

**2020 Program for Public Information Review  
City of Pleasantville**

**Prepared by:  
Jim Rutala, PP, AICP, CFM  
Rutala Associates  
E-Mail: jmrutala@comcast.net**

**Date of Report: September 21, 2020  
PPI Meeting: September 28, 2020  
Date Report sent to Governing Body: September 28, 2020**

This evaluation hereby updates the City of Pleasantville's Program for Public Information (PPI). The PPI was adopted by Resolution 88-2018 on May 7, 2018. The CRS Coordinator's Manual requires an annual review and adjustment based on input from the PPI Committee. This document contains a brief review of the document and makes recommendations for adjustments. An annual meeting of the PPI Committee was held on September 28, 2020 to review this progress report and to revise the Program for Public Participation. The PPI Committee members include:

Kevin Cain, Floodplain Manager/Construction Official  
Linda D. Peyton, City Administrator  
Shanta Comeaux- Brookins, Foresite Commercial Realty  
Celeste Fernandez, Insurance Broker, Fernandez Insurance Agency  
Ed Geletka, Lana Latella or Bernadette Gizelbach, Ocean First Bank

Alternative Members include:

Sara Shuttleworth Lipsett, South Jersey Federal Credit Union  
Kenneth Barnshaw, South Jersey Federal Credit Union  
Deidra Alexander-Simms, City of Pleasantville  
Chief Sean Riggin, City of Pleasantville  
Kara Jeril, City of Pleasantville

This report was submitted to the governing body and posted on the City's website on September \_\_, 2020. The public and media will be aware of the evaluation through the posting of the City Council meeting agenda and posting on the City web site.

**PPI Outreach Evaluation**

Pleasantville's 2018 PPI included the following steps as part of the annual evaluation:

**1. Review of changes to the CRS Coordinator's Manual;**

No changes have been made to the CRS Coordinator's Manual.

**2. Floodplain development activities;**

Pleasantville has seen little floodplain development recently. The State has begun buying out properties in the Lakes Bay neighborhood. The only planned development in the floodplain is the Bayview Waterfront Park and the Spyglass Development at the old High School site.

### **3. Review input from City staff members and consultants;**

Input was received from the PPI Committee at their August 27, 2019 meeting. Kevin Cain suggested looking into digital billboards for general outreach. The owners of the billboard have agreed to give the City a set-aside for messages. Linda Peyton suggested whether to use the City's TV station (Channel 97) for general outreach. Translation services can be utilized to enhance outreach to the City's non-English speaking communities. The City also identified the need for more FEMA handouts.

### **4. Review of target audience and outreach activities;**

Target audiences should be reviewed. The PPI should consider including non-English language speakers and businesses in the flood zone. Target audiences currently include properties in the X Zone, property owners/tenants in the SFHA, and real estate, lending, and insurance companies.

### **5. Determine whether goals of PPI are being fulfilled through undertaken outreach activities; and**

The current outreach activities appear to be fulfilling the goals of the Program for Public Information. The City should continue monitoring floodplain development requests and calls for service during flood events to determine whether information is being successfully disseminated to residents and property owners.

### **6. Revise PPI and prepare PPI re-evaluation/update pursuant to CRS Coordinator's Manual.**

The PPI update has been completed for 2018. A five-year update will be required by 2023.

### **Review Notes**

- According to the FEMA NFIP BureauNet as of July 21, 2020, there are 85 NFIP policies in the City of Pleasantville. The number of NFIP policies in the City has continued to decrease. In December 2017, when the flood insurance coverage assessment was first completed, Pleasantville had 153 policies.
- The 85 NFIP policies protect property valued at \$18.7 million and paid \$94,604 in premiums in 2019. On average about \$1,000 per home.
- According to data provided by FEMA, the City had 17 repetitive loss properties and five substantially damaged properties. The City has filed six AW-501 forms to document properties that have been elevated or demolished, to reduce the number of repetitive loss properties to 11.
- The New Jersey Department of Environmental Protection has begun buying out vacant and residential properties in the Lakes Bay Repetitive Loss Area. This area includes many of the City's repetitive loss structures.
- The NJDEP Blue Acres buyouts are the first of their kind in the region and will mitigate flood damage in a low-lying and vulnerable neighborhood. The PPI should ensure that outreach continues for remaining residents and recognize that flood risk for those residents will likely increase in the coming years.
- Approximately 5,000 to 6,000 users are registered through Nixle, representing about 25 percent of the City's population.
- Pleasantville's outreach topics are comprised of the six FEMA topics.

## Summary of Completed Activities

#	Description	Status/Date Completed	Comments
1	Repetitive Loss Area Letter	Planned	The repetitive loss list should be re-examined considering the property buy-outs. The City should file AW-501 forms (repetitive loss corrections) to account for mitigated properties. The buyouts may reduce the number of properties that require outreach.
2	National Night Out Table	Planned	Tabling was held at this event on August 6, 2019. This event was canceled due to COVID-19; however, as an alternative the City distributed information regarding flooding and power outages on September 2, 2020 at a Community Food Giveaway attended by over 300 families.
3	Permit Center Handouts	Ongoing	The Permit Center continues to distribute fliers on floodplain construction.
4	Flood Workshop	Planned	The Flood Workshop was hosted virtually with other municipalities to maximize participation.
5	Mitigation letters to RL	Planned	The wording of the Mitigation Letter has been modified to include messages and topics identified in the Program for Public Information
6	Brochures at public locations	Ongoing	The City Hall, Library, and Building Department continue to provide informational brochures.
7	Insurance brochures in Spanish	Ongoing	The City Hall, Library, and Building Department continue to provide informational brochures.
8	Tidal Flooding Talk	Ongoing	The New Jersey Coastal Coalition's Tidal Flooding Talk is held weekly about a variety of flood-related topics.
9	Do Not Dump	Ongoing	Storm drains have "do not dump" messaging. This activity should be incorporated into the PPI.

The Pleasantville web site includes FEMA disaster preparedness and recovery information: <http://www.pleasantville-nj.org/flood-information/>

The annual letter to local real estate agents, insurance companies, and banks was sent on September 28, 2020.

A repetitive loss area mailing list was completed by the City on June 29, 2020.

The City continues to provide flood information brochures and technical assistance through the Construction Office.

## Recommended Adjustments

- Additional fliers and brochures should be provided to the Construction Office.
- Additional outreach messages should be created to better customize flood messaging in Pleasantville. These messages can incorporate flood response preparation and operational messages.
- Outreach activities underway by entities like the Atlantic County, Atlantic City Electric, South Jersey Gas, and Heist Insurance should be incorporated into the PPI to better coordinate efforts.

Press of Atlantic City:

<https://pressofatlanticcity.com/>

Longport Media:

<http://www.longportmedia.com/>

Atlantic City Electric:

<https://www.atlanticcityelectric.com/Outages/StormCenter/Pages/StormReadiness.aspx>

South Jersey Gas:

<https://www.southjerseygas.com/Safety-Education/Severe-Weather-Safety.aspx>

Heist Insurance Web Site:

<https://www.heistinsurance.com/flood-insurance>

Heist Insurance Radio Spots:

<https://www.dropbox.com/s/1hurx2mjhhchmzh/heist%20spot-2.zip?dl=0>

<https://www.dropbox.com/s/p994a66t5lmntec/Heist%20spot.zip?dl=0>

Atlantic County Office of Emergency Preparedness:

<https://www.atlantic-county.org/oep/index.asp>

Tidal Flooding Talk:

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