson Stormwater Division	Enviroscares	Provide messages to elementary students on flood protection, stormwater pollution	Annually
New Projects				
N-OP26	City of Wilson Planning and Development Services, Utilities, PIO Staff	Flyer in Utility Bill	Updated Be Prepared Brochure	Annually
N-OP27	City of Wilson Planning and Development Services, Engineering & PIO Staff	Repetitive Loss Outreach	Letter and Updated Be Prepared Brochure	Annually
N-OP28	City of Wilson Planning and Development Services, Engineering	High Water Marks	Program to monitor and establish high water marks after flood events	Year-round
N-OP29	City of Wilson Planning and Development Services, Engineering, PIO Staff	Establish Storm Ready Designation	Flood preparedness, Flood protection, emergency management	Annually
N-OP30	City of Wilson Engineering and Water Resources	No Dumping Signs	Signs throughout floodplain	Year-round
N-OP31	City of Wilson Planning and Development Services, Engineering, PIO Staff, Mayor and City Council	Establish a Flood Preparedness Week	Promote awareness of flood risk, flood damage, flood insurance, property protection, and natural floodplain functions	Annually
N-OP32	Office of Emergency Services	Booklets	"Are You Prepared" Information	Year-round
N-OP33	City of Wilson Engineering Department	Meetings with Homeowners Associations to promote floodplain management and NAI concepts	Promote awareness of flood risk, flood damage, flood insurance, property protection, and natural floodplain functions	At least 2 per year
N-OP34	Real Estate Agents and Lenders	Brochure for local real estate agents to disclose the flood hazard	Flood risk and flood insurance	Year-round
N-OP35	Wilson County Homebuilders Association	Educate the need to elevate HVAC units and NAI concepts	Property protection and insurance	Annually

Project Number	Organization	Project	Subject Matter	Frequency
N-OP36	Wilson County Schools	Increase the frequency of Enviroscope	Provide messages to elementary students on flood protection, stormwater pollution	Quarterly
N-OP37	Insurance Agents	Create brochure to promote renters insurance	Flood risk, flood insurance	Annually
N-OP38	City of Wilson Planning and Development Services, Engineering, PIO Staff	Educate residents on areas of localized stormwater flooding	Flood risk, property protection	Year-round
N-OP39	City of Wilson Planning and Development Services	Create Flood Insurance Assessment (FIA) and update annually	Flood insurance	Annually
N-OP40	City of Wilson Planning and Development Services	Provide information on financial assistance (FEMA and HUD grant programs)	Financial assistance	Annually
N-OP41	City of Wilson Planning and Development Services, Engineering, Emergency Services, PIO Staff	Work with local businesses through public/private partnership to promote flood safety and flood preparedness	Flood safety, flood preparedness	Annually
N-OP42	City of Wilson Planning and Development Services, Engineering, Emergency Services, PIO Staff	Public service announcements	Promote awareness of flood risk, flood damage, flood insurance, property protection, and natural floodplain functions	Annually
N-OP43	City of Wilson Planning and Development Services and PIO Staff	Work with floodsmart.gov website and insurance agents to promote more flood insurance coverage in Wilson	Flood insurance	Annually
Flood Response Projects				
FRP-1.	City of Wilson Planning and Development Services, Engineering, PIO Staff	Press Release (WHIG-TV and Radio and Newspapers)	Various flood-related topics (Turn around, evacuation, sandbags, Substantial Damage, etc.)	Year-round
FRP-2.	City of Wilson Planning and Development Services, Engineering, PIO Staff	Press Release for Website, Facebook, Twitter (All social media)	Various flood-related topics (Turn around, evacuation, sandbags, Substantial Damage, etc.)	Year-round
FRP-3.	City of Wilson Engineering and Water Resources Department	After flood event handouts when in the field	Permit & reconstruction requirements/flood protection methods	Year-round
FRP-4.	PIO Staff and Emergency Services	Reverse 911	Notify residents of information during and after a flood	Year-round
FRP-5.	City of Wilson Public Works	Signage posted after flooding in Combined Sewer System	Signage posted after flood to prevent people from entering potentially contaminated water	Year-round
FRP-6.	City of Wilson PIO Staff and Water Resources Department	Drinking Water Quality Incident Response Plan	Prevent consumption of contaminated water after a flood. Outreach materials drafted.	Year-round

Step 5: Examine Other Public Information Initiatives

The information in Table 10 came from past projects, staff research, and PPI Committee members. Along with the existing projects listed below, the PPI Committee also looked at other CRS activities that the City of Wilson is implementing which either require publicity or are incorporated as part of implementation of new or existing projects. These other CRS activities include:

- Activity 310: Elevation Certificates – The City maintains FEMA Elevation Certificates on new construction and substantial improvements in the Special Flood Hazard Area (SFHA).
- Activity 320: Map Information Service – The City provides timely information to residents on whether their property is located in an SFHA along with other types of flood-related information.
- Activity 330: Outreach Projects – The City provides numerous outreach materials to residents through a variety of dissemination methods which are fully described in this document.
- Activity 350: Flood Protection Information – The City provides flood-related materials in the Wilson County Library along with the posting of important outreach materials on the City’s website.
- Activity 360: Flood Protection Assistance – The City provides an advice and assistance program to residents who have flooding issues on their property.
- Activity 370: Flood Insurance Promotion – The City provides a Flood Insurance Assessment which identifies the needs to promote flood insurance throughout the City.
- Section 501: 504 Repetitive Loss – The City provides outreach specifically targeted to repetitive loss property owners and also includes a brochure which is credited in Activity 330.
- Activity 510: Floodplain Management Planning – The City has a Floodplain Management Plan and Repetitive Loss Area analysis targeting repetitive loss areas.
- Activity 610: Flood Warning – The City manages floods through cooperation with Wilson County and the State of North Carolina.
- Activity 630: Dams – The City is completing work on an Emergency Action Plan (EAP) for Wilson Lakes Dam.

Step 6: Implement, Monitor and Evaluate the Program

6.1 Adoption: This document will become effective when it is adopted by the City Council.

6.2 Evaluation: The PPI Committee will monitor the projects as they are developed, as well as the results. They will record inputs from PPI Committee members and suggestions from other City employees and stakeholders participating in the activities. That input will be sent by e-mail to committee members for consideration and evaluation.

The PPI Committee will meet at least twice each year to review the implementation of these projects and initiatives. At that time, the status of the projects will be explained and progress toward the outcomes will be discussed. The Committee will recommend to the appropriate City offices and the stakeholders who implement projects whether the projects should be changed or discontinued.

At least once each year, staff will draft an update to the table and send it to the Committee members. The Committee will meet and review the outcomes of each individual activity to change, add, or approve them. Table 13 will be revised as needed. The outcomes and revisions will be submitted as part of the City’s annual recertification package to the Community Rating System.

Table 13 - PPI Projects and Initiatives

Target Audience	Message(s) (See Table 11)	Outcome (See Table 11)	Project Number	Assignment	Schedule	Stakeholder			
Outreach Projects									
1. Entire City (homeowners, businesses and renters)	A. Know your flood hazard B. You need flood insurance C. Protect people from the flood hazard D. Protect your property from the hazard E. Build responsibly F. Protect Natural Floodplain Functions G. Flood Education H. General Preparedness I. Prevent Basement Flooding J. Hurricane Preparedness	A. 1, 3 B. 1, 2, 3, 4 C. 1, 2 D. 1, 2, 3, 4 E. 1, 2, 3 F. 1, 2, 3 G. 3 H. 1, 2 I. 1, 2, 3 J. 1, 2	E-OP4 & N-OP26: Update Be Prepared Brochure	Planning and Development Services	October 2015	n/a			
			E-OP6: Map Inquiry Service		Year-Round	n/a			
			E-OP1: City website		Year-Round	n/a			
			E-OP7: Elevation certificates		Year-Round	n/a			
			E-OP5: Various brochures at City offices		Year-Round	FEMA			
						OP6: No dumping signs	Stormwater Division	Year-Round	n/a
						EOP12: Catch basin marking/stenciling program		Year-Round	n/a
						E-OP24 & N-OP36: Envirosapes	Engineering Department	Quarterly	n/a
						N-OP33: Meetings with Homeowners Association		Biannually	ASFPM
						N-OP35: Meetings with Homebuilders Associations		Annually	ASFPM
						N-OP31: Establish a Flood Preparedness Week	Planning and Development Services, Engineering, PIO	Annually	American Red Cross/FEMA
						E-OP9: Flood Protection Assistance		Year-Round	n/a
						N-OP28: High Water Mark Initiative		Year-Round	FEMA
			E-OP22 & E-OP23: Whirligig Festival & Wilson County fair	Annually	FEMA/NCEM				
			E-OP17: American Red Cross Website	Year-Round	American Red Cross				
			E-OP18: National Preparedness Month	Annually	American Red Cross/FEMA				

Target Audience	Message(s) (See Table 11)	Outcome (See Table 11)	Project Number	Assignment	Schedule	Stakeholder
Outreach Projects						
			E-OP21: Various Publications in Library		Year-Round	FEMA
			N-OP28: Establish StormReady Designation	Emergency Services	Year-Round	NOAA
2. Special Flood Hazard Areas (homeowners, businesses and renters)	A. Know your flood hazard	A. 1, 3 B. 1, 2, 3, 4 C. 1, 2 D. 1, 2, 3, 4 E. 1, 2, 3 F. 1, 2, 3 G. 3 H. 1, 2 I. 1, 2, 3 J. 1, 2	E-OP4 & N-OP26: Update Be Prepared Brochure	Planning and Development Services	Annually	n/a
	B. You need flood insurance		E-OP6: Map Inquiry Service	Planning and Development Services	Year-Round	n/a
	C. Protect people from the flood hazard		E-OP9: Flood Protection Assistance	Engineering Department	Year-Round	n/a
	D. Protect your property from the hazard		E-OP5: Various brochures at City offices	Planning and Development Services	Year-Round	FEMA
	E. Build responsibly		N-OP33: Meetings with Homeowners Association	Engineering Department	Biannually	ASFPM
	F. Protect Natural Floodplain Functions		E-OP1: City website	Planning and Development Services, Engineering, PIO	Year-Round	n/a
	H. General Preparedness		N-OP37: Create brochure to promote renter's insurance	Planning and Development Services, PIO	Year-Round	Insurance agents
	I. Prevent Basement Flooding		N-OP34: Brochure for local real estate agents to disclose the flood hazard	Planning and Development Services, PIO	Year-Round	Real estate agents and lenders
	J. Hurricane Preparedness					
3. Repetitive Loss Properties/Areas (homeowners, businesses, renters)	A. Know your flood hazard	A. 1, 2, 3 B. 1, 2, 3, 4 C. 1, 2 D. 1, 2, 3, 4 E. 1, 2, 3 F. 1, 2, 3 G. 3 H. 1, 2 I. 1, 2, 3	E-OP8 & E-OP4: Repetitive Loss Letter and Be Prepared Brochure	Planning and Development Services, Engineering, PIO	Annually	n/a
	B. You need flood insurance		E-OP6: Map Inquiry Service	Planning and Development Services	Year-Round	n/a
	C. Protect people from the flood hazard		E-OP9: Flood Protection Assistance	Engineering Department	Year-Round	n/a
	D. Protect your property from the hazard		E-OP5: Various brochures at City offices	Planning and Development Services	Year-Round	FEMA
	E. Build responsibly					

Target Audience	Message(s) (See Table 11)	Outcome (See Table 11)	Project Number	Assignment	Schedule	Stakeholder
Outreach Projects						
	F. Protect Natural Floodplain Functions	J. 1, 2	N-OP37: Create brochure to promote renter's insurance	Planning and Development Services, PIO	Year-Round	Insurance agents
	H. General Preparedness I. Prevent Basement Flooding J. Hurricane Preparedness		N-OP34: Brochure for local real estate agents to disclose the flood hazard	Planning and Development Services, PIO	Year-Round	Real estate agents and lenders
4. School Children	A. Know your flood hazard	A. 1, 3 B. 1, 2, 3, 4 C. 1, 2 D. 1, 2, 3, 4 F. 1, 2, 3 G. 3	EOP12: Catch basin marking/stenciling program	Stormwater Division	Year-Round	n/a
	C. Protect people from the flood hazard		E-OP24 & N-OP36: Enviroscapes	Engineering Department	Quarterly	n/a
	D. Protect your property from the hazard		E-OP22 & E-OP 23: Whirligig Festival & Wilson County Fair	Planning and Development Services, Engineering, PIO	Annually	FEMA/NCEM
	F. Protect Natural Floodplain Functions		E-OP21: Various Publications in Library	Planning and Development Services, Engineering, PIO	Year-Round	FEMA
	G. Flood Education		N-OP31: Establish a Flood Preparedness Week	Planning and Development Services, Engineering, PIO	Annually	American Red Cross/FEMA
5. Home Owner Associations	A. Know your flood hazard	A. 1, 3 B. 1, 2, 3, 4 C. 1, 2 D. 1, 2, 3, 4 E. 1, 2, 3 F. 1, 2, 3 G. 3 H. 1, 2 I. 1, 2, 3	E-OP4 & N-OP26: Update Be Prepared Brochure	Planning and Development Services	Annually	n/a
	B. You need flood insurance		E-OP23: Develop and prepare actions to address stormwater flooding	Stormwater Advisory Committee	Biannually	n/a
	C. Protect people from the flood hazard		E-OP9: Flood Protection Assistance	Engineering Department	Year-Round	n/a
	D. Protect your property from the hazard		E-OP5: Various brochures at City offices	Planning and Development Services	Year-Round	FEMA
	E. Build responsibly		N-OP33: Meetings with Homeowners Association	Engineering Department	Biannually	ASFPM
	F. Protect Natural Floodplain Functions					
H. General Preparedness						

Target Audience	Message(s) (See Table 11)	Outcome (See Table 11)	Project Number	Assignment	Schedule	Stakeholder
Outreach Projects						
	I. Prevent Basement Flooding		N-OP38: Educate residents on areas of localized stormwater flooding	Planning and Development Services, Engineering, PIO	Year-round	n/a
6. Real Estate, Lending and Insurance Companies	A. Know your flood hazard	A. 1, 3	N-OP34: Brochure for local real estate agents to disclose the flood hazard	Planning and Development Services, PIO	Year-Round	Real estate agents and lenders
	B. You need flood insurance	B. 1, 2, 3, 4	N-OP43: Work with floodsmart.gov website and insurance agents to promote more flood insurance coverage in Wilson	City of Wilson Planning and Development Services and PIO Staff	Annually	Insurance agents
7. Renters	A. Know your flood hazard	A. 1, 3	E-OP4 & N-OP26: Update Be Prepared Brochure	Planning and Development Services	Annually	n/a
	B. You need flood insurance	B. 1, 2, 3, 4	N-OP37: Create brochure to promote renter's insurance	Planning and Development Services, PIO	Year-Round	Insurance agents
8. Developers and General Contractors	D. Protect your Property from the hazard I. Flood Education	D. 1, 2, 3, 4 I. 1, 2, 3	N-OP35: Meetings with Homebuilders Associations	Engineering Department	Annually	ASFPM
			N-OP41: Public/private partnerships	Planning and Development Services, Engineering, PIO	Annually	n/a
			E-OP4 & N-OP26: Update Be Prepared Brochure	Planning and Development Services	Annually	n/a
Flood Response Projects						
1. Entire City	A. Know your flood hazard	A. 1, 3	FRP-1: Press Release (WHIG-TV, Radio, Newspaper)	City of Wilson Planning and Development Services, Engineering, PIO Staff	Year-Round	n/a
	C. Protect people from the hazard	C. 1, 2	FRP-2: Press Release (Social Media)	City of Wilson Planning and Development Services, Engineering, PIO Staff	Year-Round	n/a

Target Audience	Message(s) (See Table 11)	Outcome (See Table 11)	Project Number	Assignment	Schedule	Stakeholder
Outreach Projects						
			FRP-3: Handouts for field use tailored to specific need	City of Wilson Engineering and Water Resources Department	Year-Round	n/a
			FRP-4: Reverse 911	PIO Staff and Emergency Services	Year-Round	n/a
			FRP-6: Drinking Water Quality Communication	City of Wilson PIO Staff and Water Resources Department	Year-Round	n/a