



ANNUAL REPORT 2024

Multi-Jurisdictional Program for Public Information

Prepared by:

Samantha West, Planning Manager/Interim CRS Coordinator

Volusia County Growth & Resource Management

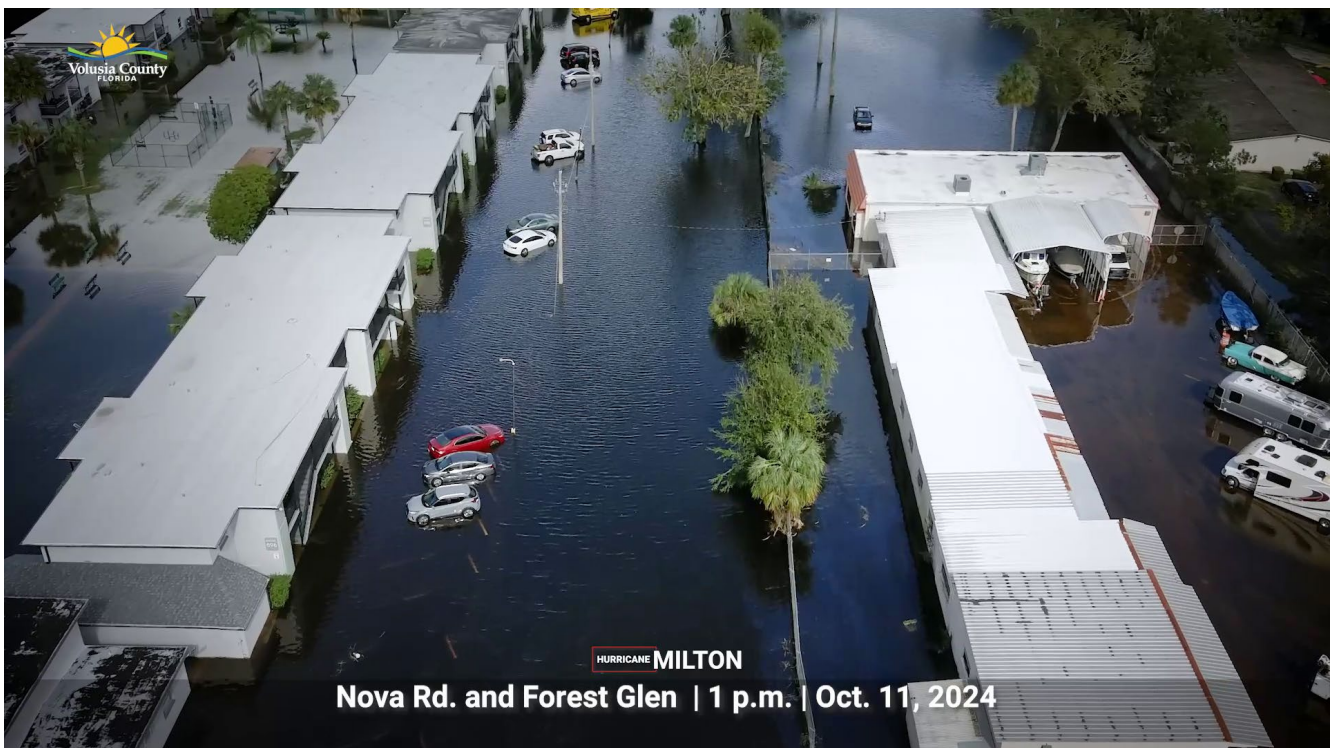
TABLE OF CONTENTS

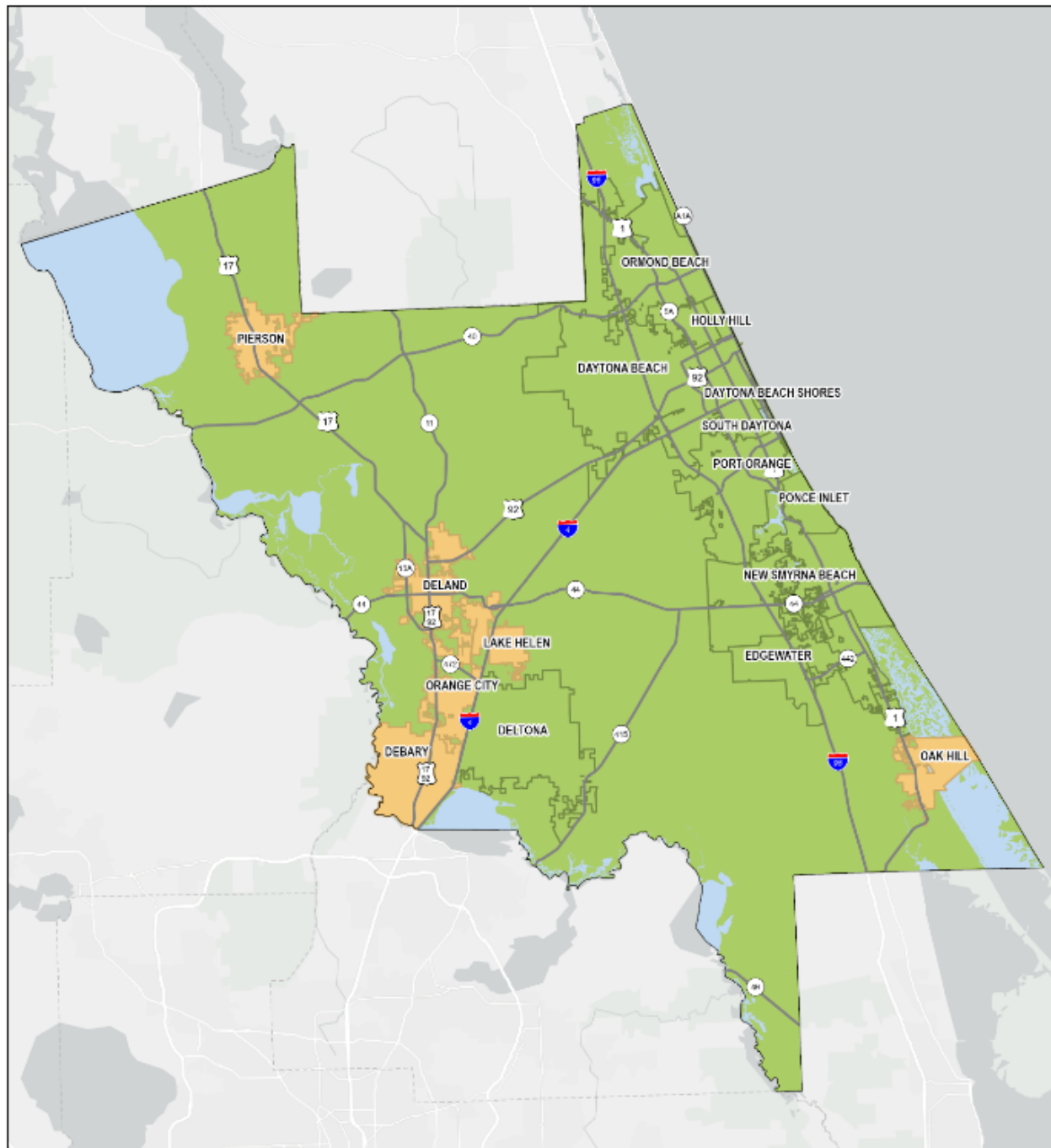
Executive summary	3
Priority Audiences, Messages, and Desired Outcomes	5
Priority Audiences (Current)	5
Priority Audiences (2025 Update)	5
Priority Areas (2025 Update)	5
Messages and Desired Outcomes (2025)	6
Projects in the PPI Used to Convey Messages	9
Outreach Projects (OP)	9
Coverage Improvement Plan (CIP) Projects	10
Flood Response Projects (FRP)	10
Progress Toward Desired Outcomes	11
Positive Trends	11
Concerning Trends	11
Population and Development Impacts	11
Identified Challenges	12
Data Quality Issues	12
Legislative Uncertainty	12
Resource Limitations	12
Recommended Changes	13
Message Revisions for 2025	13
New Initiatives for 2025	13
Audience Expansion	13
Project Modifications	13
Conclusion	14

EXECUTIVE SUMMARY

The Volusia County Multi-Jurisdictional Program for Public Information (MJ-PPI) is an ongoing public information effort to design and transmit the messages that the communities determine most important to its flood safety and the protection of its floodplains' natural functions. The MJ-PPI Committee conducted its annual evaluation during two meetings held on February 18, 2025, and May 21, 2025, to assess the 2024 program performance and plan for the 2025 update. This report summarizes the evaluation findings, project implementation status, progress toward desired outcomes, and recommendations for program improvements.

The committee represents eleven participating jurisdictions: Daytona Beach, Daytona Beach Shores, Deltona, Edgewater, Holly Hill, New Smyrna Beach, Ormond Beach, Ponce Inlet, Port Orange, South Daytona, and unincorporated Volusia County. Participating within the MJ-PPI allows communities to increase the points for each Outreach Project and Flood Response Preparation for their Overall Community Rating System (CRS) rating.





Volusia County Participating Community Rating System Jurisdictions

- County Boundary
- Water Bodies
- State Roads
- Non-Participating Community
- Participating CRS Community



This map is intended to be used for planning purposes only and is not to be construed as a legal document. The GIS data available on this map may need field verification as it corresponds to regional scale representation. 185.803 Use of geographic information by governmental entities: When state agencies, water management districts, regional planning councils, local governments, and other governmental entities use maps, including geographic information maps and other graphic information materials, as the source of data for planning or any other purposes, they must take into account that the accuracy and reliability of such maps and data may be limited by various factors, including the scale of the maps, the timeliness and accuracy of the underlying information, the availability of more accurate and the presence or absence of ground truthing or peer review of the underlying information contained in such maps and other graphic information. All Data created and/or reviewed by the PCRC.

PRIORITY AUDIENCES, MESSAGES, AND DESIRED OUTCOMES

Priority Audiences (Current)

The current MJ-PPI targeted the following priority audiences:

- The general public
- Residents in the floodplain
- Repetitive loss areas
- Real estate, lending, title and insurance agencies

Priority Audiences (2025 Update)

The Committee agreed on the following priority audiences for the updated 2025 MJ-PPI:

- General public
- Residents in the floodplain
- Residents and property owners in repetitive loss areas
- Residents and property owners in substantial damage properties
- Real estate, lending, and title insurance agencies
- New residents and property owners

Note: Real estate appraisers were added as a priority audience during the February 2025 evaluation meeting for the 2025 update.

Priority Areas (2025 Update)

- All properties (recognizing that flooding can occur anywhere)
- Special Flood Hazard Areas (A, AE, AH, VE zones)
- Zone X and Shaded X zones

Messages and Desired Outcomes (2025)

The committee evaluated and revised the following messages for 2025 implementation:

❖ Message #1

- **Current** - "Know your risk of flooding. Finding out is easy!"
- **Update** - "Understand your risk of flooding. Finding out is simple."
 - *Desired Outcome:* Increasing engagements on flood mapping websites
 - *Tracking Method:* Landing page visits to county flood information pages

❖ Message #2

- **Current** - "Protect yourself and your property from the next flood with flood insurance"
- **Update** - "Protect yourself, your home, business, and personal belongings from the next flood with flood insurance."
 - *Desired Outcome:* Increase in flood insurance policy purchases
 - *Challenge Identified:* General decline in flood insurance policies across most jurisdictions. The causes of the decrease in policies include property owners using private flood insurance providers. The data used for flood insurance policies comes from the National Flood Insurance Program (NFIP). The NFIP has no ability to track the number of private policies. In addition, there is an increased number of homeowners who are not purchasing flood insurance, if it is not required.

❖ Message #3

- **Current** - "Follow proper safety precautions and turn around, don't drown."
- **Update** - "Turn around, don't drown to safeguard yourself and neighbors from unnecessary flood risk. Sign up for alerts."
 - *Desired Outcome:* Reduce flood-related injuries and increase emergency alert registrations
 - *Progress Noted:* Increases in Everbridge registrations observed



❖ Message #4

- **Current** - "Keep debris and trash out of streams and ditches."
- **Update** - "Keep debris and trash clear from streams, ditches, and inlets to prevent excess flooding prior to storm events."
 - *Desired Outcome:* Reduce localized flooding through improved drainage maintenance

❖ Message #5

- **Current** - "Build responsible. Get a permit before you build."
- **Update** - "Before you start any storm repairs or improvements, check permit requirements."
 - *Desired Outcome:* Increase compliance with substantial improvement regulations
 - *Challenge Identified:* Clarity of messaging is vital for citizens to understand that drywall, cabinet and flooring replacement may require permits.
 - *Legislative Impact:* Senate Bill 180 may affect substantial improvement requirements

❖ Message #6

- **Current** - “Keep natural areas undisturbed. Limit use of fertilizers and pesticides. Report illegal dumping or clearing.”
- **Update** - “Keep natural areas undisturbed and reduce illegal clearing. Help water quality by limiting the use of fertilizer and report illegal dumping.”
 - *Desired Outcome:* Maintain water quality.
 - *Challenge Identified:* Nitrate levels consistently exceed target levels; septic tanks and fertilizer use are primary pollution sources.

❖ Message #7

- **Current** - “You can protect your home investment by purchasing flood insurance.”
- *No update proposed.*
 - *Desired Outcome:* Increased number of requests for flood insurance policies.

❖ Message #8

- **Current** - “Check with your agent to see if you are fully insured. The cost of flood insurance is a drop in the bucket compared to the cost from flood damage. Just a few inches of water can cause tens of thousands of dollars in damage.”
- *No update proposed.*
 - *Desired Outcome:* Increase in the number of flood policies in the X zone.

❖ Message #9

- **Current** - “Hire only licensed contractors who know the codes.”
- **Update** - “Hire only licensed contractors who know the local ordinances and jurisdictions requirements for permitting.”
 - *Desired Outcome:* Reduce non-compliant construction and protect property owners

PROJECTS IN THE PPI USED TO CONVEY MESSAGES

The following projects are specifically listed within the 2020 PPI:

Outreach Projects (OP)

- **Consolidated Flood Facts Brochure**
 - Locations Distributed:
 - Community permitting offices (OP #1)
 - Branch libraries (OP #2)
 - Chamber of Commerce's (OP #3)
- **Booths at Countywide and Citywide Events (OP #4)**
- **Presentations**
 - Countywide Citizens and Professional Groups (OP #5)
 - Family Disaster Preparedness (OP #8)
 - *Conducted by Volusia County Emergency Management*
- **Letters Distributed**
 - Audience:
 - Repetitive Loss Areas (OP #7)
 - Real estate, lending, and insurance companies (OP #11)
 - *Letter included Consolidated Flood Fact Brochure*
- **Annual Flood Guide (OP #6)**
 - Locations Distributed:
 - Community permitting offices
 - Regional libraries
 - Sent to all properties in a Special Flood Hazard Area
- **Volusia Community Organizations Active in Disaster (COAD) Annual Hurricane Expo (OP #9)**
- **Everbridge Messaging (OP #10)**
- **Ask Before You Buy Brochure (OP #12)**
 - Distributed to realtors to provide to buyers

Coverage Improvement Plan (CIP) Projects

- **Letters from Councilperson/Commissioner/Mayor (CIP #1)**
 - Distributed to floodplain and repetitive loss properties
- **Presentations on Flood Insurance to all three Realtor Boards (CIP #2)**
 - *Conducted by Volusia County Emergency Management*

Flood Response Projects (FRP)

- **Educational Everbridge Messages (FRP #1)**
- **Door Hangers (FRP #2)**
 - Distributed to affected communities by damage assessment team.
- **Safety Everbridge Messages (FRP #3)**



PROGRESS TOWARD DESIRED OUTCOMES

Positive Trends

- **Emergency Preparedness:** Increased Everbridge registrations indicate improved emergency alert system adoption
- **Committee Engagement:** Strong participation with confirmed quorum from all communities

Concerning Trends

- **Flood Insurance Decline:** General decline in flood insurance policies within Special Flood Hazard Areas across most communities
- **Repetitive Loss Increases:** Dramatic increases in repetitive loss buildings for some communities, particularly South Daytona and Port Orange (over 900% increases)
- **Water Quality Degradation:** Contrary to previous reports stating maintained water quality levels, state data shows actual decline in many areas



Population and Development Impacts

- Most communities experienced population increases since 2015
- Daytona Beach showed the most dramatic population jump
- Deltona maintains the highest population among the Volusia County cities
- Unincorporated areas experienced slight population decrease (approximately 258 people between 2010-2020), likely due to annexations

IDENTIFIED CHALLENGES

Data Quality Issues

- Significant discrepancies between ISO Community Information System (CIS) reports and FEMA data
 - Example: Unincorporated Volusia County showed 411 repetitive loss properties in CIS report versus actual count of 208
- Committee agreed to prioritize FEMA data when available, defaulting to CIS data with clear source notation if FEMA data unavailable

Legislative Uncertainty

- Senate Bill 180 pending gubernatorial signature may impact flood information website requirements and substantial improvement calculations
- Potential prohibition of rolling 5-year or 10-year periods in municipal codes could affect CRS points

Resource Limitations

- Due to staffing changes, short notice for data collection affected some communities' ability to provide comprehensive messaging metrics
- Limited ability to track external website clicks (ArcGIS, FEMA maps) from county landing pages

RECOMMENDED CHANGES

Message Revisions for 2025

- **Water Quality Message:** Requires significant revision to address fertilizer use and water quality issues more effectively, incorporating information about the county's fertilizer ordinance (Chapter 50) with ban season from June through September
- **Flood Insurance Message:** Consider enhanced messaging strategies given the declining trend in policy purchases
- **Emergency Preparedness:** Maintain current messaging while expanding Everbridge implementation across all jurisdictions

New Initiatives for 2025

- **Enhanced Data Management:** Establish protocol for reconciling FEMA and CIS data discrepancies before annual reporting
- **Legislative Compliance:** Monitor and adapt to Senate Bill 180 requirements for consolidated flood information on county websites
- **Water Quality Focus:** Develop comprehensive messaging addressing septic system maintenance and fertilizer ordinance compliance
- **Repetitive Loss Area Targeting:** Develop specialized outreach for communities experiencing significant increases in repetitive loss properties

Audience Expansion

- **Real Estate Appraisers:** Formally added to priority audience list for 2025
- **Property Maintenance Professionals:** Consider adding landscaping and property maintenance companies to address fertilizer use messaging

Project Modifications

- **Metric Tracking:** Implement consistent tracking methodology using landing page visits as primary metric for flood information engagement
- **Multi-Platform Approach:** Explore Emergency Management app integration for broader flood messaging reach
- **Community-Specific Messaging:** Develop targeted messages for high-repetitive-loss communities like Port Orange and South Daytona

CONCLUSION

The 2024 MJ-PPI evaluation revealed both successes and challenges in the program's implementation. While emergency preparedness messaging showed positive results through increased alert system registrations, declining flood insurance policies and increasing repetitive losses indicate the need for enhanced outreach strategies. The committee's identification of data quality issues and legislative changes provides opportunities for program improvement in 2025.

The comprehensive reorganization of the PPI document to align with CRS manual activities 330 and 370, along with updated formatting and inclusion of recent extreme weather events (Hurricanes Ian, Nicole, and Milton), positions the program for improved effectiveness in the coming year.

- **Next Steps:**
 - Complete the 5-Year Plan Update (2025 PPI document) with committee review
 - Schedule 2026 annual meeting for late winter/early spring
 - Implement revised messaging strategies
 - Monitor legislative developments affecting program requirements
 - Continue data quality improvement efforts with FEMA coordination