Program for Public Information

The Community Rating System (CRS) awards points to communities that go above and beyond minimum National Flood Insurance Program (NFIP) requirements to inform residents about flood risks and safety. A Program for Public Information (PPI) is a coordinated, ongoing effort to share clear, helpful messages about flooding, flood insurance, and ways to reduce risk. The PPI is Activity 330 in the *CRS Coordinator's Manual*.

It is important to note that your community must be enrolled in the CRS prior to creating a PPI to get points. Consider your community's specific needs to decide if creating a PPI is right for you.

While creating the plan itself does not earn points, CRS offers bonus credit when outreach projects in the PPI are implemented.

How to Create a PPI

1 Form a PPI Committee

- The committee must have **at least 5 people**
- Staff from the floodplain management office and the public information office (if one exists) must be included
- The committee **must meet at least twice**: once to review public information needs and once to approve the plan. Meetings may be conducted virtually or in-person.
- At least **half of the members must be from outside the local government,** such as:
  - Residents in flood prone areas
  - Local insurance agents (Required for Activity 370 Flood Insurance Promotion)
  - Business leaders

2 Assess Public Information Needs

- **Map priority areas**: identify neighborhoods or locations with flood risks (e.g., repetitive loss areas, levee-protected zones, different types of flooding).
- **Identify priority audiences:** groups who need specific messages (e.g., homeowners, renters, contractors, tourists, non-English speakers).
- **Identify flood-related public information activities** other organizations are already doing, including efforts by the city, region, non-profit organizations, or utilities.

3 Create Specific Messages for Each Priority Audience

- Messages must either:
  - State what the audience should do, or
  - Provide basic information and direct readers to additional information
- The PPI Committee must **determine outcomes** they would like to see for each message
- At least **one message must be about flood insurance**.
- **Priority topics for CRS credit:**
  1. Know your flood hazard.
  2. Insure your property for your flood hazards.
  3. Protect people from the hazard.
  4. Protect your property from the hazard.
  5. Build responsibly.
  6. Protect natural floodplain functions.