



JEFFERSON PARISH



JEFFERSON UNITED MITIGATION PROFESSIONALS MULTIJURISDICTIONAL PROGRAM FOR PUBLIC INFORMATION

2024
ANNUAL EVALUATION REPORT

Program for Public Information Annual Evaluation Report 2024

Unincorporated Jefferson Parish, the Cities of Gretna, Kenner, and Westwego, and the Town of Jean Lafitte, all located within Jefferson Parish, are impacted by some form of flooding. These communities, who participate in the Community Rating System (CRS), also make up the parish-specific CRS User Group known as Jefferson United Mitigation Professionals (JUMP). Part of JUMP's mission is to take action in protecting the people and property of Jefferson Parish from future flooding.

In an effort to inform and better prepare residents, JUMP has developed a Multi-Jurisdictional Program for Public Information (PPI). This program serves as an official strategy for joint education and outreach efforts focusing on flood protection. The benefits of a MJ-PPI include a more comprehensive outreach approach by providing communities and residents with clear, coordinated messages that are delivered in a manner that is cost-effective and consistent. The better access flood-prone residents have to flooding information, the higher likelihood these residents will be prepared to take action towards reducing their risk. The result is a well-informed public, safer living environment, and lower costs associated with flood loss.

The PPI was developed over several years and finalized and adopted in late 2015 and formally updated in late 2020. Over 100 projects were initially identified in the 2015 plan, that list has been modified to 53 total projects for ease of implementation. Through the process of developing the PPI, the committee added three additional topics to the six required CRS topics and identified 9 priority audiences to whom the outreach messages should be delivered. JUMP has been implementing the PPI for nine years.

The PPI Committee is tasked with evaluating the PPI each year to ensure that projects maintain their relevance and feasibility and to track progress and outcomes. The PPI Committee met in-person on May 21, 2024, to work through the evaluation process. The list of committee members who attended the meeting can be found at the end of this report.

The spreadsheet that follows the report provides a status update for each active project. The committee determined if an outreach project was implemented, if there were any measurable outcomes, and recommendations on continuing or discontinuing the project. Here is a summary of changes/recommendations as approved by the committee:

Outreach Projects (OP):

- Six Projects were recommended to be discontinued
 - OP#10 Elevation Certificate Trainings
 - OP#12 Pontchartrain Conservancy Sweep
 - OP#38 Brooms to Basin
 - OP#48 Handouts for Driver's Ed Courses
 - OP#51 Bus Shelters
 - OP#52 Interior Bus Cards

- The following projects could not be implemented during the last cycle due to time and budgetary constraints. These projects will be implemented during the next cycle.
 - OP#25 Great American Clean-up
 - OP#49 Poster for Schools, Driving Schools, DMV's, and/or Government Buildings
 - OP#50 Create Brochures on Flood Insurance and Mitigation

At the meeting, the committee reviewed the topics, messages, and target audiences originally identified in the PPI. They looked at project statistics for all three project categories including: outreach projects (OP), flood response preparation (FRP) projects, and coverage improvement plan implementation (CPI) projects. As part of the annual evaluation, the PPI Committee compared Flood Insurance Assessments and analyzed 2015-2024 NFIP policy data. This report compares changes that occurred from 2015 to 2024 with special emphasis on changes that occurred from 2023 to 2024.

Figure 1. Percent of Policies to Structures for AE Zone from 2015-2024

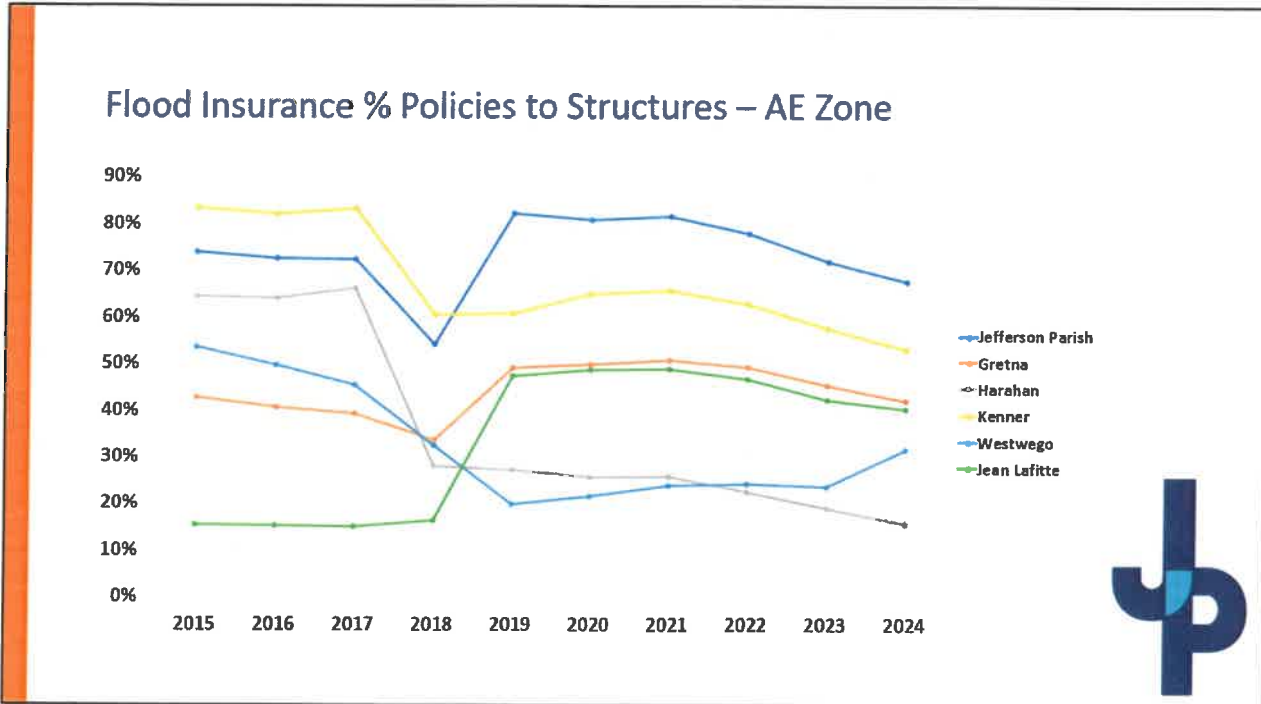


Figure 2. Percent of Policies to Structures for X Zone from 2015-2024

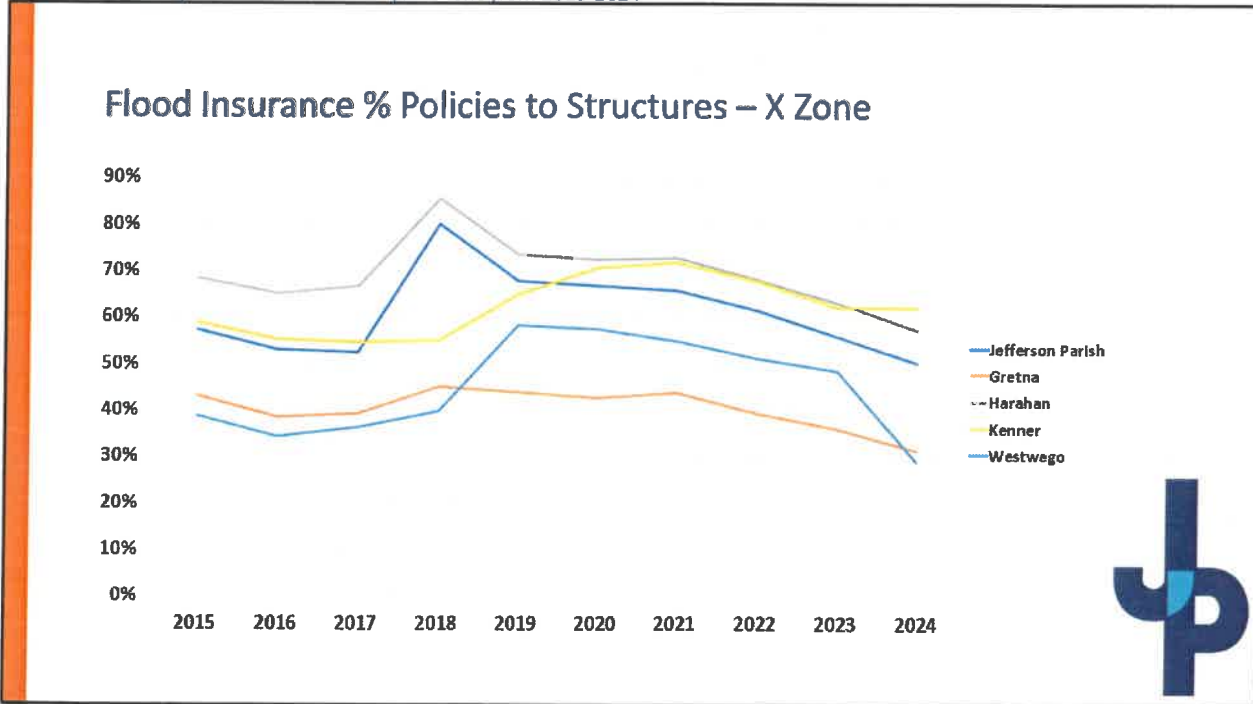


Figure 3. Unincorporated Jefferson Parish Policies Vs Coverage from 2015-2024

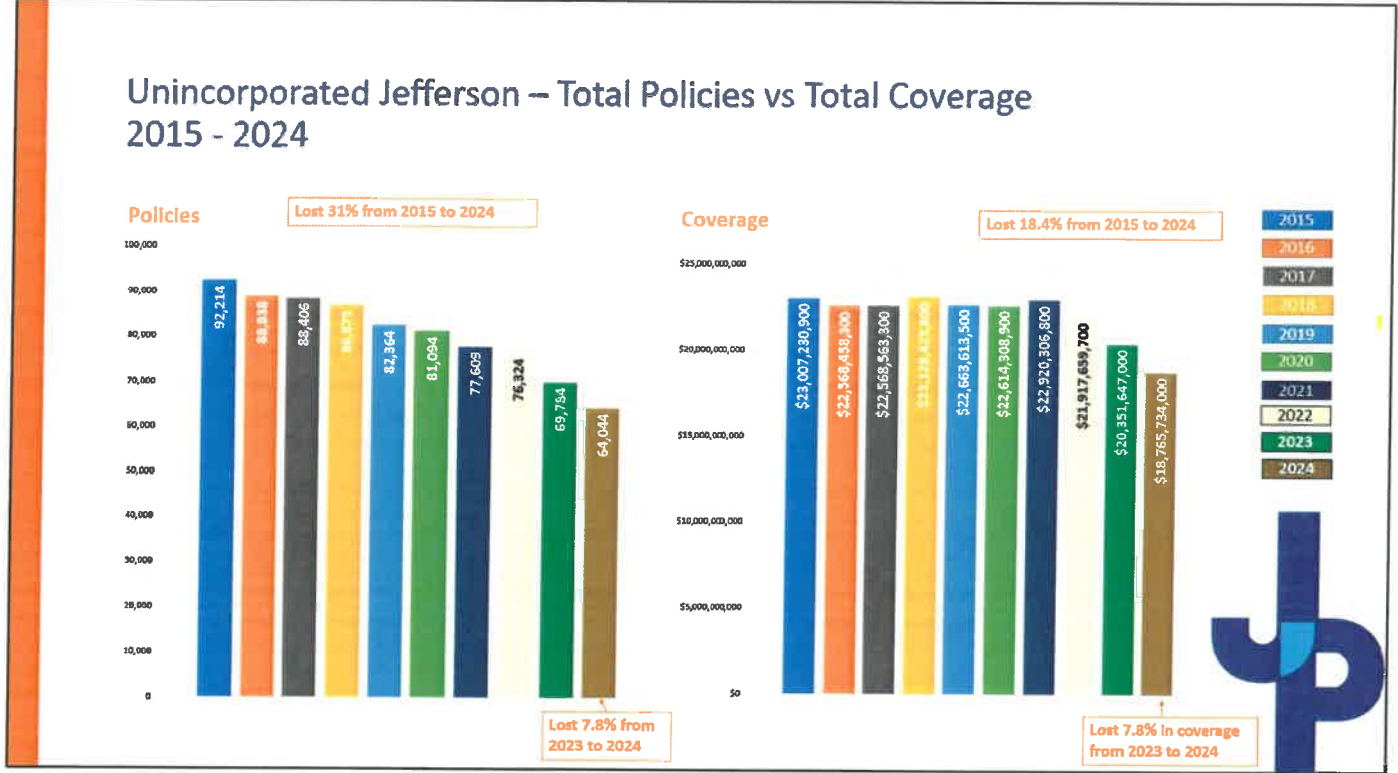


Figure 4. City of Kenner Policies Vs Coverage from 2015-2024

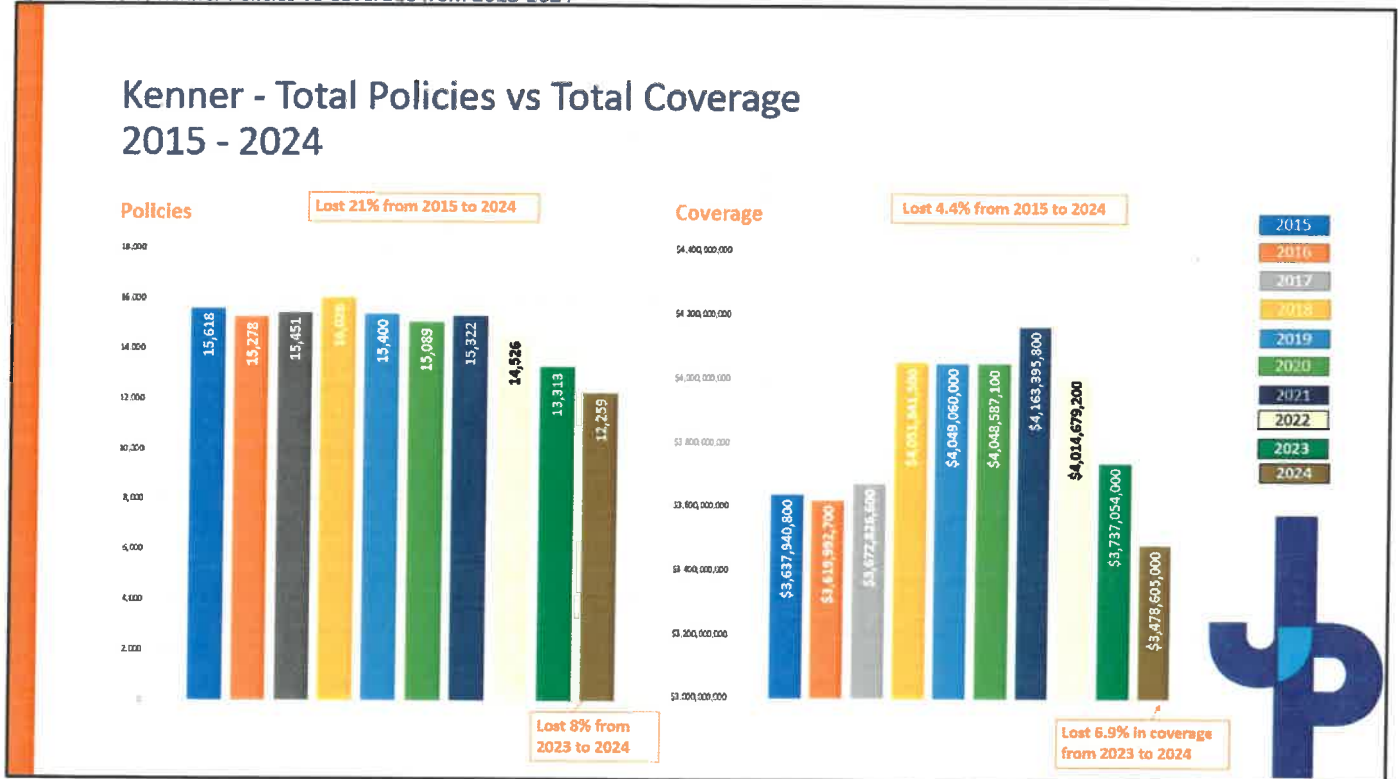


Figure 5. City of Gretna Policies Vs Coverage from 2015-2024

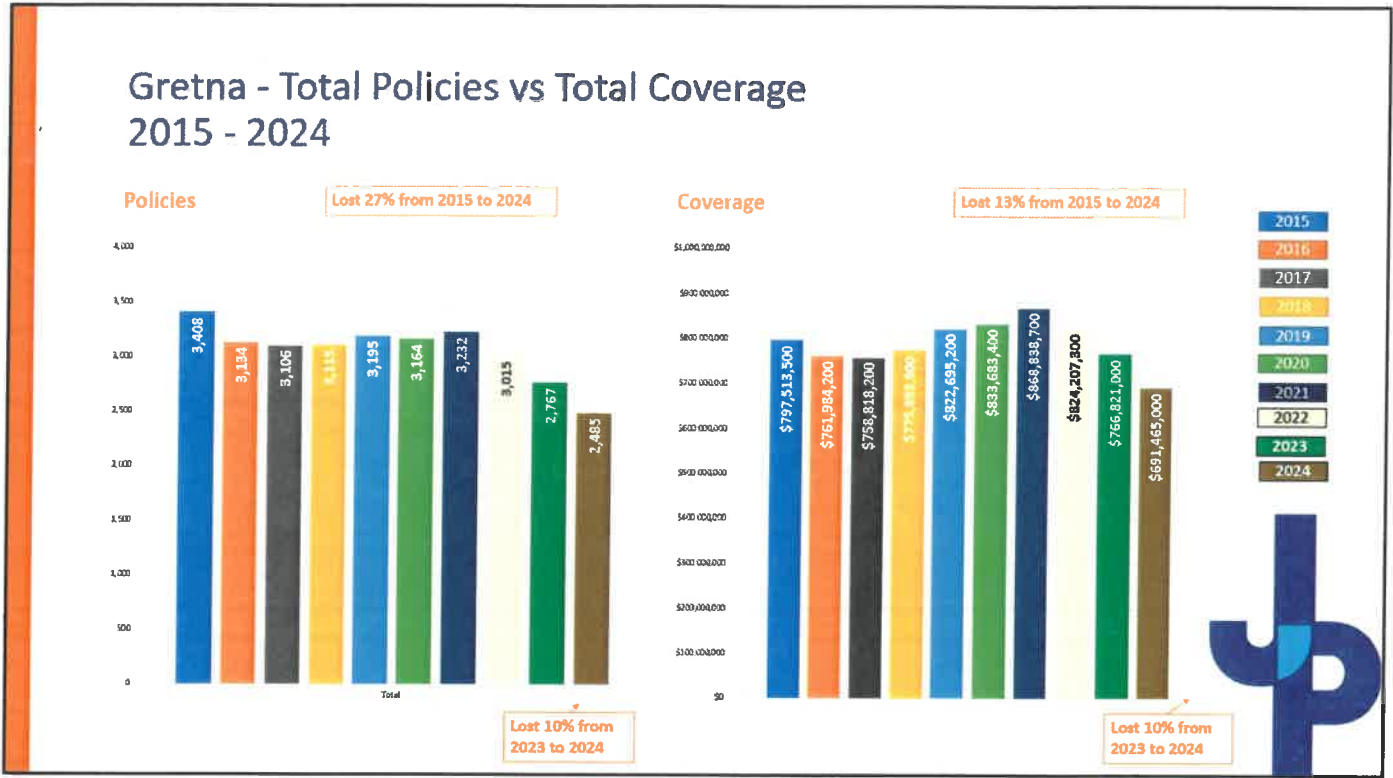


Figure 6. City of Westwego Policies Vs Coverage from 2015-2024

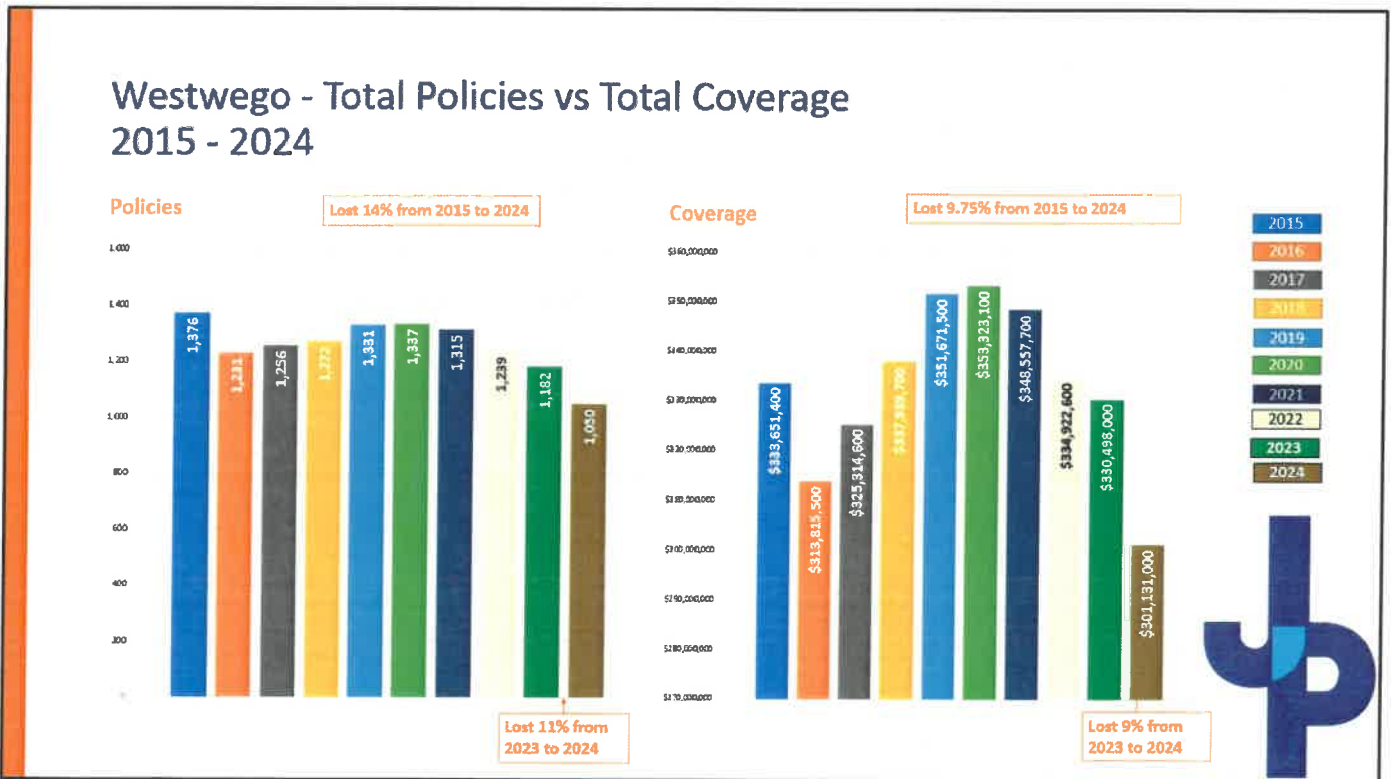
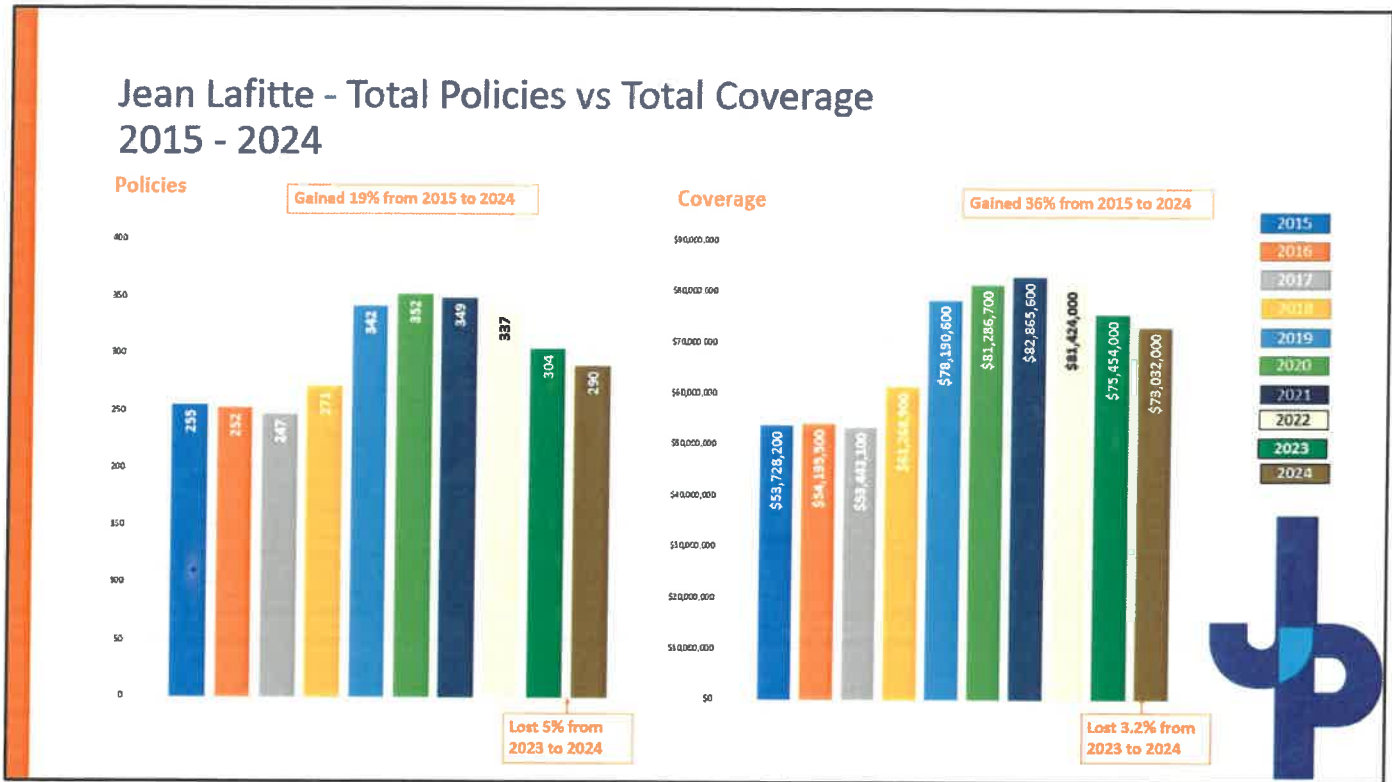


Figure 7. Town of Jean Lafitte Policies Vs Coverage from 2015-2024



Figures 1 and 2 provide an overview of the changes in the percent of policies to structures in Flood Zones AE and X. Properties in Zone AE and VE are required to carry flood insurance if they carry a federal backed mortgage. Zone X properties are not required to have a flood insurance policy. From 2023 to 2024, there was a decrease in Zone AE percent of policies to structures in all jurisdictions except the City of Westwego. Decreases were also observed in Zone X percent of policies to structures for all jurisdictions except the Town of Jean Lafitte as they do not have Zone X areas, and the City of Kenner which had an increase.

Policy counts and coverage totals decreased from 2023 to 2024 in all jurisdictions. The following are changes from 2023 to 2024: unincorporated Jefferson Parish experienced a loss of 5,740 policies (Figure 3); the City of Kenner lost 1,054 policies (Figure 4); the City of Gretna lost 282 (Figure 5); the City of Westwego experienced a loss of 132 policies (Figure 6); and the Town of Jean Lafitte lost 14 policies (Figure 7).

The following changes pertain to total coverage (sum of elected coverage amounts) from 2015 to 2024. Unincorporated Jefferson Parish experienced an 18.4% reduction in coverage from 2015 to 2024, and a 7.79% reduction from 2023 to 2024; the City of Kenner saw a 4.38% reduction in coverage from 2015 to 2024, and a 6.92% reduction from 2023 to 2024; the City of Gretna experienced a 13.3% reduction in coverage from 2015 to 2024, and a 9.83% reduction from 2023 to 2024; the City of Westwego lost 9.75% of coverage from 2015 to 2024, and a 8.89% reduction from 2023 to 2024; the Town of Jean Lafitte experienced a 35.93% gain in coverage from 2015 to 2024, but saw a 3.21% loss in coverage from 2023 to 2024.

Policy counts and coverage totals were beginning to stabilize after three years of continuous variation following the February 2, 2018, map change. However, due to drastic premium increases under Risk Rating 2.0, that trend is no longer

being observed. All JUMP communities need to continue to promote flood insurance to all property owners so they are protecting their investments from future flood events.

The PPI Committee is continuing to implement and refine the PPI so that flood insurance is seen as a necessity. The efforts put forth by the committee will continue to support the Community Rating System (CRS) program, which affords residents with a discount in their flood insurance premiums.

This evaluation report was submitted to the Jefferson Parish Council on September 24, 2024.

2024 Annual PPI Committee Meeting Attendees

Name	Organization/Title	Email	Government vs Stakeholder	Jurisdiction
Unincorporated Jefferson Parish				
Maggie Talley	JP Floodplain Management	mtalley@jeffparish.net	Government	Jefferson Parish
Gretchen Hirt	JP PIO	ghirt@jeffparish.net	Government	Jefferson Parish
Danielle Dautat	Accessible Insurance Agency	danielle@accessibleins.com	Stakeholder	Jefferson Parish
Monica Farris	Metairie Resident	mateets@uno.edu	Stakeholder	Jefferson Parish
City of Gretna				
Danika Gorrondona	Gretna - Building Official	dgorrondona@gretnala.com	Government	City of Gretna
Michael Wesley	Gretna - Floodplain Management	mwesley@gretnala.com	Government	City of Gretna
Lydia Jemison	Jemison & Partners, Inc.	lydia@jemisonandpartnersinc.com	Stakeholder	City of Gretna
Ryan Daul	USI Insurance Services	ryan.daul@usi.com	Stakeholder	City of Gretna
City of Kenner				
Jamie Shorkey	Kenner - Regulatory Office	jshorkey@kenner.la.us	Government	City of Kenner
Valerie Brolin	Kenner - PIO	vbrolin@kenner.la.us	Government	City of Kenner
Lynda Nugent Smith	Keller Williams Realtor	lynda@kw.com	Stakeholder	City of Kenner
Kevin Guffey	Guffey Insurance	kevin@guffeyinsurance.net	Stakeholder	City of Kenner
City of Westwego				
Lisa Tapia	Westwego - Clerk; Floodplain	LisaTapia@cityofwestwego.com	Government	City of Westwego
Derek LeBlanc	State Farm Insurance	derek.leblanc.R6RV@statefarm.com	Stakeholder	City of Westwego
Town of Jean Lafitte				
Yvette Crain	Jean Lafitte - Clerk; Floodplain	ycrain@townofjeanlafitte.com	Government	Town of Jean Lafitte
Dana Silvey	First Horizon Bank	Dana.Silvey@firsthorizon.com	Stakeholder	Town of Jean Lafitte
Aida Tewelde	Business Owner	aidatewelde_beckwith@yahoo.com	Stakeholder	Town of Jean Lafitte
Additional Attendees				
Taddese Tewelde	Business Owner	tbbmoney@aol.com	Stakeholder	Town of Jean Lafitte
Keishelle Jones	JP Outreach	keishelle.jones@jeffparish.net	Government	Jefferson Parish
Mollie McInnis	City of Harahan - Regulatory Director	mollie.mcinnis@ci.harahan.la.us	Government	City of Harahan

#	Outreach Projects Description	Priority Audience(s)	Message	Anticipated Outcomes	Primary Lead(s)	External Principle Agency/Org	Proposed Schedule	CRS Community to Get Credit	September 2023 - May 2024 Implementation	Measured Outcomes	Jefferson Parish Recommendations
1	JeffTrak (JP Employee Newsletter)	11. General Public	Various topics on hurricane preparedness, drainage, emergency management, and environmental issues	Employees educated on: 1. Hurricane preparation 2. Protecting Parish Infrastructure & water bodies 3. Water quality, land and habitat loss 4. Endangered species	JP PIO		every other month	JP	Posted in December 2023 and in April and May of 2024	Parish employees are informed on how to prepare for hurricanes and protect the parish infrastructure and water bodies	Continue to implement
2	Provide excerpt for NOMAR's digital newsletter	5. NO Metro Area's of Realtors	Your clients may be in a Special Flood Hazard Area. Help them understand and prepare for their level of risk.	1. NOMAR members educated on client risks 2. Communicating flood risks and mitigation options to homeowners	JP FPM&HM		quarterly	All	Posted in December of 2023 and in March and August 2024	Parish employees and residents are informed on how to prepare for hurricanes and protect the parish infrastructure and water bodies	Continue implementing with innovative ways to express how the staff employees are meeting the goals of the PPI
3	Chamber of Commerce Insert for newsletter	3. JP Chamber of Commerce (small business)	Highlight green infrastructure such as bio swales, canals as attractive water features, walking paths	More businesses incorporating green infrastructure construction/projects	JP FPM&HM		quarterly	All	Posted in December of 2023 and in March and August 2024	Parish employees, businesses and residents are informed on how to prepare for hurricanes and protect the parish infrastructure and water bodies	Continue implementing with innovative ways to express how the staff employees are meeting the goals of the PPI
4	JP TV Channel (Hurricane Season PSAs, Education Exercises, etc.)	11. General Public	Hurricanes produce major flooding Know your evacuation plans Get to higher ground.	1. Residents better prepared for hurricanes 2. Smoother evacuations 3. Increased number of insurance policies	JP PIO		year-round	JP	Ongoing	Residents are informed on hurricane season preparedness, flood insurance, flood hazards, elevation, grant funding, etc.	Work with PIO to develop additional content
5	Kenner TV	11. General Public	Hurricanes can produce major flooding in Jefferson Parish. Know your evacuation plan and get to higher ground.	Residents learn how to prepare for hurricanes and increase number of insurance policies; smoother evacuations	Kenner's PIO		year-round	Kenner	Ongoing	Residence in Kenner are informed on hurricane season preparedness, flood insurance, flood hazards, elevation, grant funding, etc.	Work with Kenner PIO to develop additional content
6	Water bill mail out	11. General Public	Know your flood hazard. Purchase flood insurance. Be safe in a flood. Protect your property from flood damage. Get necessary permits. Clean catch basins.	Citizens will be better prepared for floods and have fewer flood claims; increase number of online flood zone determination requests; protected natural habitats	JP FPM&HM JP Water		annually	All (Westwego own bill)	Will be going out in July/September 2024 water bills	Received requests for site visits	Continue to implement this cost effective parishwide outreach
7	Curb Marker (2 languages) (Span Viet)	10. Non-English Speakers (Span Viet)	No dumping in storm drains.	Reduce the number of calls for drainage maintenance; cleaner water bodies	JP FPM&HM JP ECOM JP Envir Affairs		year-round	All (markers were given to each community)	Markers placed in Elmwood in fall 2023	Residence learn how to reduce flooding and protect water quality and natural floodplain functions	Continue to implement. Schedule marking and clean-ups for October 2024 to March of 2025
8	Mailout to RI Areas	1. SR/RI Properties	Based on your structure's history of flooding, you may be at a high risk for future flooding.	Inform RI HO of their risk and decrease # of flood claims	JP FPM&HM JP RI/CE		annually	All	13,769 to inside/outside unincorporated levee on April 15, 2024	Residents inquire about flood zone and grants	Continue to implement
9	Grant opportunities to RI/RII, homeowners-mailout	1. SR/RI Properties	Mitigation grants may be available for your property based on flood claims history.	Increase the number of mitigated structures in the parish	JP FPM&HM		annually	All	Mailed on 10/4/23	Approximately 136 application were received	Continue to implement
10	Elevation Certificate (EC) Trainings	11. General Public	Completion and correctness of elevation certificates is important for accurate rating and protecting property	Increase the number of correct elevation certificates submitted to Code offices and insurance agents	Kenner		annually	All	No EC trainings conducted in this time frame		Remove during 2025 PPI update.
11	Tree Plantings	11. General Public	Host tree plantings events and provide brochures to participants of the natural functions of Louisiana's marshes	Citizens will be better informed of the need to protect natural functions	JP ECOM Municipality Depts		annually	All	Jean Lafitte National Historical Park and Preserve - 3/27/2024 Bucktown Park - 3/23/2024 and 4/4/2024 The Pen at Barataria Bay Watersway - 3/22/2024 Goose Bayou in Lafitte - 2/24/2024 Laketown Park - 1/9/2024	Improve natural floodplain function, mitigate soil erosion, provide habitat, educate public on the importance of trees in wetland habitats	Continue to implement

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12	Pondchartrain Conservancy Sweep	11 General Public	Protect the fish and turtles in Lake Pontchartrain by keeping trash out.	Maintain high levels of water quality and protect natural habitats	JP Envir Affairs JP FPM&HM JP ECM Municipality Depts	UPRF	every March and Sept	All	Not implemented this year		Discontinue as the whole program has been discontinued. Remove during 2025 PPI update
13	Brochures on Display at Office	11 General Public	Various Emergency Management/flood/hurricane-related topics	Residents learn how to prepare for hurricanes and increase number of insurance policies	JP EM JP FPM&HM JP ECM Municipality Depts	FEMA	year-round	All	2023, 2024	Readers have information on how to be better prepared for hazard events	Continue to implement
14	Non-Point Source Pollution/Solutions* Poster and Essay Contest	11 General Public	Keep pollutants out of the storm drains. Pollutants harm the receiving water bodies such as Lake Pontchartrain and Bayou Bienvenue and the sea life in them.	Educate school-age kids about keeping the bayou and ditches clean, maintain water quality, protect fish and wildlife, including endangered species.	JP Envir Affairs		every April	JP, Grana, Harahan, Kenner, Westwego (MSA Co-permittees)	2024 event will take place in late September	Fewer pollutants get into the storm drains resulting in clean water samples	Continue to implement
15	Flings/handouts at office	11 General Public	Flooding can happen anytime. Retrofit your property to protect it from flood waters. Buy flood insurance.	Inform residents of the cost of flooding and increase the # of flood insurance policies	JP and Municipalities		year-round	All	Ongoing	Public is better informed on flood protection and aspects of all things flood insurance related	Continue to implement
16	LA Emergency Preparedness Guide	10 Non-English Speakers (Span, Viet)	Hurricanes can produce major flooding in Jefferson Parish. Ensure your property is protected from wind and flood. Check that your flood insurance policy is current and consider a separate policy for your contents. Renters can get flood insurance too. <i>(Available to be later attached)</i>	Residents learn how to prepare for hurricanes and evacuations and reduce amount and cost of hurricane-related damages.	JP EM	GOHSEP		All	Ongoing	No hurricanes or mandatory evacuations during this time period	Continue to implement
17	Night Out Against Crime-table	11 General Public	Various flood-related topics	Inform residents of the cost of flooding and increase the # of flood insurance policies.	JP FPM&HM JP RICE		every Oct	All	Night Out Against Crime took place on 10/17/2023	Public is better informed on flood protection	Continue to implement
18	Video tutorials or webinar of mapping portal	11 General Public	Find out how to find your flood zone on the flood map.	Residents learn how to find their flood zone remotely	JP FPM&HM		year-round	All	Ongoing/Still posted on website	Reduced number of calls on the new flood map as the public can view it themselves	Continue to implement
19	Christmas Tree Recycling Program	11 General Public	Donate your Christmas tree and restore the marsh.	Maintain, rebuild and/or increase marsh area to protect and preserve natural (water quality, habitat, carbon storage, etc.) and beneficial functions (storm surge attenuation, mitigating coastal erosion, etc.) of the Bogalouville.	JP ECM		every January	JP	Participated on 2/24/24	Over 4,000 trees placed in shoreline fences in Goose Bayou to restore and protect Jefferson Parish's coastal wetlands	Continue to implement
20	Senior Expo	2 Senior Citizens	Insurance. Be safe in a flood. Protect your property from flood damage. Get necessary permits. Clean catch basins.	Inform Seniors of Flood Safety and insurance so they stay safe	JP Citizens Affairs		every March	All	Participated on 3/14/24	Senior citizens better informed of flood risk	Continue to implement
21	LA Homeowners Handbook to Prepare for Natural Hazards	11 General Public	Jefferson Parish is vulnerable to flooding, hurricanes, storm surge, and other hazards. Ensure your property is protected from wind and flood.	Encourage more residents to mitigate their homes against flooding and decrease flood damages	JP FPM&HM	LA Sea Grant	year-round	All	Ongoing	Homeowners are better informed of how to prepare their homes for hurricanes, flooding, tornadoes, and other natural hazards.	Continue to implement
22	Brochures/Storm Water Program (2 languages)	10 Non-English Speakers (Span, Viet) 11 General Public	Keep drains clean from auto, yard, pet, cooking, and construction wastes.	Reduce the number of calls for drainage maintenance cleaner Lake Pontchartrain	JP Envir Affairs		year-round	JP	Ongoing	Clean water samples	Continue to implement

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23	Map Inquiry service	11.General Public	You may live in the Special Flood Hazard Area. Find out by requesting a flood zone determination online at www.jeffparish.net/index.aspx?Page=3781 or call 504.736-6541.	Increase # of online requests and calls for zone designation	JP FPM&HM	-	year-round	All	Ongoing	Approximately 567 map inquiries for this timeframe	Continue to implement
24	Brochure-All Hazards Preparedness Guide	11.General Public	Hurricanes can produce major flooding in Jefferson Parish. Ensure your property is protected from wind and flood. Check that your flood insurance policy is current and consider a separate policy for your contents.	Residents learn how to prepare for hurricanes and have smoother evacuations	JP EM	-	year-round	All	Ongoing	No hurricanes or mandatory evacuations during this time period	Continue to implement
25	Great American Clean Up	11.General Public	Pick up litter to make the community "Cleaner and Greener"	Reduce the number of calls for drainage maintenance; reduction in flooding	JP Envir Affairs	Keep Louisiana Beautiful	year-round	JP	Not implemented this year due to scheduling conflicts	Reduce the number of calls for drainage maintenance; reduction in flooding; improve environmental conditions.	Continue to implement
26	"Saver Science" Water Treatment Lab in High Schools	11.General Public	Don't trash the Mississippi River. We rely on it for drinking water.	High school students learn about the environment; maintain high levels of water quality and protect natural habitats	JP Envir Affairs	-	Sept-March annually	JP	Will be delivered to schools in the later part of the semester	Students and teachers became more knowledgeable of the procedures and logistics required to ensure higher water quality standards.	Continue to implement. Not going to schools in September 2024
27	Evacuation Plan Checklists	11.General Public	Beware of storm surge. Evacuations can take a long time. Develop your evacuation plan before hurricane season and plan to leave early.	More residents evacuating for hurricanes; more residents leaving early; fewer flood-related fatalities	JP FPM&HM Town of Jean Lafitte	Associated Food Stores	year-round	All	Distributed in local grocery stores over the last year.	Residents evacuating for hurricanes will be more informed and prepared.	possibly need to remove as this year's brochure is now online
28	Flood Hazard Disclosure to Buyer	5.NO Mktro Assn of Realtors	Inform prospective buyers of a property's flood zone and the flood insurance purchase requirements for properties in the special Flood Hazard Area. Flood ratings are not covered by Homeowner's or Business Multi-Pert Insurance. Only flood insurance will cover contents and structural damage due to flooding. Will include information on available technical	Buyers have full disclosure of flood risk and cost associated with new purchase	Real Estate Agents	FEMA	year-round	All	Ongoing	Better informed buyers	Continue to implement
29	Distribute NPP literature to local real estate agents to distribute to all buyers	8.Prospecting/ New Buyers	Homeowner's or Business Multi-Pert Insurance. Only flood insurance will cover contents and structural damage due to flooding. Will include information on available technical	Increase in the number of flood insurance policies at purchase	JP FPM&HM	FEMA	year-round	All	Ongoing	Buyers inquire about their flood zone before purchasing	Continue to implement
30	Share various literature in Spanish and Vietnamese	10.Non-English Speakers (Span, Viet)	Various flood-related topics-the specific- which 2 brochures have the most messages?	Inform non-English speakers of mitigation, the cost of flooding and increase the # of flood insurance policies	JP FPM&HM / EM	FEMA	year-round	Kenner, Gretna	Ongoing	Non-English speakers are better informed of flood protection	Continue to implement
31	JP Library System	11.General Public	Various FEMA brochures - be specific	Educate residents on the flood hazard, how to protect themselves and their property, and encourage mitigation	JP FPM&HM JP ECM	FEMA	year-round	All	Ongoing	The public is better informed on flood protection	Continue to implement
32	Civic Assn meetings	11.General Public	Flooding can happen anytime. Retrofit your property to protect it from flood waters. Know your flood hazard. Buy flood insurance.	Increase # of mitigation projects and insurance policies; decrease # of flood claims	JP FPM&HM	-	year-round	All	No new meetings since 6/2023	Better informed public but policy count is down	Continue to implement
33	Site visits	11.General Public	Call the Hazard Mitigation Office at 504-736-6541 to schedule a site visit to learn ways to retrofit or mitigate your property against flood waters.	Answer site-specific questions and encourage HOs to mitigate; increase # of mitigated structures	JP FPM&HM	-	as requested	JP, Gretna, Harahan, Kenner	These requests came in during this time period. The visits took place on 4/18/24, 5/24/24, and 7/17/24	Property owners provided with green infrastructure options and grant information	Continue to implement
34	Meet with realtors, home builders, contractors	11.General Public	Your clients may be in a Special Flood Hazard Area. Help them understand and prepare for their level of risk.	By sharing a consistent message with homebuyers/new buyers, they know about their flood risks and mitigation options	JP FPM&HM	-	as requested	JP, Gretna, Harahan, Kenner	Numerous meetings with builders and contractors over this time period	Realtors, home builders, and contractors have a better understanding of flood risk	Continue to implement
35	JPAlert - Emergency Notification System	10.Non-English Speakers (Spanish) 11.General Public	Jefferson Parish operates an emergency warning system to alert citizens about the possibility of impending flooding. When you hear three (3) short dual tones over TV and radio stations, listen closely for what action(s) you should take.	Warn residents when eminent weather is approaching and what steps to take to see it through; fewer hazard related injuries	JP EM	-	year-round	JP	Ongoing; sign-up details posted on website	Residents receive warnings in real time	Continue to implement

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36	Brochure-When do I need a permit?	11.General Public	Build responsibly. Get proper permits when you make a change to your property.	Fewer building code violations	JP 18.CE	-	year-round	JP	Ongoing	The public is better informed on permit requirements	Continue to implement
37	Realtors, Ins Agents, Lenders - Mailout	11.General Public	Your clients may be in a Special Flood Hazard Area. Help them understand and prepare for their level of risk.	By sharing a consistent message with homeowners/new buyers, they know about their flood risks and mitigation options	JP PMA&HM JP 18.CE	-	annually	All	will send this fall	Homeowners and prospective buyers are better aware of their risk, increase in flood zone determinations	Continue to implement
38	Brooms to Basins	11.General Public	Keep storm drains clean and free of debris.	Improved drainage system and fewer complaints of backups	JP PMA&HM	-	year-round	JP	Program discontinued due to site design and operation cost.		Remove during 2025 PPI update
39	Brochure-Dept of Environmental Affairs	11.General Public	Recycle waste responsibly and keep the storm drains clean.	Cleaner water systems as noted by positive scores on water testing results	JP Env/ Affairs	-	year-round	JP	Ongoing	Clean water samples	Continue to implement
40	Emergency Management Presentations by request	11.General Public	Various Emergency Management and Hurricane Preparedness topics	Residents learn how to prepare for multi-hazards and protect themselves and their property	JP EM Kenner EM	-	year-round	JP, Kenner	Numerous presentations in 2023 & 2024	Residents have information on how to be better prepared	Continue to implement
41	Hurricane Preparedness Day	11.General Public	Hurricanes can produce major flooding in Jefferson Parish. Ensure your property is protected from wind and flood. Check that your flood insurance policy is current and consider a separate deductible for your contents.	Residents learn how to prepare for hurricanes and increase number of insurance policies; smoother evacuations	JP EM	-	every May	JP	Emergency Management held 12 outreach events during this time period	Residents are better informed on how to be prepared for storm events	Continue to implement
42	Presentations by request	11.General Public	Flooding can happen anytime. Retain your property to protect it from flood waters. Know your flood hazard. Buy flood insurance.	Inform residents of mitigation, the cost of flooding and increase the # of flood insurance policies	JP PMA&HM	-	year-round	JP, Genoa, Harahan, Kenner	Multiple presentations in late 2023	Authorities and residents more informed on the current issues pertaining to flood insurance and flood safety.	Continue to implement
43	Drainage Maintenance	11.General Public	Keep storm drains clean.	Free flowing drainage system will have fewer instances of back up and less street flooding	JP PMA&HM	-	year-round	All	Ongoing	Less trash to get into the storm drains improving water quality and reducing flooding	Continue to implement
44	Flooding and Hurricane Alerts; Hurricane Tracking Maps; Evacuation Tips	11.General Public	There is a hurricane heading your way. Evacuate if mandated to stay out of harm's way.	Residents stay informed with real-time news alerts and learn how to prepare for hurricanes and evacuations and reduce amount and cost of hurricane-related damages.	WWL News Channel 4 Television, Website, Social Media	WWL News Channel 4	year-round	All	Ongoing	One hurricane or mandatory evacuations during this time period	Continue to implement
45	Hurricane Season News/Alerts, Hurricane Guide with Contriflow Instructions	11.General Public	There is a hurricane heading your way. Evacuate if mandated to stay out of harm's way.	Residents stay informed with real-time news alerts and learn how to prepare for hurricanes and evacuations and reduce amount and cost of hurricane-related damages.	Fox 8 News Television, Website, App, and Twitter	Fox 8 News	year-round	All	Ongoing	No hurricanes or mandatory evacuations during this time period	Continue to implement
46	Wright Flood Insurance Webinars to Agents	11.General Public	Flood insurance is changing. Help your clients understand their policies.	Agents better understand insurance changes and how that affects their clients; clients have better understanding of their policy	Wright Flood Insurance	Wright Flood Insurance	year-round	All	Ongoing	Over 2,000 agents trained	Continue to implement
47	Brochures on flood insurance	11.General Public	Flood insurance is changing. How well do you understand your flood insurance policy?	Increase in flood insurance policies and decrease flood damage	Wright Flood Insurance	Wright Flood Insurance	year-round	All	Ongoing	3,200 flood brochures distributed nationwide at the request of 11 agencies nationwide.	Continue to implement
48	Handouts for Driver's Ed Course	4. Drivers	Know your flood hazard-avoid flooded areas. Be aware of flash flood and standing water dangers to drivers.	New drivers become aware of flood safety; fewer fatalities and flood-related car accidents.	JP PMA&HM	-	year-round	All	Program discontinued due to feasibility issues		Remove during 2025 PPI update

#	Outreach Projects Description	Priority Audience(s)	Message	Anticipated Outcomes	Primary Lead(s)	External Priority Agency/Org	Proposed Schedule	CRS Community to Get Credit	September 2023 - May 2024 Implementation	Measured Outcomes	Jefferson Parish Recommendations
49	Poster for schools, driving schools, DMVs, and/or government buildings	4.Drivers	Know your flood hazard-avoid flooded areas. Be aware of flash flood and standing water dangers to drivers.	New drivers become aware of flood safety; fewer fatalities and flood-related car accidents	JP FPM&HM		Year-round	All	In design	better informed public	Continue to implement
50	Create brochure on food insurance and mitigation	11.General Public	Flood insurance is changing. How well do you understand your flood insurance policy? Will include information on available technical assistance.	Increase in flood insurance policies and decrease flood damage	JP FPM&HM		Year-round	All	In design	Better informed public	Continue to implement
51	Bus Shelters	4.Drivers	Before the rain gets heavy...Be Storm Ready	Increase in number of signups for JPAlert, adherence to evacuation mandates, and increased website traffic	JP FPM&HM		Year-round	All	Program discontinued due to feasibility issues.		Remove during 2025 FPI update
52	Interior Bug Cards	11.General Public	Is your property prepared and properly protected? Visit jeffparish.net/flood to determine your flood risk.	JPAlert, adherence to evacuation mandates, and increased website traffic	JP FPM&HM		Year-round	All	Program discontinued due to feasibility issues.		Remove during 2025 FPI update
53	Post and maintain signs	11. General Public	The surrounding waterbodies are within the natural range of species listed as threatened or endangered by the U.S. Fish and Wildlife Service (FWS) or by the National Marine Fisheries Service (NMFS). It is illegal to harass, harm, pursue, hunt, shoot, wound, kill, trap, capture, or collect these species. Attempting any of these things is also illegal.	Residents informed on the presence of, and prohibited activities pertaining to, listed species.	JP ECM		Year-round	All	Designing the marine turtle and piping plover signs	1. Residents informed on the presence and prohibited activities pertaining to species listed under the ESA 2. Residents and tourists more knowledgeable on water surge heights during hurricanes	Continue to implement. Numerous outreach/public education signs for various nature based projects will be posted at the Bucktown Harbor Marina Park and the Bonnadell Boat Launch over the next year Marine turtle and piping plover caution signs will be posted in Grand Isle and on Finner's Island

#	Outreach Projects Description	Priority Audiences(s)	Message	Anticipated Outcomes	Primary Lead(s)	External Principle Agency/Org	Proposed Schedule	CIS Community to Get Credit	September 2023 - May 2024 Implementation	Measured Outcomes	Jefferson Parish Recommendations
Flood Response Preparation (FRP) Projects											
1	Door Hanger	12, 100% of flooded properties	know what to do after a flood. Protect your property from the next one.	Structures are more resilient to future storms and flooding because of increase in retrofitting activities.	JP FPM&HM	LSU AgCenter	after an event	All	Ongoing	No hurricanes or mandatory evacuations during this time period	Continue to implement
2	ICC Trifold Brochure	12, 100% of flooded properties	ICC can help mitigate grant your home if it is declared substantially damaged. PROTECT YOUR PROPERTY FROM THE NEXT FLOOD. Contact the Jefferson Parish Dept of Floodplain Management and Hazard Mitigation at 504-736-5340 to know if you are eligible for a grant.	More compliant structures; increase # of mitigation projects and insurance policies; decrease # of flood claims	JP FPM&HM	FEMA	after an event	All	Ongoing	No hurricanes or mandatory evacuations during this time period	Continue to implement
3	Grant Opportunities - handout	12, 100% of flooded properties	ICC may provide owners of damaged buildings up to \$30,000 to help pay the costs of complying with local building codes and floodplain ordinances.	Increase the number of mitigated structures in the parish	JP FPM&HM	-	after an event	All	Ongoing	No hurricanes or mandatory evacuations during this time period	Continue to implement
4	Permit Requirements Panel	12, 100% of flooded properties	Learn more about protecting yourself and your property at http://jeffparishnev.com	Permits obtained for all development and when rebuilding after a flood	JP FPM&HM	-	after an event	All	Ongoing	No hurricanes or mandatory evacuations during this time period	Continue to implement
5	Plastic Bag	12, 100% of flooded properties	ICC may provide owners of damaged buildings up to \$30,000 to help pay the costs of complying with local building codes and floodplain ordinances.	Increased website hits and flood map inquiries; increase in flood insurance policies	JP FPM&HM	-	after an event	All	Ongoing	No hurricanes or mandatory evacuations during this time period	Continue to implement
6	ICC News Release	11. General Public	ICC may provide owners of damaged buildings up to \$30,000 to help pay the costs of complying with local building codes and floodplain ordinances.	property owners are able to elevate or reconstruct their damaged home with ICC assistance	JP FPM&HM	-	after an event	All	Ongoing	No hurricanes or mandatory evacuations during this time period	Continue to implement

#	Outreach Projects Description	Priority Audience(s)	Message	Anticipated Outcomes	Primary Lead(s)	External Principle Agency/Org	Proposed Schedule	GIS Community to Get Credit	September 2023 - May 2024 Implementation	Measured Outcomes	Jefferson Parish Recommendations
Coverage Improvement Plan Implementation (CPI) Projects											
1	Flyer-Grant Opportunities to RL/SRL	1.SRL/RL Properties	Mitigation grants may be available for your property based on flood claims history.	Increase the number of mitigated structures in the parish	JP FPA&HM		annually	All	Mailed on 10/4/23	Approximately 139 applications were received	Continue to implement
2	Mailout to RL Areas	1.SRL/RL Properties	Based on your structure's history of flooding, you may be at a high risk for future flooding. Know your flood hazard. Purchase flood insurance. Be safe in a flood. Protect your property from flood damage. Get necessary permits. Clean catch basins.	Inform RL HO of their risk and decrease # of flood claims	JP FPA&HM JP I&CE		annually	All	13,789 to inside/outside unincorporated levee on April 15, 2024	Residents inquire about flood zone and grants	Continue to implement
3	STL - Senior Expo	2.Senior Citizens	Know your flood hazard. Purchase flood insurance. Be safe in a flood. Protect your property from flood damage. Get necessary permits. Clean catch basins.	Inform Seniors of flood safety and insurance so they stay safe	JP Citizens Affairs		every March	All	Participated on 3/14/24	Senior citizens better informed of flood risk	Continue to implement
4	Brochure-All Hazards Prep	11.General Public	in Jefferson Parish. Ensure your property is protected from wind and flood. Check that your flood insurance policy is current and consider a	Residents learn how to prepare for hurricanes and have smoother evacuations	JP EM		year-round	All	Ongoing	No hurricanes or mandatory evacuations during this time period	Continue to implement
5	STL - Brochures Displayed@EOC Spanish	11.General Public	Various Emergency Management/Flood/hurricane-related topics	Residents learn how to prepare for hurricanes and increase number of insurance policies	JP EM JP FPA&HM JP EOM Municipality Depts	FEMA	year-round	All	Ongoing	non-English speakers are better informed of flood protection	Continue to implement
6	STL - Brochures Displayed@EOC Vietnamese	11.General Public	Various Emergency Management/flood/hurricane-related topics	Residents learn how to prepare for hurricanes and increase number of insurance policies	JP EM JP FPA&HM JP EOM Municipality Depts	FEMA	year-round	All	Ongoing	non-English speakers are better informed of flood protection	Continue to implement
7	Video or letter on Flood Insurance (370)	11.General Public	Flooding can happen anytime. Check that your flood insurance policy is current and consider a separate policy for your contents. Renters can get flood insurance too. Evacuate to higher	Increase in # of flood insurance policies parishwide	Parish President/ Mayor		year-round	All	Ongoing	decrease in policy count; decrease in coverage	Continue to implement
8	Flood Insurance Promotion Pen (370)	11.General Public	Zone X buildings CAN flood. Learn about flood insurance @ jeffparish.net keyword: Flood	Increase policies; those moving to a lower risk maintain flood insurance	JP		year-round	All	Ongoing; in office and handed out at various community meetings	decrease in policy count; decrease in coverage	Continue to implement
9	Digital Billboard (370)	11.General Public	Floods are the #1 natural disaster in the US. Damage from flood is not covered by homeowners.	Increase policies; those moving to a lower risk maintain flood insurance	TBD	Eagen Insurance	hurricane season	All	Under design	Residents will be more informed on the importance and benefits of flood insurance regardless of zone	Continue to implement