

PUBLIC INFORMATION				
<p><b>ISSUE G1: MAINTAINING EFFECTIVE COMMUNICATION WITH THE PUBLIC IN THE POST-DISASTER ENVIRONMENT</b></p> <p>Following a major event, public information is critical in order to provide important information to residents (permanent and seasonal) and their concerned families (who may be out of the area) and to restore confidence in the government and the recovery process itself. In the early phases of recovery, this can be extremely challenging due to the potential impact to telecommunications and the infrastructure. In the long-term recovery phase, communication remains a vital element to the community’s well-being. Residents must receive necessary information in regard to regulations and rebuilding as well as where to find assistance.</p>				
<p><b>Strategy G1: Provide effective communication of recovery status and available assistance, including outreach to seasonal and displaced residents</b></p>				
Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
<p><b>Action G1.1.1:</b> Work with the Planning Dept. and Recovery Groups to establish format and data sources of <b>Recovery Tracking Report</b>, and provide data to the public in a timely manner</p>	<p>Post-Disaster (all phases)</p>	<ul style="list-style-type: none"> <li>PC Communications</li> </ul>	<ul style="list-style-type: none"> <li>PC Planning Department.</li> <li>PC Economic Redevelopment</li> <li>Finance &amp; Administration Workgroup</li> <li>PC Emergency Management</li> </ul>	<ul style="list-style-type: none"> <li>Format for Recovery Tracking Report (EM)</li> <li>Mechanism to track expenditures (OMB)</li> </ul>
<p><b>Action G1.1.2:</b> Work with EOC and media partners to disseminate the location of Disaster Recovery Centers, FEMA Toll-free numbers, and websites such as <a href="http://www.disasterassistance.org">www.disasterassistance.org</a></p>	<p>Post-Disaster D+3days – D+90 days</p>	<ul style="list-style-type: none"> <li>PC Communications</li> </ul>	<ul style="list-style-type: none"> <li>PC Emergency Management</li> </ul>	<ul style="list-style-type: none"> <li>Pre-scripted messages</li> </ul>

**APPENDIX 11-A: PUBLIC INFORMATION**

Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
<b>Action G1.1.3:</b> Work with media to distribute call center phone numbers and website providing updated recovery information	Pre- and Post-Disaster (all phases)	<ul style="list-style-type: none"> <li>PC Communications</li> </ul>	<ul style="list-style-type: none"> <li>PC Emergency Management</li> </ul>	<ul style="list-style-type: none"> <li>Pre-scripted messages</li> </ul>
<b>Strategy G1.2: Provide effective outreach in regard to build back policy, coastal setbacks, code enforcement, permitting and temporary housing, etc.</b>				
Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
<b>Action G1.2.1:</b> Work with Land Use, Housing and Mitigation Work Group to understand policies and emergency ordinance provisions and be able to explain requirements in a clear and concise manner	Post-Disaster (short and long-term recovery)	<ul style="list-style-type: none"> <li>PC Communications</li> </ul>	<ul style="list-style-type: none"> <li>PC Planning Department.</li> <li>PC Code Enforcement</li> <li>Land Use, Housing &amp; Mitigation Workgroup</li> </ul>	<ul style="list-style-type: none"> <li>Pre-scripted Messages</li> </ul>
<b>Action G1.2.2:</b> Work with Construction and Permitting and Historic Preservation Work Group to understand policies and emergency ordinance provision and be able to explain requirements in a clear and concise manner.	Post-Disaster (short and long-term recovery)	<ul style="list-style-type: none"> <li>PC Communications</li> </ul>	<ul style="list-style-type: none"> <li>PC Planning Department</li> <li>PC Code Enforcement</li> <li>Construction, Permitting Workgroup</li> </ul>	<ul style="list-style-type: none"> <li>Pre-scripted Messages</li> </ul>

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Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
<p><b>Action G1.2.3:</b> Work with EOC and federal and state partners to convey temporary housing program, blue roof program and emergency repairs</p>	<p>Post-Disaster (short and long-term recovery)</p>	<ul style="list-style-type: none"> <li>• PC Communications</li> </ul>	<ul style="list-style-type: none"> <li>• PC Emergency Management</li> <li>• Federal and State Partners</li> <li>• Disaster Housing Coordinator and Task Force</li> <li>• Land Use, Housing Workgroup</li> <li>• Construction, Permitting Workgroup</li> </ul>	<ul style="list-style-type: none"> <li>• Pre-scripted Messages</li> <li>• Warnings regarding contractor fraud</li> </ul>
<p><b>Action G1.2.4:</b> Develop a plan with pre-established post-disaster outreach methods and pre-scripted messages regarding policy and plans as well as opportunities for public participation</p>	<p>Post-Disaster (short and long-term recovery)</p>	<ul style="list-style-type: none"> <li>• PC Communications</li> </ul>	<ul style="list-style-type: none"> <li>• PC Planning Department</li> <li>• PC Code Enforcement</li> <li>• PC Health Department</li> </ul>	<ul style="list-style-type: none"> <li>• Pre-scripted Messages</li> </ul>

**ISSUE G2: ENSURE COMMUNICATIONS WITH AGENCIES PROVIDING CRITICAL SERVICES IS RESTORED AND STATUS/NEEDS ARE COMMUNICATED.** As part of the communications network within the county, it is important that the needs of critical services including the health industry and human service organizations are addressed and that the public knows where they can receive these services. In addition another critical constituent of public outreach is the private sector community. In order for the community to recover, the business community, social services network and health care industry must be restored.

**Strategy G2.1: Maintain communications with health and human service agencies through 211 Tampa Bay Cares and the DRLN Recovery Management Center, and the EOC (through ESF 8 and 15) during response and short-term recovery.**

Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
<b>Action G2.1.1:</b> Coordinate with the DRLN and Service Providers and 211 in annual training to ensure viability and knowledge of the DRLN Communications Plan.	Pre-Disaster (annual)	<ul style="list-style-type: none"> <li>PC Communications</li> </ul>	<ul style="list-style-type: none"> <li>211</li> <li>Disaster Recovery Leadership Network (DRLN)</li> <li>PC Emergency Management</li> </ul>	<ul style="list-style-type: none"> <li>Staff Resources</li> <li>DRLN Communications Plan</li> </ul>
<b>Action G2.1.2:</b> Maintain communications with the DRLN and 211 in short –term recovery to ensure the public is familiar with agencies/ facilities established to meet the health and human services needs of the community.	D+3 – D+90 days	<ul style="list-style-type: none"> <li>PC Communications</li> </ul>	<ul style="list-style-type: none"> <li>211</li> <li>DRLN</li> <li>PC Emergency Management</li> </ul>	<ul style="list-style-type: none"> <li>Staff Resources</li> <li>DRLN Communications Plan</li> <li>Recovery Management Center</li> </ul>

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Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
<b>Action G2.1.3:</b> In Long-term recovery, ensure communications are maintained as additional services are brought online; i.e. trauma counseling, financial assistance, etc.	D+30 – D+5 years	<ul style="list-style-type: none"> <li>PC Communications</li> </ul>	<ul style="list-style-type: none"> <li>211</li> <li>DRLN</li> <li>PC Emergency Management</li> </ul>	<ul style="list-style-type: none"> <li>Staff Resources</li> <li>DRLN Communications Plan</li> <li>Recovery Management Center</li> </ul>
<b>Strategy G2.2: Communicate the availability of services to the public.</b>				
Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
<b>Action G2.2.1:</b> Inform the public of where to determine the status and services provided by health and human service entities.	D+2days – D+30 days	<ul style="list-style-type: none"> <li>PC Communications</li> </ul>	<ul style="list-style-type: none"> <li>211</li> <li>DRLN</li> <li>PC Emergency Management</li> </ul>	<ul style="list-style-type: none"> <li>Staff Resources</li> <li>DRLN Communications Plan</li> </ul>
<b>Action G2.2.2:</b> Maintain communications with 211 and/or the Recovery Management Center to convey to the public status and location of services.	D+30 days – D+5 years	<ul style="list-style-type: none"> <li>PC Communications</li> </ul>	<ul style="list-style-type: none"> <li>211</li> <li>DRLN</li> <li>PC Emergency Management</li> </ul>	<ul style="list-style-type: none"> <li>Staff Resources</li> <li>DRLN Communications Plan</li> </ul>

Strategy G2.3: Maintain communications with the business community regarding operational status, access and needs as well as available assistance and resources.				
Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
<b>Action G2.3.1:</b> Through ESF 18 maintain communications with the business community to provide information on reentry, financial disaster assistance, temporary employment, contractors and insurance, etc.	D+3 – D+90 days	<ul style="list-style-type: none"> <li>PC Communications</li> </ul>	<ul style="list-style-type: none"> <li>PC Economic Development</li> <li>PC Emergency Management</li> <li>Chambers of Commerce</li> <li>St. Petersburg Clearwater Convention &amp; Visitors Bureau (CVB)</li> </ul>	<ul style="list-style-type: none"> <li>Staff Resources</li> </ul>
<b>Action G2.3.2:</b> Maintain communications with the public and business community to implement strategies within the Economic Restoration Action Plan.	D+15 days – D+5 years	<ul style="list-style-type: none"> <li>PC Communications</li> </ul>	<ul style="list-style-type: none"> <li>PC Economic Development</li> <li>PC Emergency Management</li> <li>Chambers of Commerce</li> <li>CVB</li> </ul>	<ul style="list-style-type: none"> <li>Staff Resources</li> </ul>

**ISSUE G3: EMPOWER RESIDENTS TO PARTICIPATE IN THE POST-DISASTER REDEVELOPMENT PROCESS**

Effective public participation is a challenge in “blue skies”. Following a disaster, public participation is critical to ensure that residents understand the opportunities (and limitations) in the post-disaster environment. In Florida decisions must be made in the “sunshine” and public notice and participation is required. If neighborhoods have been devastated - as witnessed in other areas hit by disasters - charrettes or town meetings may be used to determine a “new” vision of the community. Electronic media or E-Town meetings may also be employed to ensure transparency in decision-making and that all voices are heard.

**Strategy G3.1: Ensure transparency in recovery decisions and official actions consistent with Chapter 163 of the Florida Statutes**

Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
<b>Action G3.1.1:</b> Work with the BOCC and Post-Disaster Recovery Steering Committee to ensure the continued transparency in all committee recommendations and official actions	Post-Disaster (short and long-term recovery)	<ul style="list-style-type: none"> <li>PC Communications</li> </ul>	<ul style="list-style-type: none"> <li>Board of County Commissioners (BCC)</li> <li>PC Emergency Management</li> </ul>	<ul style="list-style-type: none"> <li>Outreach materials, i.e. flyers, newsletters, website, newspapers, broadcast media, E-Town Hall meetings, etc.</li> </ul>

Strategy G3.2: Empower residents and encourage public participation in land use, economic restoration and other redevelopment decisions.				
Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
<b>Action G3.2.1:</b> Work with communities to establish town meetings	Post-Disaster (short and long-term recovery)	<ul style="list-style-type: none"> <li>• PC Communications</li> </ul>	<ul style="list-style-type: none"> <li>• BCC</li> <li>• PC Emergency Management</li> <li>• PC Planning Department</li> <li>• Pinellas Planning Council (PPC) &amp; Municipalities</li> </ul>	<ul style="list-style-type: none"> <li>• List of Focus Team Members</li> <li>• List of Neighborhood Assoc./ Condo Assoc. Property Management Groups, Property Managers, Community Emergency Response Teams (CERTs)</li> </ul>