



JEFFERSON UNITED MITIGATION PROFESSIONALS PROGRAM FOR PUBLIC INFORMATION 2025

Acknowledgment

The multijurisdictional Program for Public Information Plan (PPI) was first adopted on October 1, 2015. The PPI underwent its 5-year update in 2020 and again in 2025. The 2025 update was drafted by the Jefferson Parish Floodplain Management and Hazard Mitigation Department and the PPI committee with the assistance from AtkinsRéalis USA Inc.



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Section I Introduction

Unincorporated Jefferson Parish, and the incorporated municipalities including the City of Gretna, City of Harahan, City of Kenner, City of Westwego, and the Town of Jean Lafitte participate in the Community Rating System (CRS). They also make up the parish- specific CRS Users Group known as Jefferson United Mitigation Professionals (JUMP). Part of JUMP's mission is to act in protecting the people and property of Jefferson Parish from future flooding.

To inform and better prepare its residents, JUMP 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 PPI include a more comprehensive outreach approach by providing communities and residents with clear, coordinated messages delivered in a manner that is cost-effective and consistent. The better understanding that flood-prone residents have to potential flood information and their vulnerability to flood risk and impacts, the higher the probability these residents will be prepared to take action in reducing their risk. The result is a well-informed public, safer living environment, and lower costs associated with flood loss.

The original PPI was created in 2015. This is the second update.

1.1 Goals

The objective of the PPI is to provide community residents with effective and cost-efficient access to flood risk and risk reduction information, thus raising the chances the public will take action to protect their property from flood-related physical and economic loss. The strategies for effective, cost-efficient delivery are:

- Provide clear and consistent messages, coordinated across all jurisdictions
- Engage stakeholders in developing and delivering messages
- Undertake projects that have measurable outcomes – and annually measure the success of said projects

This PPI Plan provides JUMP members with a coordinated strategy for informing ALL Jefferson Parish citizens about the flood risk posed throughout Jefferson Parish. The goals of JUMP's PPI Plan are as follows:

1. Increase awareness by informing the public in all jurisdictions within Jefferson Parish about flood hazards and ways to protect from and prepare for those hazards.
2. Increase participation in flood insurance coverage across all jurisdictions
3. Decrease flood losses across all jurisdictions
4. Keep all citizens safe from flooding

Not only will this plan provide strategies for outreach to the general public, but it will also take into account strategies to reach multi-generational and multi-cultural citizens as well as several specific priority audiences described later in this document.

From a shared resources perspective, the PPI Plan allows the different JUMP communities to coordinate staff and monetary resources while providing consistent messages through various delivery mechanisms. The team who created the Community Rating System conducted research and learned that people are more likely to change their behavior when they get the same message from different sources.

1.2 Background on Jefferson Parish

Jefferson Parish lies in southeastern Louisiana and is bordered by Lake Pontchartrain on the north, Orleans and Plaquemines Parishes to the east, the Gulf of Mexico to the south, and Lafourche and St. Charles Parishes to the west. Map 1 identifies the Parish's location within the State of Louisiana.

Principal physiographic features of the area are the Mississippi River channel, natural levee ridges along its banks and along the banks of abandoned distributary channels, and low marshlands situated between and bordering the channels. Jefferson Parish is divided into an East and West Bank by the Mississippi River which meanders through the northern section of the parish. The highest land in the parish is approximately 8.885 feet above the North American Vertical Datum (NAVD) along the natural levee that borders the Mississippi River. The East Bank is nearly surrounded by water and bound by the Mississippi River to the south, Lake Pontchartrain to the north, the 17th Street Canal to the east, and St. Charles Parish to the west. The West Bank of Jefferson Parish, east of the Harvey canal, is bound by the Donner Canal to the east, the Mississippi River to the north, the Harvey Canal to the west, and the Intracoastal Waterway to the south.

Map 1



In addition to the five incorporated municipalities mentioned on the previous page, there is also the incorporated Town of Grand Isle. The unincorporated areas of the parish cross both the East and West Banks. Jefferson Parish consists of a land area of 301 square miles or 192,640 acres and a water area of 341 miles or 218,240 acres. The Parish extends about 55 miles in a north-south direction from the southern shores of Lake Pontchartrain to the Gulf of Mexico.

The southern part of the parish, outside of the hurricane risk reduction system on the West Bank, is less populated and is characterized by estuarine systems that lead in from the Gulf of Mexico. The coastal marshes, wetlands, and estuaries contain numerous bodies of shallow water. These bodies of water and wetlands comprise more than percent of the parish and provide beneficial natural floodplain functions such as water storage and filtration. With an average annual precipitation of 64.16 inches (Key to the City, Jefferson Parish, Louisiana¹), flood protection is vital to the parish. Flood protection in northern Jefferson Parish is achieved by a system of levees, floodwalls, canals, and drainage pump stations. The Parish has 340 miles of canal waterways, drainage ditches, cross drains, culverts, and internal levee systems. There are also 72 drainage pump stations containing 154 pumps installed throughout the Parish drainage system for a total capacity of 47,100 cfs (Source: Jefferson Parish Drainage Department). With the exception of some areas inside the levee protected areas of northern Jefferson Parish, most of the land is located within FEMA's 100-year floodplain. The land area outside of the 100-year floodplain may still be subject to flooding if a levee failure were to occur.

¹ <http://www.usacitiesonline.com/lajeffersonparish.htm>; accessed 02/06/25

1.2.1 Population

Of the 64 Parishes within the State, Jefferson Parish is the second most populous, accounting for almost 9.5 percent of the overall population of Louisiana. The parish experienced significant growth during the 1970s, with an increase in population of 117,024 people from the 1970 U.S. Census to the 1980 U.S. Census. The population leveled off in the 1980s and remained at approximately 450,000 residents between 1980 and 2000. However, the parish's population, according to the 2010 U.S. Census, experienced a slight decline of approximately 5 percent before rebounding slightly at the 2020 Census. According to the 2019-2023 American Community Survey 5-Year estimates, the population has begun to slightly decrease again (approximately 1 percent). See Table 1 for the population of the Parish and cities for years 1980, 1990, 2000, 2010, 2020 and 2023.

Table 1.
Jefferson Parish Population

Name	Total 2023 Population	Total 2020 Population	Total 2010 Population	Total 2000 Population	Total 1990 Population	Total 1980 Population
Jefferson Parish	432,484	440,781	432,552	455,466	448,306	454,592
Metairie, CDP	136,597	143,507	138,481	146,136	149,428	164,160
Kenner, City of	63,339	66,448	66,702	70,517	72,033	66,382
Marrero, CDP	31,866	32,382	33,141	36,165	36,671	36,548
Terrytown, DCP	25,844	25,278	23,319	25,430	23,787	N/A
Harvey, CDP	21,710	22,236	20,348	22,226	21,222	22,709
Gretna, City of	17,468	17,814	17,736	17,423	17,208	20,615
Estelle, CDP	16,761	17,952	16,377	15,880	14,091	N/A
River Ridge, CDP	13,170	13,591	13,494	14,588	14,800	N/A
Woodmere, CDP	11,775	11,238	12,080	13,058	N/A	N/A
Jefferson, CDP	9,984	10,683	11,193	11,843	14,521	N/A
Timberlane, CDP	11,169	10,364	10,243	11,405	12,614	N/A
Westwego, City of	8,382	8,568	8,534	10,763	11,218	N/A
Harahan, City of	8,939	9,116	9,277	9,885	9,927	N/A
Waggaman, CDP	10,617	9,835	10,015	9,435	9,405	N/A
Bridge City, CDP	7,258	7,219	7,706	8,323	8,327	N/A
Avondale, CDP	5,200	4,582	4,954	5,441	5,813	N/A
Elmwood, CDP	6,022	5,649	4,635	4,270	N/A	N/A
Jean Lafitte, Town of	2,223	1,809	1,903	2,137	1,469	N/A
Lafitte, CDP	464	1,014	972	1,576	N/A	N/A
Grand Isle, Town of	644	1,005	1,296	1,541	1,455	N/A
Barataria, CDP	688	1,057	1,109	1,333	1,160	N/A

(www.census.gov/)

As a result of Hurricanes Katrina, Rita, Gustav, and Ike, large numbers of residents were displaced from the State of Louisiana. Hurricane Katrina alone forced an immediate and massive relocation of hundreds of thousands of people, making it difficult to track the population shift. This displacement caused a parish-wide decrease in population from 2000 to 2010. Between 2010 and 2020 the population began to grow again before a slight decline.

Section 2 PPI Committee

The first step in creating a PPI is to form a committee. JUMP's PPI Committee is comprised of the following representation:

Table 2. JUMP PPI Committee

Name	Organization/Title	Government / Stakeholder	Jurisdiction
Maggie Talley	JP Floodplain Management and Hazard Mitigation/Director	Government	Jefferson Parish
Diane Procchi	JP Floodplain Management and Hazard Mitigation/CRS Specialis	Government	Jefferson Parish
Gretchen Hirt	JP Public Information Officer	Government	Jefferson Parish
Barbara Arcement	JP Environmental/Recycling and Outreach Coordinator	Government	Jefferson Parish
Monica Farris	Metairie Resident	Stakeholder	Jefferson Parish
Lesha Freeland	Keller Williams Realtor	Stakeholder	Jefferson Parish
Paula Polito	Business Owner	Stakeholder	Jefferson Parish
Cindi Lessard	Credit Union	Stakeholder	Jefferson Parish
Danielle Dauzat	Accessible Insurance Agency	Stakeholder	Jefferson Parish
Danika Gorrondona	Gretna Building Official /Floodplain	Government	City of Gretna
Michael Wesley	Gretna GIS	Government	City of Gretna
Lydia Jemison	Jemison & Partners, Inc.	Stakeholder	City of Gretna
Andrew Roubion	CSRS	Stakeholder	City of Gretna
Carrie Heustis	Harahan Municipal Clerk/Floodplain	Government	City of Harahan
Foster Wade	Harahan Resident	Stakeholder	City of Harahan
Jamie Shorkey	Kenner Regulatory Office/Floodplain	Government	City of Kenner
Ryan Daul	USI Insurance Services	Stakeholder	City of Kenner
Robert Billiot Sr	Westwego Mayor/Floodplain	Government	City of Westwego
Matthew Martinec	CSRS	Stakeholder	City of Westwego
Yvette Crain	Lafitte Mayor/Floodplain	Government	Town of Jean Lafitte
Paige Falcon	Lafitte resident	Stakeholder	Town of Jean Lafitte

The role of the committee is to assist in the development of the PPI document by providing feedback on what areas should be targeted for outreach, which audiences should be focused upon, what messages should be disseminated, and through which outlet those messages should be delivered.

Three initial PPI Committee meetings were held in 2015 to help develop the original plan. The committee identified over 100 projects. Approximately 60 of those projects were ongoing projects being implemented by various departments. The other 50 were developed by the PPI Committee. Through the process of developing the PPI, the committee built upon the six required CRS topics with three additional topics and identified 11 target audiences to whom the outreach messages should be delivered. For the 2025 update, the committee eliminated 14 outreach projects that were either no longer occurring or that had not found the desired success and replaced them with 9 new projects. It also removed 4 target audiences and added 3 new ones. Finally, in addition to the six required messages, the committee added 4 new ones.

The PPI Committee is tasked with evaluating the PPI each year to ensure the projects maintain their relevance and feasibility and to track progress and outcomes. The PPI Committee has met each year since the PPI was adopted to work through the evaluation process.



Section 3 Community Public Needs Assessment

3.1 Jefferson Parish

3.1.1 Flood Hazard for Jefferson Parish

Flooding is defined as the accumulation of water within a water body and the overflow of excess water onto adjacent floodplain lands. The floodplain is the land adjoining the channel of a river, stream, ocean, lake, or other watercourse or water body that is susceptible to flooding.

Hundreds of floods occur each year in the United States, including overbank flooding of rivers and streams and shoreline inundation along lakes and coasts. Flooding typically results from large-scale weather systems generating prolonged rainfall. Flooding in Jefferson Parish can be the result of the following weather events: hurricanes, thunderstorms (convectonal and frontal), storm surge or winter storms.

The history of flooding in Jefferson Parish and each of the municipalities indicates that flooding may occur during any season of the year. In the cooler months, the area is subject to heavy rainfall resulting from frontal passages. In the summer months, heavy rainfalls result from convective thunderstorms. In the late summer, hurricanes accompanied by rainfall and super-elevated water-surface elevations pose the largest threat of flooding to the area.

The Mississippi River divides the Parish into two distinctly different communities. Development on the East Bank of the Mississippi River consists mainly of residential and commercial improvements. Although some industrial development is located on the East Bank of the river, most of the heavy industrial concentration is found on the West Bank. In recent years, the West Bank area has also experienced rapid residential development. Development on the west bank ranges from small fishing villages at Lafitte and Barataria in the southernmost portion of the Parish to heavily urbanized areas along the Mississippi River.

Since the majority of Jefferson Parish's land mass is below sea level, a levee and pump system is employed for drainage. The levees protect the Parish from natural overbank flooding of these surrounding water bodies, including the Mississippi River, Lakes Pontchartrain and Cataouatche, and coastal marshes. Pumping is necessary to remove runoff from the drainage system over the levees into the outlying water bodies.

Drainage of floodwaters in Jefferson Parish is accomplished by a system of structures and canals, which outflow to pumping stations. Historically, these pumping stations have had inadequate capacity to handle the volume of floodwater reaching the stations and have operated at less than full capacity during floods. In addition, drainage structures through some man-made barriers, such as highway and railroad embankments, have proven inadequate during some rainfall events. The parish has completed 29 drainage projects from 2015 to 2019 in an attempt to address these drainage deficiencies. An additional 20 projects are under construction or in the design phase.

There have been 27 floods recorded in Jefferson Parish in the period from January 2015 to May 2025. The most recent flood was from Tropical Storm/Hurricane Francine in September 2024. The principal sources of flooding are rainfall ponding, levee overtopping, and hurricane or tropical storm surges originating in the Gulf of Mexico and Lakes Salvador and Cataouatche on the West Bank and Lake Pontchartrain on the East Bank. The East Bank of Jefferson Parish has many

flood-problem areas. The flood-prone areas, such as Hoey's Basin in Old Metairie, are scattered throughout the Parish and are caused by land subsidence and inadequate capacity of canals and culverts. Often, they are in low areas, while other areas flood because of inadequacies in downstream parts of the system. Based on past records, the area can expect future flood events throughout the Parish as deep as 18 inches.

The area of Jefferson Parish outside the levee protection system, including Jean Lafitte and Grand Isle, is most vulnerable to storm surge flooding.

In June of 1973 FEMA produced a Flood Insurance Study (FIS) for Jefferson Parish, which was most recently revised in February 2018. A FIS details the flood hazard areas within a particular area or community and typically includes flood elevations, a history of flooding, and the engineering methods used to complete the analysis. The FIS includes the incorporated areas of the Parish. A Flood Insurance Rate Map (FIRM) is developed in conjunction with the FIS. The FIRM is the official map of a community on which FEMA has delineated both the special hazard areas and the risk premium zones. Map 2 on the following page is a FIRM panel for northern Jefferson Parish. A Letter of Map Revision was issued in December 2021 that made minor changes to the SFHA in Harahan and in Unincorporated Jefferson Parish.

The map panels display the different flood zones found within the unincorporated areas and incorporated jurisdictions of Jefferson Parish. The flood zone designations are defined as follows:

- **Zone AE:** Areas with a 1% annual chance of flooding and a 26% chance of flooding over the life of a 30-year mortgage. In most instances, base flood elevations derived from detailed analyses are shown at selected intervals within these zones. Mandatory flood insurance purchase requirements and floodplain management standards apply.
- **Zone X:** Areas outside the 1% annual chance floodplain and 0.2 percent chance floodplain, areas of 1% annual chance sheet flow flooding where average depths are less than 1 foot, areas of 1% annual chance stream flooding where the contributing drainage area is less than 1 square mile, or areas protected from the 1% annual chance flood by levees. No Base Flood Elevations or depths are shown within this zone.
- **Zone V/VE:** Coastal areas subject to inundation by the 1-percent-annual-chance flood event with additional hazards due to storm-induced velocity wave action. Base Flood Elevations (BFEs) derived from detailed hydraulic analyses are shown. Mandatory flood insurance purchase requirements and floodplain management standards apply.

Figure 1. Upper Jefferson Parish Flood Zones

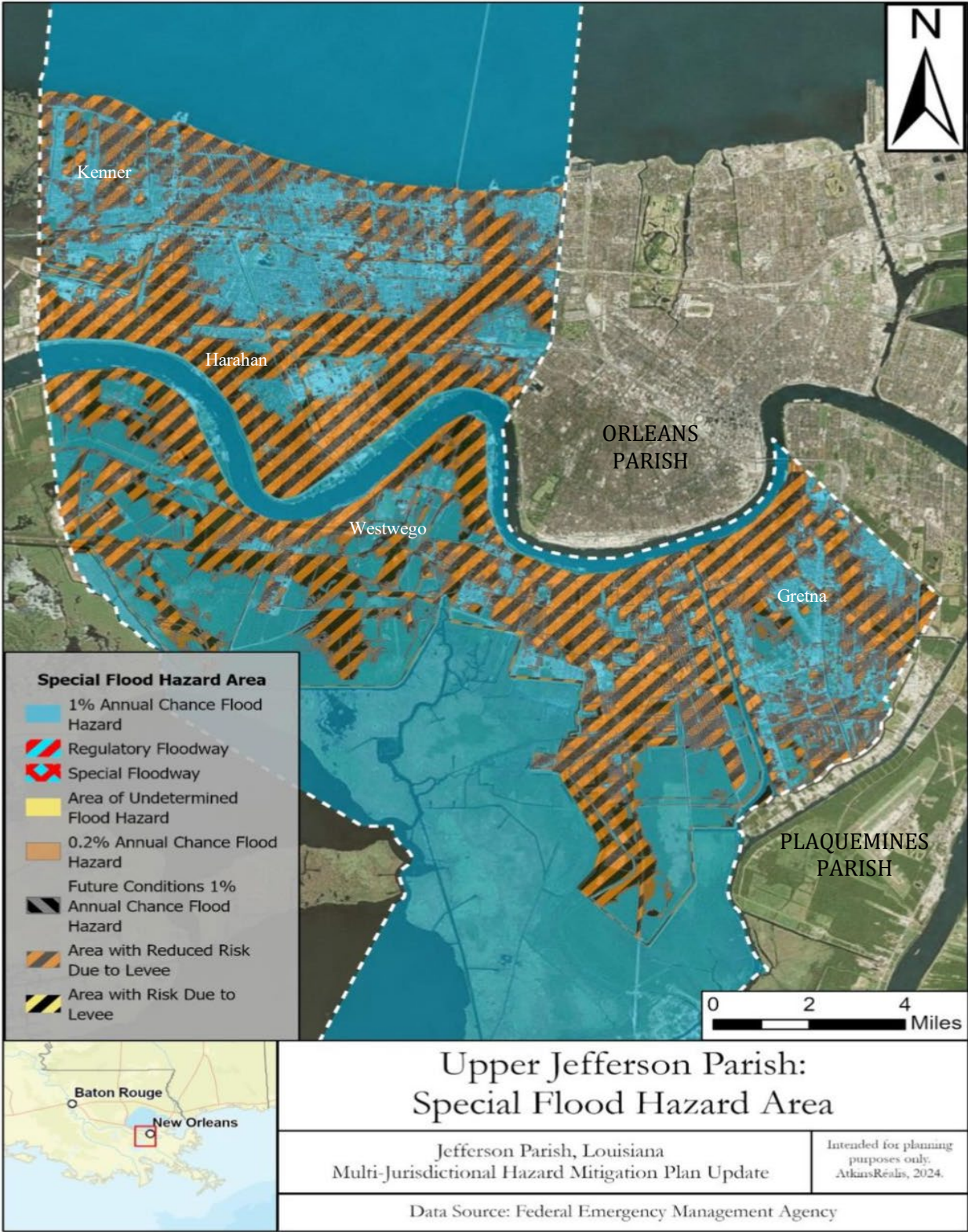
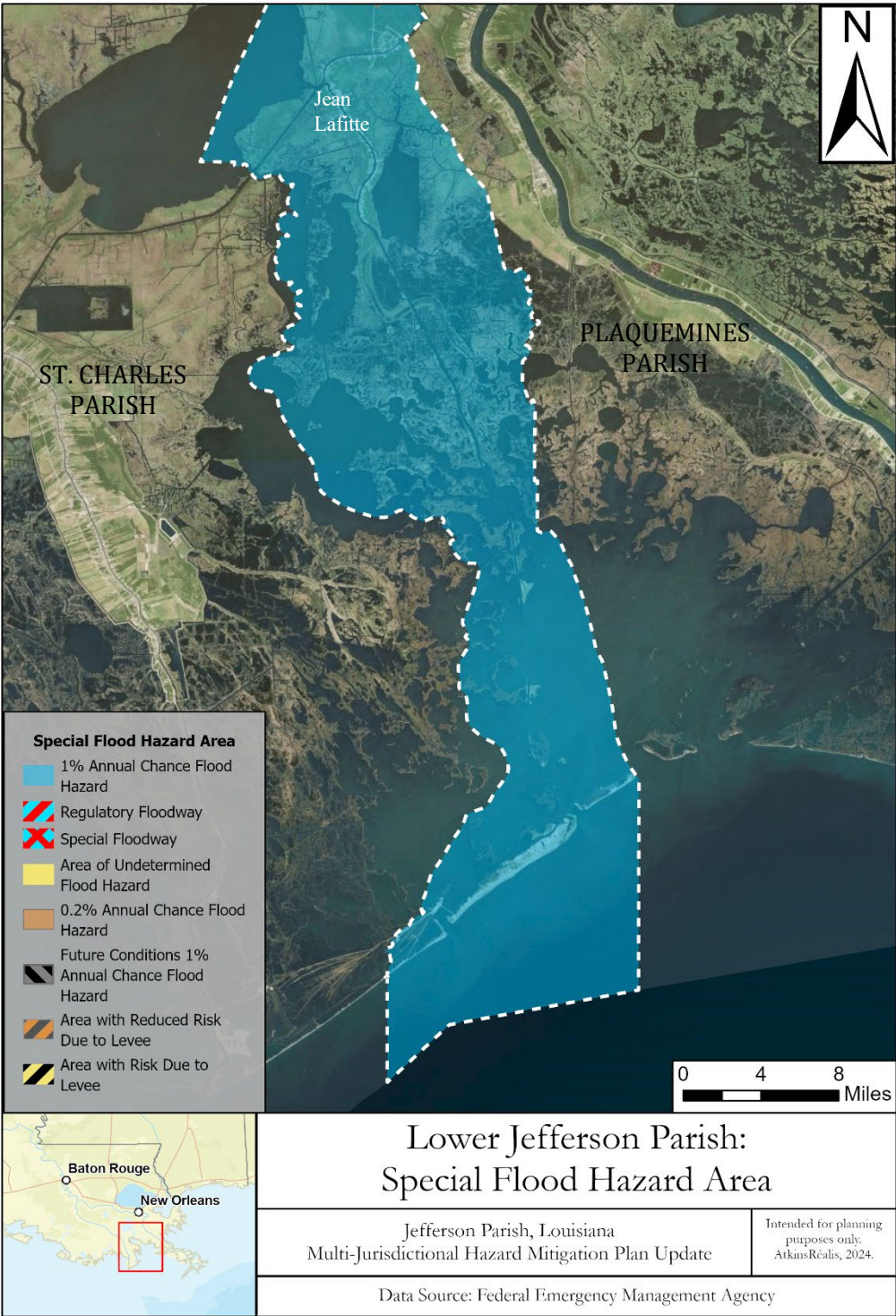


Figure 2. Lower Jefferson Parish Flood Zones



3.1.2 Severity of the Flood Hazard

Flood severity is measured in several ways, including frequency, depth, velocity, and duration. For Jefferson Parish, generally speaking, the severity relates to how frequent floods occur. Floods have been and continue to be the most frequent, destructive, and costly natural hazard facing Jefferson Parish. As demonstrated by Hurricanes Katrina and Ike, the northern part of the Parish, including Metairie and Kenner, is vulnerable to flooding from storm surges from Lake Pontchartrain. In the southern part of the Parish, the Town of Grand Isle is also susceptible to storm surge from the Gulf of Mexico. One of the lowest points in the northern part of Jefferson Parish is Hoey's Basin, located in the Old Metairie area.

The most densely populated areas of Jefferson Parish are protected from flooding by levees, drainage canals, and drainage pump stations. According to the most recent FEMA Flood Insurance Study (FIS) conducted for Jefferson Parish in 2018, the City of Gretna is served by the Hero and Planters pumping stations, which are located in Jefferson Parish along Baratavia. The major canal within the City of Gretna is the Verret Canal. The City of Harahan is served by Pump Station No. 3, which is located in Jefferson Parish along Elmwood Canal. The major canal in the City of Harahan is the Soniat Canal. The City of Kenner is served by Pumping Station No. 4, located in the city along Duncan Canal, Pumping Station No. 3, and Kenner Relief Pumping Station, located in the Parish Line Canal, approximately 3.9 miles below Lake Pontchartrain. The major canals in the City of Kenner are Duncan Canal, Canal No. 1, Canal No. 2, and Canal No. 13. The City of Westwego is served by the Westwego and Bayou Segnette pumping stations, which are located in the southwestern portion of the city along Bayou Segnette. Parish-built levees partially protect The City of Westwego from hurricane surges from Lake Salvador and Lake Cataouatche.

3.1.3 Flood Protection Measures

Jefferson Parish is protected by levees from flooding of the Mississippi and its tributaries due to high stages in the Mississippi River. On the East Bank of the Parish, the Lake Pontchartrain and vicinity hurricane protection levee prevents flooding from hurricane surge from Lake Pontchartrain. The West Bank area is partially protected from hurricane surge from the Gulf of Mexico by Parish-built levees. Levees that exist in the study area provide the Parish with some degree of protection against flooding. However, Hurricane Katrina proved that some of these levees may not protect the Parish from strong events such as a 100-year flood or storm surge from future hurricanes (Flood Insurance Study, Jefferson Parish, Louisiana and Incorporated Areas, Revised February 2, 2018).

Prior to 2020, 29 infrastructure/drainage improvement projects had been completed in Jefferson Parish through multiple funding sources. From 2020 to 2025, 20 additional drainage projects were initiated and are in design or under construction currently. In addition to engineered protection from flooding, JUMP communities also participate in the National Flood Insurance Program (NFIP). Participation requires that communities adopt a floodplain ordinance that meets or exceeds the minimum NFIP criteria and must also adopt any FIRM for the community. In doing so, Jefferson Parish provides flood protection to its residents, commercial buildings, and critical facilities by enforcing floodplain ordinance requirements for new construction, substantial improvements, and all applicable permitting.

3.2 City of Gretna

3.2.1 Severity of the Flood Hazard

The principal sources of previous flooding in the City of Gretna include rainfall ponding, levee overtopping, and hurricane or tropical storm surges originating in the Gulf of Mexico that push water onshore and into the interior areas of Jefferson Parish. Based on a review of the City of Gretna Repetitive Loss Area Analysis Report, the most flood prone areas in the City of Gretna appear to be concentrated in the area bounded by Hancock Street, Virgil Street, L B Landry Avenue, the West Bank Expressway and the area bounded by Hancock Street, Anson Street, and the city's northeast border.

3.2.2 Flood Protection Measures

The most densely populated areas of Gretna are protected from flooding by levees, drainage canals, and drainage pump stations. The City is protected from flooding by two levee systems. Along the Mississippi River the U.S. Army Corp. of Engineers (USACE) has constructed a levee system to protect the City from overbank flooding. The rest of the City is protected by levees that run along the Harvey and Algiers Canals (Jefferson Parish Multi-Jurisdictional Hazard Mitigation Plan). These levees are part of a hurricane protection system that partially protects the West Bank from storm surge from the Gulf of Mexico (Flood Insurance Study, Jefferson Parish, Louisiana and Incorporated Areas, Revised February 2, 2018).

Drainage of floodwater in the City is accomplished by a system of structures and canals, which outflow to pumping stations. The City is served by the Hero and Planters pumping stations, which are located along Barataria. The major canal within Gretna is Verret Canal. Historically, these pumping stations have had inadequate capacity to handle the volume of floodwater reaching the stations and have operated at less than full capacity during floods. In addition, drainage structures through some man-made barriers, such as highway and railroad embankments, have proven inadequate during previous rainfall events.

3.3 City of Harahan

3.3.1 Severity of the Flood Hazard

The principal sources of flooding in the City of Harahan are sheet flow/ponding, levee overtopping, and hurricane or tropical storm surges originating in the Gulf of Mexico. Harahan is located on the East Bank of Jefferson Parish which has many flood-prone areas. These problem areas are caused by land subsidence, inadequate capacity of canals and culverts, and inadequate capacity of pumping stations.

Based on a review of FEMA NFIP repetitive loss and severe repetitive loss records, the most flood prone residential areas in Harahan appear to be concentrated along Genes Drive and Hickory Street. Flooding in non-residential areas has occurred in the past along Clearview Parkway and a portion of Elmwood Park Boulevard.

3.3.2 Flood Protection Measures

Since most of Harahan's land mass is located below sea level, a levee and pump system is employed for drainage. The levees protect the City of Harahan from natural overbank flooding of surrounding water bodies, including the Mississippi River and Lake Pontchartrain. The major canal in the City of Harahan is the Soniat Canal. The City of Harahan is served by Pump Station #3 located along Elmwood Canal. Pumping is necessary to remove runoff from the drainage system over the levees into the outlying water bodies (Flood Insurance Study, Jefferson Parish, Louisiana and Incorporated Areas, Revised February 2, 2018).

3.4 City of Kenner

3.4.1 Severity of the Flood Hazard

The principal sources of flooding in the City of Kenner are rainfall ponding, levee overtopping and hurricane or tropical storm surges originating from Lake Pontchartrain on the East Bank. As demonstrated by Hurricane Katrina, the northern and northwestern part of the City is particularly vulnerable to flooding from heavy rains that have the potential to overwhelm the City's drainage system.

Based on a review of the City of Kenner Repetitive Loss Area Analysis Report, the most flood prone areas in the City of Kenner appear to be concentrated in the area bounded by Phoenix Street/Canal Number 12, Canal Number 13 and Duncan Canal.

3.4.2 Flood Protection Measures

The most densely populated areas of the City of Kenner are protected from flooding by levees, drainage canals, and drainage pump stations. The major canals in the City of Kenner are Duncan Canal, Canal #1, Canal #2, and Canal #13. The City of Kenner is served by Pump Station #4, which is located in the City along Duncan Canal, Pump Station #3, and the Kenner Relief Pumping Station, which is located along the Parish Line Canal approximately 3.9 miles south of Lake Pontchartrain. In Kenner, Lake Pontchartrain and the hurricane protection levee prevents flooding by hurricane storm surge from the Lake up to approximately 17 feet (Flood Insurance Study, Jefferson Parish, Louisiana and Incorporated Areas, Revised February 2, 2018).

3.5 City of Westwego

3.5.1 Severity of the Flood Hazard

The principal sources of flooding are rainfall ponding, levee overtopping, and hurricane or tropical storm surges originating in the Gulf of Mexico and Lakes Salvador and Cataouatche on the West Bank. Drainage of floodwater in the City of Westwego is accomplished by a system of structures and canals, which outflow to pumping stations. Based on a review of the City of Westwego Repetitive Loss Area Analysis Report, the most flood prone areas in the City of Westwego appear to be concentrated in the area bounded by Laroussini Street, Westbank Expressway, Tanglewood Drive, and Vic A Pitre Drive.

3.5.2 Flood Protection Measures

The most densely populated areas of the City of Westwego are protected from flooding by levees, drainage canals, and drainage pump stations. The City of Westwego is served by the Westwego and Bayou Segnette Pumping Stations, which are located in the southwestern portion of the city along Bayou Segnette. The City of Westwego is partially protected from hurricane surges from Lake Salvador and Lake Cataouatche by Parish-built levees (Flood Insurance Study, Jefferson Parish, Louisiana and Incorporated Areas, Revised February 2, 2018).

3.6 Town of Jean Lafitte

3.6.1 Severity of the Flood Hazard

The Town of Jean Lafitte is vulnerable to significant flooding, especially from coastal hazards, including hurricanes, tropical storms, sea level rise, and land subsidence. The town is located further inland than some other areas of the Parish and some portions of the town are protected by levees, yet it is still susceptible to both coastal and stormwater flooding hazards. The environment the Town is located in is both dynamic and unique in nature which makes it difficult to accurately estimate the potential extent of flooding across the island. In 2012, Hurricane Isaac brought floodwaters up to 8 feet in height, most likely due to a combination of storm surge and floodwater from prolonged and heavy rainfall. The entire Town is located within Zone AE, areas with a 1% annual chance of flooding and a 26% chance of flooding over the life of a 30-year mortgage. Mandatory flood insurance purchase requirements and floodplain management standards apply.

Ponding and flash floods are infrequent in the Town of Jean Lafitte, yet floods are a significant threat to the Town. Almost all floods associated with this area are a result of strong hurricanes that produced large storm surges along the Louisiana coastline. Based on a review of the Town of Jean Lafitte Repetitive Loss Area Analysis Report, the most flood prone areas in the Town of Jean Lafitte are located all along Jean Lafitte Boulevard.

3.6.2 Flood Protection Measures

A portion of Jean Lafitte is currently protected from flooding by a system of levees. In July 2009, the Town of Jean Lafitte, working in coordination with Jefferson Parish, the West Jefferson Levee District, and the US Army Corps of Engineers (USACE), completed phase one of the Fisher Basin tidal levee project. The Fisher Basin tidal levee project was constructed to provide Jean Lafitte residents with an increased level of flood protection. Phase one included 4.7 miles of earthen levees along the southern edge of the town that abuts marshland (The Times-Picayune, Jean Lafitte Gets Millions for Floodwalls). As part of the project, the USACE also raised the Town's current levee protection from roughly 5 feet to 7 feet with 7-foot floodwalls in those areas that do not have levees (Jefferson Parish website – Jean Lafitte Groundbreaking, December 4, 2006). In 2019, all three phases of the Fisher Basin tidal levee project were completed and there is now a ring of levees surrounding the town to protect the area from inundation from nearby marshes and Bayou Barataria.

The Lafitte Tidal Protection System, spans 30 miles and provides additional protection through levees, floodwalls and other protection measures that have been completed to protect communities outside the federal levee system. As of June 2025, similar protection mechanisms in Rosethorne and Lower Lafitte were under construction; Crown Point, Goose Bayou and Paillet Basin were completing design, and the other areas have their design underway.

Section 4 Flood Insurance Coverage Assessment (Activity 370)

The flood insurance coverage assessment helps JUMP communities identify what areas have flood insurance policies and what areas are lacking in policies. Not only does it allow the committee to look at policy count broken down by type of structure (residential or non-residential) and by flood zone (A and AE, AO, X, or VE), but also by how much coverage exists per the occupancy category. The most common source of flood insurance data is the National Flood Insurance Program (NFIP), the predominant flood insurer in the U.S. Because of the prevalence of flooding in Jefferson Parish, these NFIP records offer an excellent source of information about policy counts and coverage and can be used as the basis of this flood insurance coverage assessment.

Summary NFIP data was used to create the tables in this section which means there was no identifying information regarding the property address or policy holder's name. This is compliant with the Privacy Act of 1974. The data includes policy counts for each of JUMP's communities broken down by occupancy type and flood zone as of April 2, 2025. A policy encompasses *any* type of flood insurance policy. It could represent a renter's contents policy, an owner's building policy, or an owner's combined building and contents policy. One other thing to note is that there could be some miscoded data in the policy dataset which may have some properties located within one of the jurisdictions when it should be located within unincorporated Jefferson Parish or vice versa. These observations could explain why policy data, specifically policy counts, may not match the structure count. The flood zone categories found in the summary data are slightly different from the categories in the legend on the Flood Insurance Rate Map (FIRM) on page 8. The FIRM shows AE, AO, X, and VE. Since approximate A Zones are in the NFIP data for Jefferson Parish but not on the current FIRM, the policies in this category are most likely grandfathered under the previous FIRM.

In addition to the policy data, the PPI Committee needed to get a count of total structures in each municipality so that the number of structures exposed to flooding could be compared to the number of structures with flood insurance policies. In a change from previous iterations of this document, Geographic Information Systems (GIS) data from Jefferson Parish was used to get the most reliable structure count, instead of using active water meters as in previous years. This method allows for a more accurate count since many buildings may be on a single meter. This also allows for a consistent methodology across all jurisdictions, compared to previous years here some jurisdictions used active water meters and Westwego and Gretna used GIS data since they are on a different water system. Advances in the Parish's GIS data allowed the determination of residential and non-residential properties and the structure count to be broken down by flood zone for all jurisdictions.

The following pages provide an overview of flood insurance coverage by municipality.

4.1 Jefferson Parish

As shown in Table 3, unincorporated Jefferson Parish is partially covered with 40.3% of structures having policies. Approximately 62.6% of residential structures are protected from flood loss; however, only 12.5% of the non-residential structures have flood insurance. Table 3 also shows the average flood insurance coverage by structure occupancy type. As this data includes contents, the amount of coverage in Jefferson Parish shows room for improvement. Outreach projects will be implemented that encourage renters and residential and non-residential property owners to review their policy coverage and increase coverage limits to ensure the full value of the property is insured.

Table 3. 2025 Levels of Coverage by Occupancy for Jefferson Parish						
Occupancy	Policies	% of total policies	# of structures	% of structures w policies	Total Coverage	Average Coverage
Residential	54,865	94.14%	87,591	62.6%	15,446,405,000	\$281,534.77
Non-Residential	3,418	5.86%	27,307	12.5%	\$1,726,808,000	\$505,210.06
Undetermined			29,786			
Total	58,283	100.0%	144,684	40.3%	\$17,173,213,000	\$294,652.18

Unincorporated Jefferson Parish has the following flood zones: AE, VE, and X. As noted in Table 4, 50.47% of the 58,283 policies are currently in the X Zone, 49.45% are in the AE Zone, and less than 1% of policies are in VE Zones. The less than 1% in the AO Zone are mis-rated as AO Zones are not found on the Jefferson Parish 2018 FIRM. Policies in the X Zone seem to have the best coverage, which demonstrates that property owners in Zone X may be seeing lower premiums. Outreach will target all areas of unincorporated Jefferson Parish as the majority of structures (59.74%) do not have flood insurance. The total number of policies differs between the tables but are consistent with the information provided to Jefferson Parish from the NFIP.

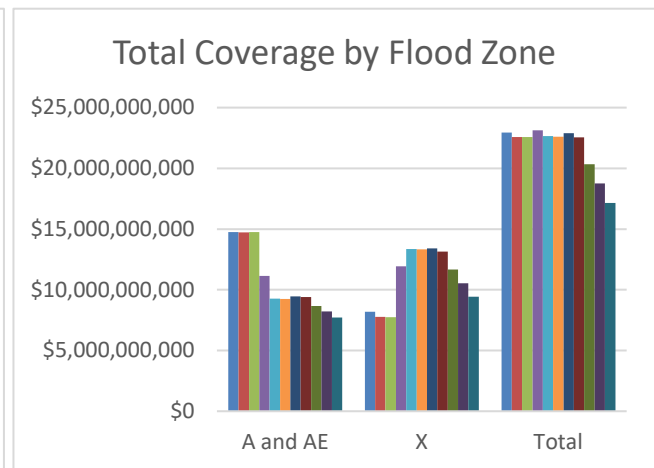
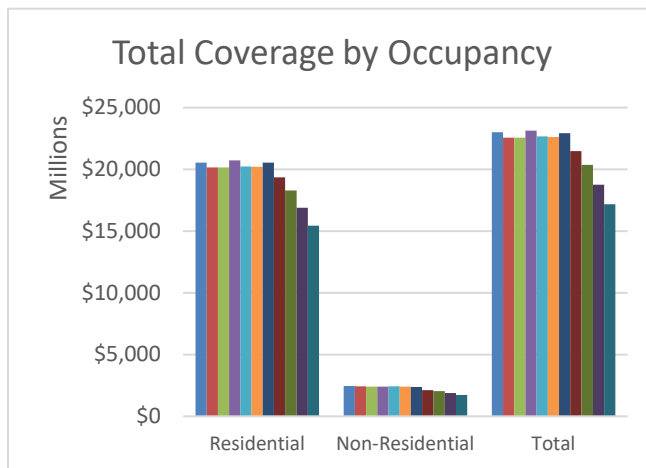
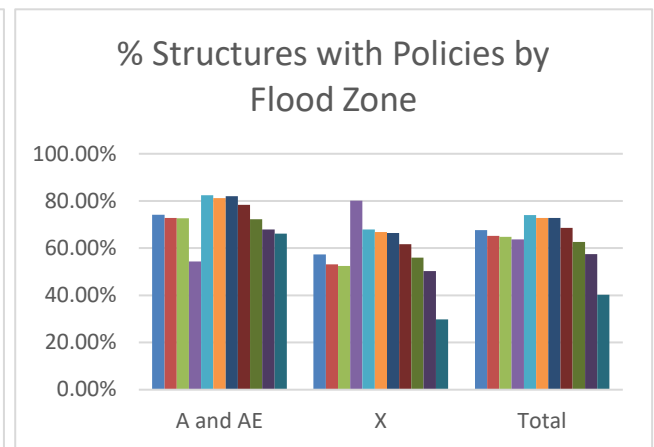
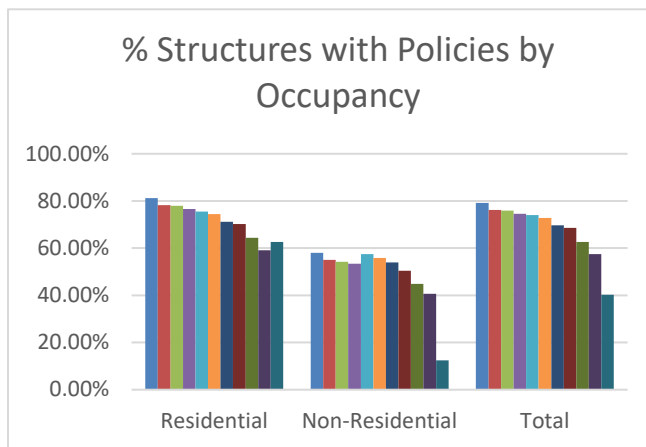
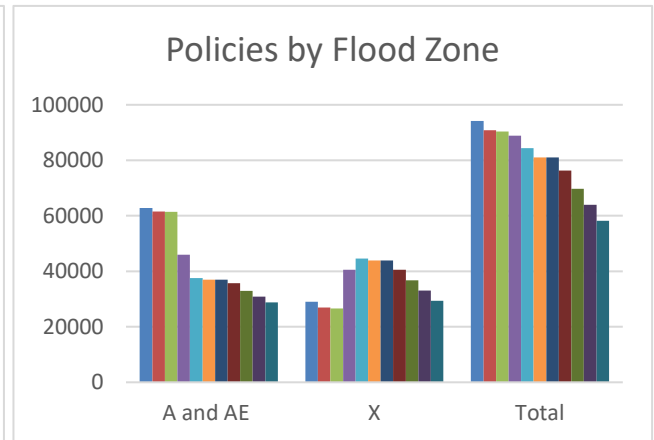
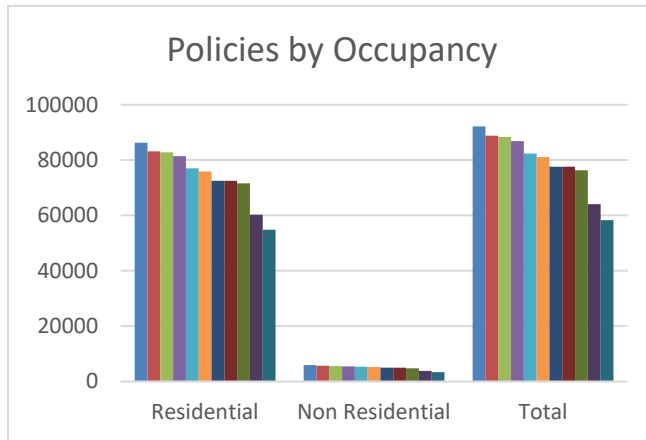
Table 4. 2025 Levels of Coverage by Flood Zone for Jefferson Parish						
Flood Zone	Policies	% of total policies	# of Structures	% of structures w policies	Total Coverage	Average Coverage
A and AE	28,808	49.45%	43,578	66.11%	\$7,711,541,400	\$267,687.48
AO	34	0.06%	0	0.00%	\$7,830,000	\$230,294.12
VE	12	0.02%	2,459	0.49%	\$2,654,000	\$221,166.67
X	29,400	50.47%	98,647	29.80%	\$9,440,088,000	\$321,091.43
Total	58,254	100.00%	144,684	40.26%	\$17,162,113,000	\$294,608.32

Since the flood insurance assessment in 2015, Jefferson Parish has undergone a map change, therefore an analysis of the changes in coverages are detailed in the graphs below.

Viewing the graphs on the left by occupancy, a steady downward trend is noticed for the number of policies and percentage of structures with policies; however, the total amount of coverage has remained nearly static. A total downward trend in Zones A and AE is also noted; however, there is an upward trend in the number of X Zone policies after 2018.

Targeted outreach among all zones and occupancy types is needed in the unincorporated Parish.

Unincorporated Jefferson Parish



■ 2015
 ■ 2016
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4.2 City of Gretna

Table 5 illustrates that less than half of the 7,831 structures in the City of Gretna have flood insurance policies. Since the last PPI update in August of 2020, the percentage of residential structures with policies in Gretna decreased from 48% in 2020 to 35.51% in 2025 (Table 5). The percentage of non-residential structures with policies decreased from 32.89% in 2020 to 19.3% in 2025 (Table 5). A greater percentage of residential structures have policies than non-residential structures, but both categories should be equally targeted by outreach efforts.

Renters, residential property owners, and non-residential property owners in the City of Gretna should be encouraged to examine their policy coverage to ensure they have enough coverage for their particular risk.

Table 5. 2025 Levels of Coverage by Occupancy for Gretna						
Occupancy	Policies	% of total policies	# of structures	% of structures w policies	Total Coverage	Average Coverage
Residential	1,957	89.61%	5,511	35.51%	\$506,000,000	\$258,559.02
Non-Residential	227	10.39%	1,176	19.30%	\$104,425,000	\$460,022.03
Undetermined			1,144			
Total	2,184	100.00%	7,831	27.89%	\$610,425,000	\$279,498.63

The City of Gretna has two flood zones - AE and X (Table 6). The NFIP incorrectly rated one policy as an AO Zone. 34.32% of structures in AE Zones have policies compared to 23.81% of structures in X Zones; however, the average coverage is \$78,229 higher for X Zone policies than those in AE Zones. One explanation could be the historic nature and age of many structures in Gretna. Property owners in SFHAs are not required to have flood insurance if they no longer have a federally backed mortgage.

Table 6. 2025 Levels of Coverage by Flood Zone for Gretna						
Flood Zone	Policies	% of total policies	# of structures	% of structures w policies	Total Coverage	Average Coverage
AE	1,040	47.62%	3,030	34.32%	\$248,104,000	\$238,561.54
AO	1	0.05%	0	-	\$230,000	\$230,000.00
X	1,143	52.34%	4,801	23.81%	\$362,091,000	\$316,790.03
Total	2,184	100.00%	7,831	27.89%	\$610,425,000	\$279,498.63

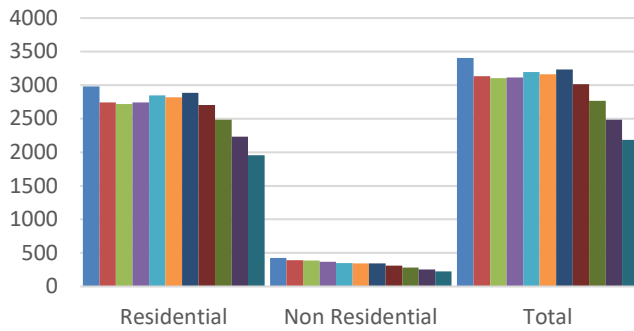
Since the flood insurance assessment in 2015, the City of Gretna has undergone a map change, therefore an analysis of the changes in coverages are detailed in the graphs below.

The total number of policies within the City has decreased slightly and the total percentage of coverage has begun to decrease in recent years after an increase in previous periods.

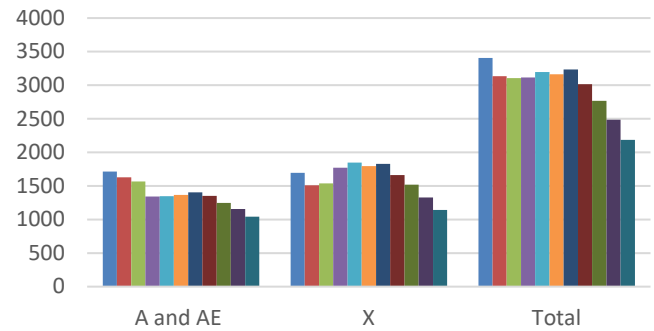
Targeted outreach should be done for renters and owners of properties in AE Zone to increase their overall coverage limits.

Gretna

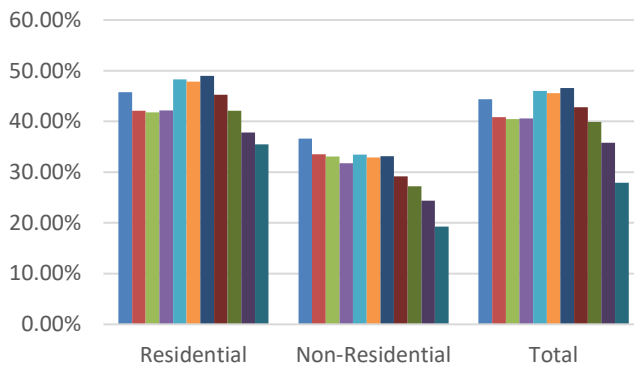
Policies by Occupancy



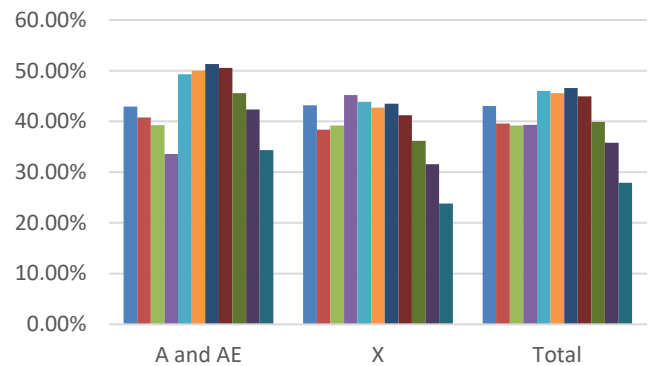
Policies by Flood Zone



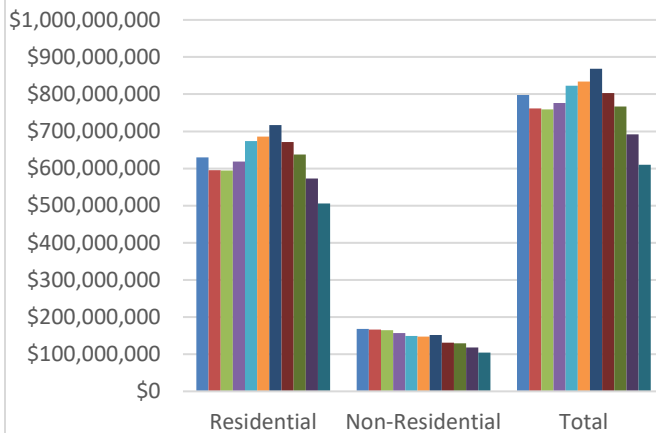
% Structures with Policies by Occupancy



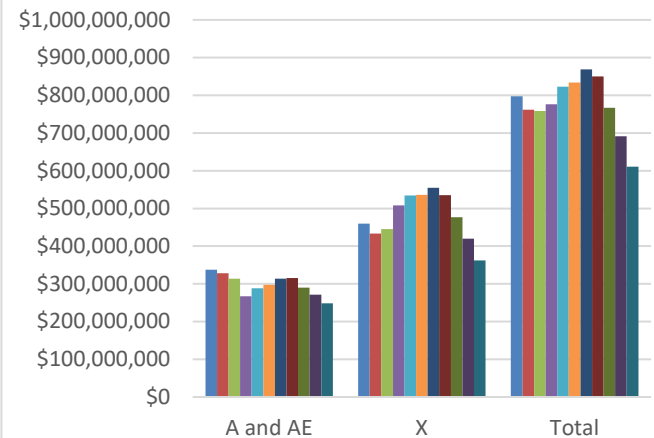
% Structures With Policies by Flood Zone



Total Coverage by Occupancy



Total Coverage by Flood Zone



■ 2015 ■ 2016 ■ 2017 ■ 2018 ■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023 ■ 2024 ■ 2025

4.3 City of Harahan

As seen in Table 7, the City of Harahan has slightly more than 1,700 flood insurance policies, and the vast majority are for residential structures. Only 48 of the 487 non-residential structures are insured within the city. There is room for improvement in the number of policies for both occupancy categories.

Outreach efforts should continue targeting both occupancy groups while increasing efforts designed to educate non-residential property owners about the importance of adequate coverage for their risk.

Table 7. 2025 Levels of Coverage by Occupancy for Harahan						
Occupancy	Policies	% of total policies	# of structures	% of structures w policies	Total Coverage	Average Coverage
Residential	1,707	97.26%	3,237	52.78%	\$542,171,000	\$ 317,616.29
Non-Residential	48	2.74%	487	9.86%	\$21,379,000	\$ 445,395.83
Undetermined			938			
Total	1,755	100.00%	4,662	37.64%	\$563,550,000	\$ 321,111.11

The City of Harahan has two flood zones, AE and X, with the X Zone covering 97.49% of structures within the City. Table 8 illustrates that 38.52% of X Zone properties are insured, compared to only 20.00% of AE Zone properties. Focused outreach to AE Zone structures is needed.

Table 8. 2025 Levels of Coverage by Flood Zone for Harahan						
Flood Zone	Policies	% of total policies	# of structures	% of structures w policies	Total Coverage	Average Coverage
AE	44	2.51%	220	20.00%	\$12,127,000	\$ 275,613.64
X	1,711	97.49%	4,442	38.52%	\$551,423,000	\$ 322,281.12
Total	1,755	100.00%	4,662	37.64%	\$563,550,000	\$ 321,111.11

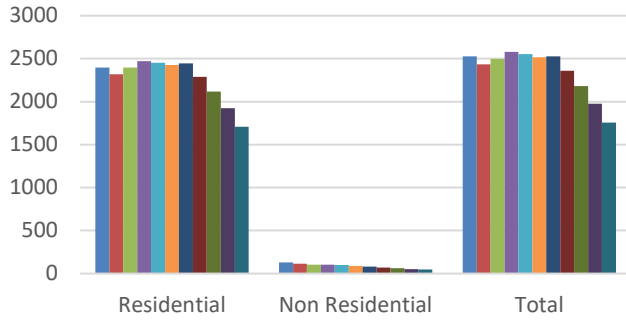
Since the flood insurance assessment in 2015, the City of Harahan has undergone a map change, therefore an analysis of the changes in coverages are detailed in the graphs on the following page.

The total number of policies and total percentage of coverage has dropped since 2020. An item of concern is the decline in policies within the X Zone since its 2021 peak.

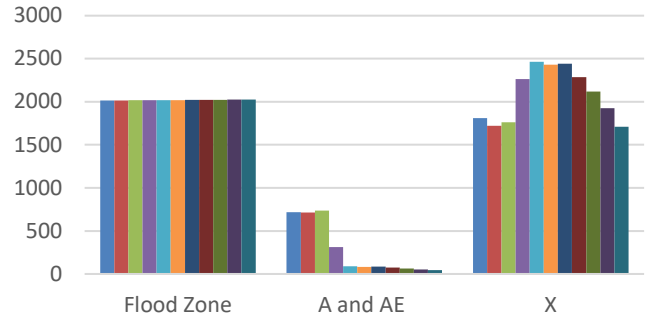
Targeted outreach should be done to ensure owners and renters are aware of the need to renew policies in Zone X.

Harahan

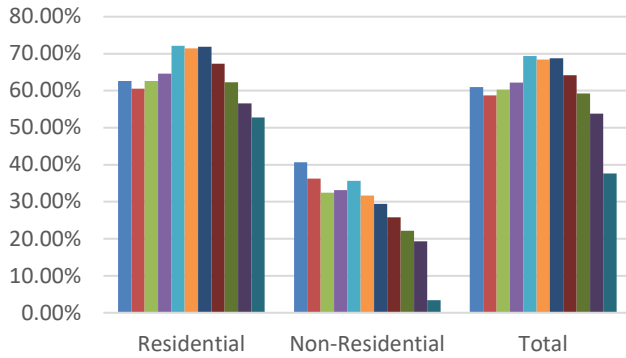
Policies by Occupancy



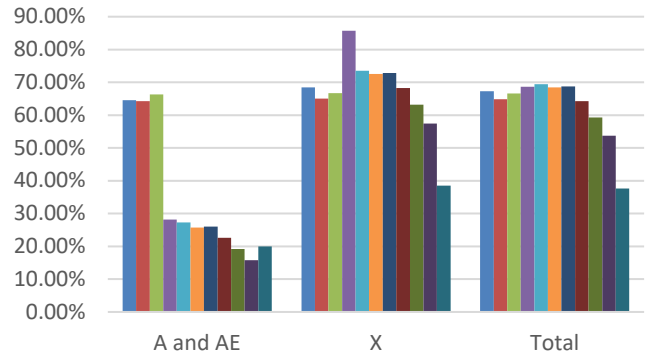
Policies by Flood Zone



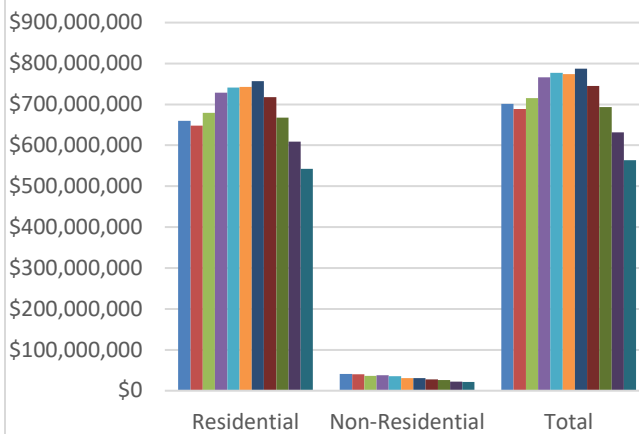
% Structures with Policies by Occupancy



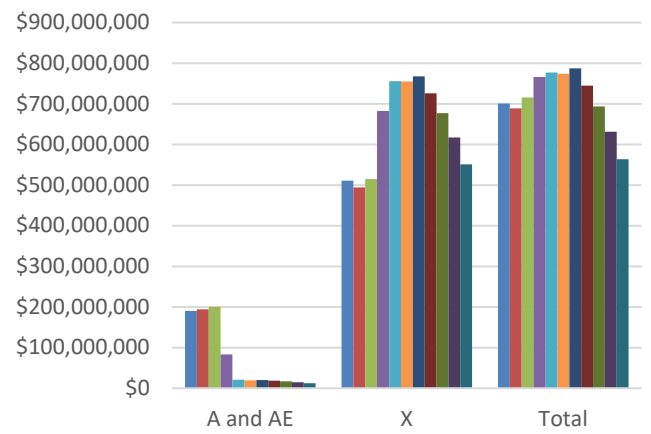
% Structures with Policies by Flood Zone



Total Coverage by Occupancy



Total Coverage by Flood Zone



■ 2015 ■ 2016 ■ 2017 ■ 2018 ■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023 ■ 2024 ■ 2025

4.4 City of Kenner

As shown in Table 9, roughly 46.73% of structures in the City of Kenner have flood insurance, with a greater percentage of residential structures having policies than non-residential structures. The average coverage for non-residential policies is below the maximum allowable coverage limit of \$500,000. Outreach efforts should encourage non-residential property owners to increase their policy coverage.

Table 9. 2025 Levels of Coverage by Occupancy for Kenner						
Occupancy	Policies	% of total policies	# of structures	% of structures w policies	Total Coverage	Average Coverage
Residential	10,331	93.63%	17,281	59.78%	\$2,785,979,000	\$ 269,697.87
Non-Residential	702	6.37%	1,668	42.15%	\$334,694,000	\$ 476,093.88
Undetermined			4,659			
Total	11,033	100.00%	23,608	46.73%	\$3,120,673,000	\$ 282,849.00

The City of Kenner, as illustrated in Table 10, has three flood zones – AE, VE, & X. The two properties in the VE Zone are new and not insured as of the data release. The total number of policies (11,032) are equally divided between the AE and X flood zones with 59.74% of AE structures being insured, compared to 30.74% of structures in Zone X. The average coverage of Zone X policies is roughly \$95,000 higher than those in Zone AE, so outreach efforts should focus on increasing the amount of coverage in the AE Zone. The number of policies in both tables is slightly off but is consistent with the information provided to Jefferson Parish from the NFIP.

Table 10. 2025 Levels of Coverage by Flood Zone for Kenner						
Flood Zone	Policies	% of total policies	# of structures	% of structures w policies	Total Coverage	Average Coverage
AE	5,617	50.92%	6,621	59.74%	\$1,349,944,000	\$240,331.85
V/VE	0	-	2	0.00%	\$0	\$-
X	5,415	49.08%	16,985	30.74%	\$1,770,379,000	\$326,939.80
Total	11,032	100.00%	23,608	40.83%	\$3,120,323,000	\$282,842.91

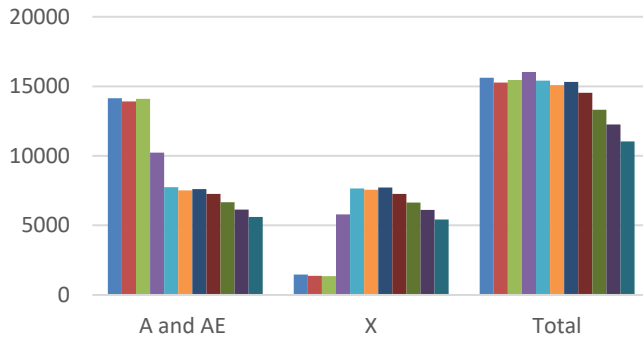
Since the flood insurance assessment in 2015, Kenner has undergone a map change, therefore an analysis of the changes in coverages are detailed in the graphs below.

There has been a decline in policies and total coverage since a high point in 2021 with X Zone policies suffering the largest decrease.

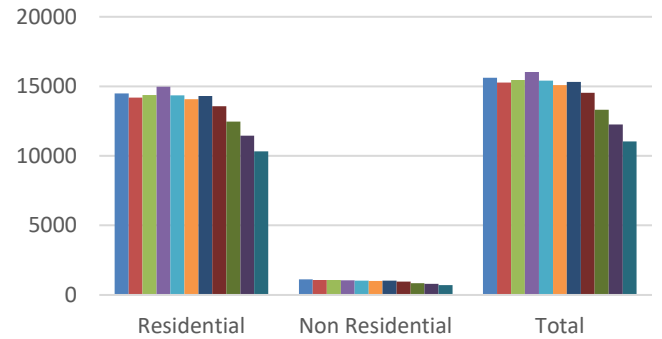
Targeted outreach should be done for owners and renters in all zones to increase the percentage of insured structures within the city.

Kenner

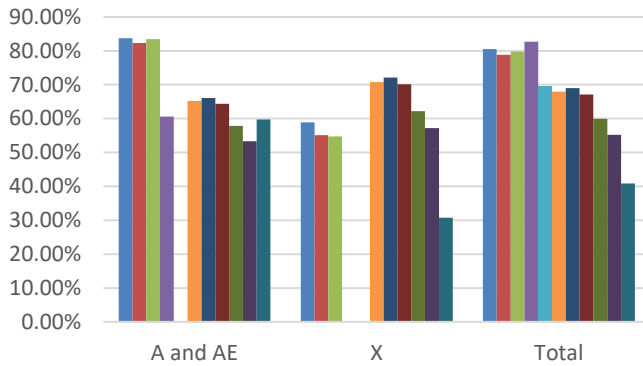
Policies by Flood Zone



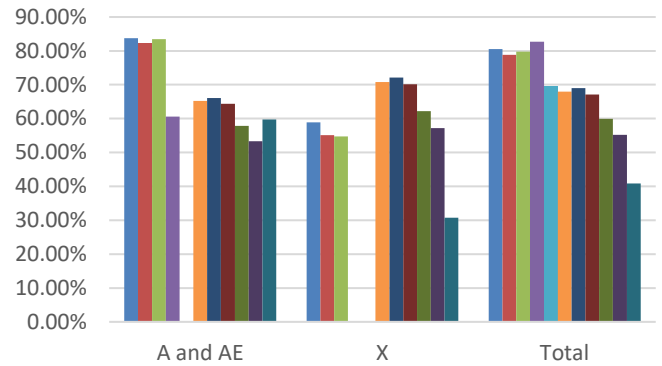
Policies by Occupancy



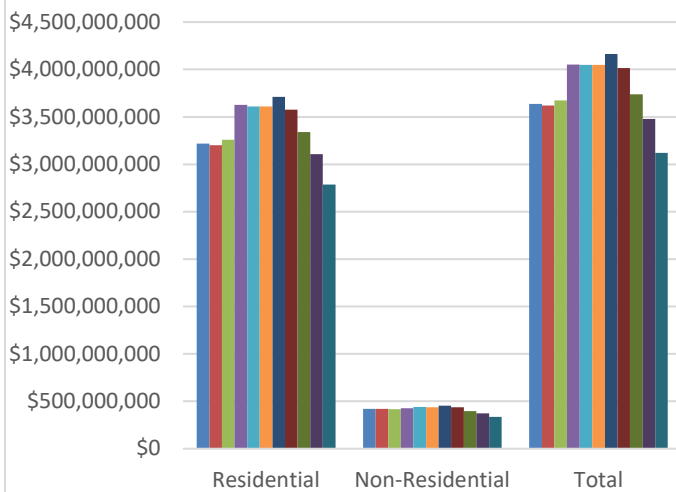
% Structures with Policies by Occupancy



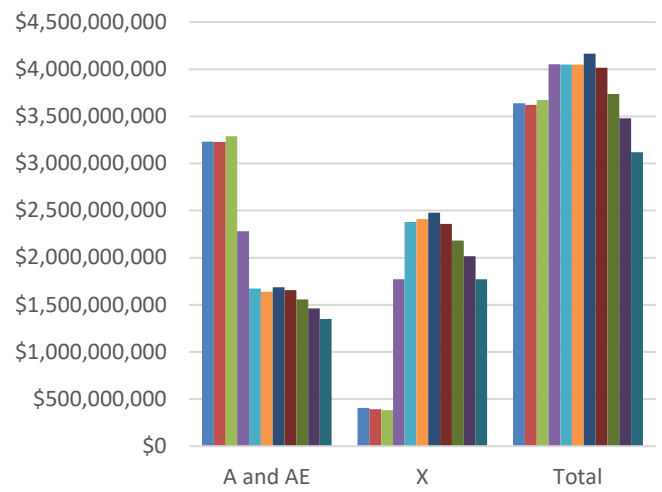
% Structures with Policies by Flood Zone



Total Coverage by Occupancy



Total Coverage by Flood Zone



■ 2015 ■ 2016 ■ 2017 ■ 2018 ■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023 ■ 2024 ■ 2025

4.5 City of Westwego

Table 11 depicts the flood insurance coverage data for the City of Westwego, which has a higher percentage of residential structures covered by policies compared to non-residential structures. It is important to note that only 21.42% of structures in the City of Westwego are insured for flood loss.

Projects can be implemented that encourage renters and property owners for both residential and non-residential structures to purchase flood coverage and increase their existing coverage if they already have flood insurance.

Table 11. 2025 Levels of Coverage by Occupancy for Westwego						
Occupancy	Policies	% of total policies	# of structures	% of structures w policies	Total Coverage	Average Coverage
Residential	847	90.78%	2,952	28.69%	\$221,003,000	\$ 260,924.44
Non-Residential	86	9.22%	687	12.52%	\$49,223,000	\$ 572,360.47
Undetermined			716			
Total	933	100.00%	4,355	21.42%	\$270,226,000	\$ 289,631.30

The City of Westwego is comprised mostly of non-SFHA area, or X Zone, as shown in Map 2 on page 8. The table below (Table 12) illustrates that 79.31% of policies are for structures in X Zone areas, while 20.69% are rated for properties in SFHAs. It is federally mandated that all properties in the SFHA with a federally backed mortgage have flood insurance through the NFIP; however, only 15.90% of the structures in Zones A & AE have flood insurance. Outreach efforts should focus on structures in the SFHA to increase the number of policies as well as coverage. Outreach efforts can also include the X Zone property owners as properties in this zone are still at risk for flooding.

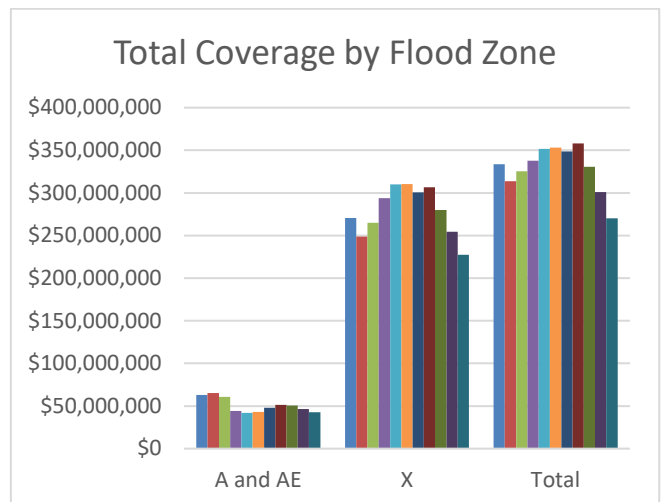
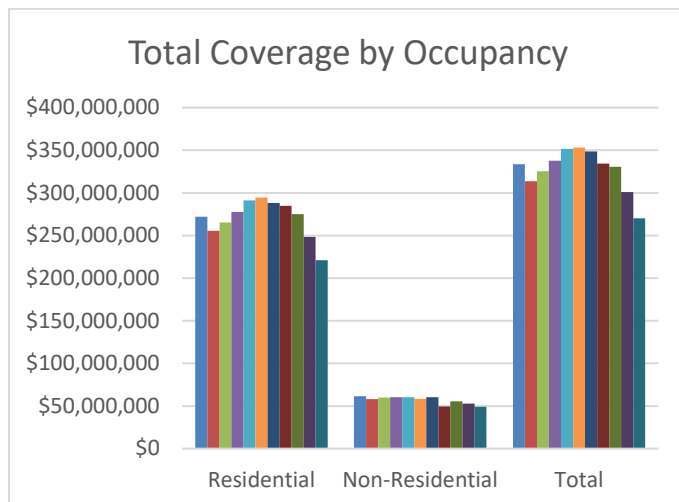
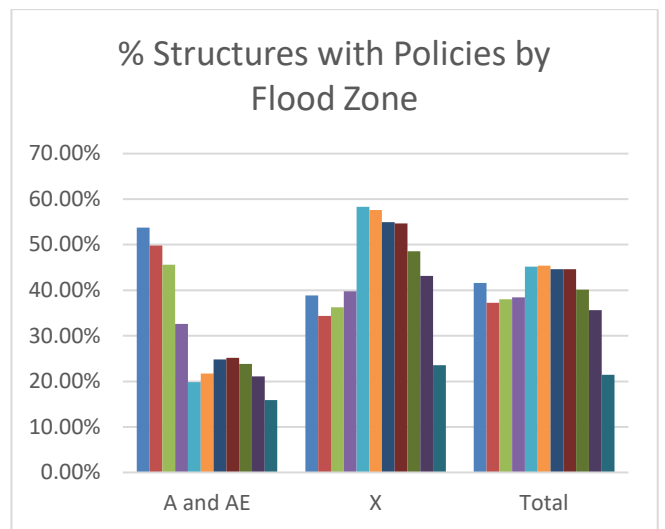
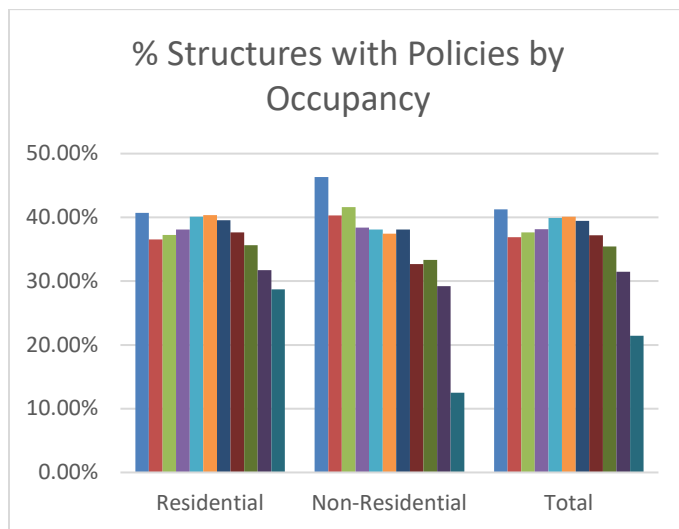
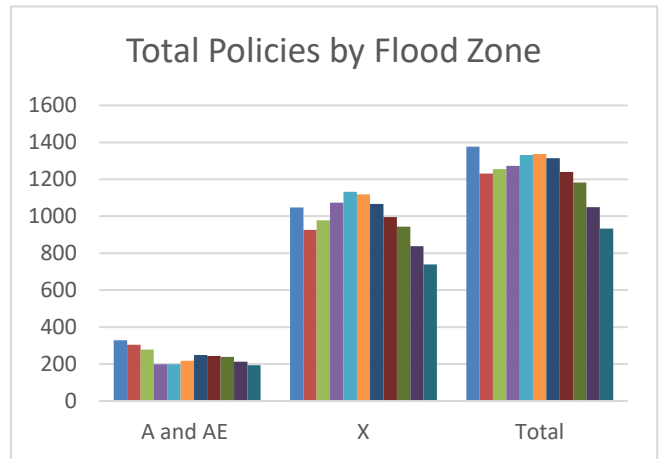
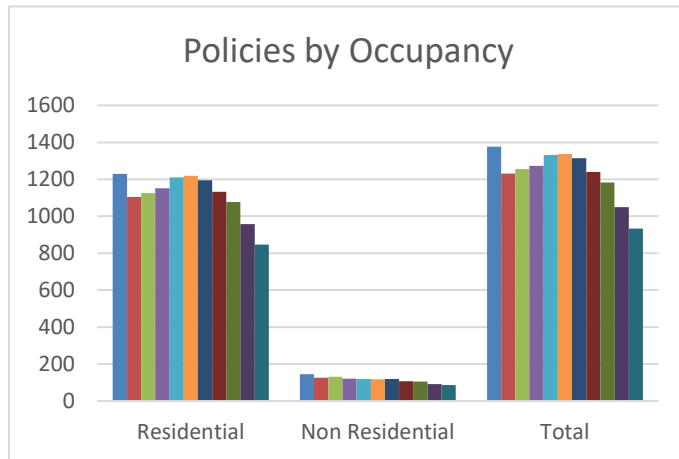
Table 12. 2025 Levels of Coverage by Flood Zone for Westwego						
Flood Zone	Policies	% of total policies	# of structures	% of structures w policies	Total Coverage	Average Coverage
A and AE	193	20.69%	1,214	15.90%	\$42,831,000	\$221,922.28
X	740	79.31%	3,141	23.56%	\$227,395,000	\$307,290.54
Total	933	100.00%	4,355	21.42%	\$270,226,000	\$289,631.30

Since the flood insurance assessment in 2015, the City of Westwego has undergone a map change, therefore an analysis of the changes in coverages are detailed in the graphs below.

The graphs below show that from 2015 to 2025, the total number of policies in the City has decreased, and the total amount of coverage has recently begun to decrease. The average coverage continues to increase. This trend shows that individuals are purchasing more coverage, potentially due to more structures now being in Zone X.

Targeted outreach should be done specifically in the AE Zone to increase the percentage of structures insured.

Westwego



■ 2015
 ■ 2016
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4.6 Town of Jean Lafitte

The Town of Jean Lafitte has a greater percentage of residential structures insured for flood loss than non-residential properties. Many structures in the area were built post-FIRM and have to maintain flood insurance. As far as occupancy type, the Town of Jean Lafitte is 58.4% residential. However, only 28.23% of all structures have flood insurance policies (see Table 13), an increase over previous years. Increased premium costs and satisfied mortgages could be the cause of the lack of policies in this area.

Outreach projects can be implemented that encourage renters and all property owners in the Town of Jean Lafitte to obtain flood insurance or increase their coverage if they already have it.

Table 13. 2025 Levels of Coverage by Occupancy for Jean Lafitte						
Occupancy	Policies	% of total policies	# of structures	% of structures w policies	Total Coverage	Average Coverage
Residential	244	90.71%	557	43.81%	\$56,726,000	\$232,483.61
Non-Residential	25	9.29%	396	6.31%	\$12,835,000	\$513,400.00
Total	269	100.00%	953	28.23%	\$69,561,000	\$258,591.08

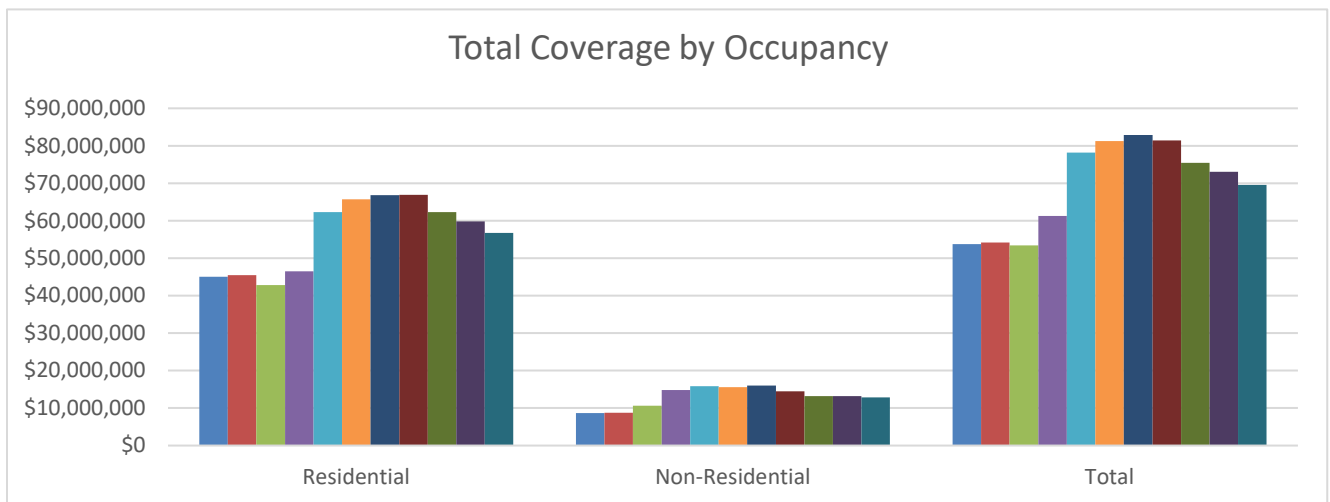
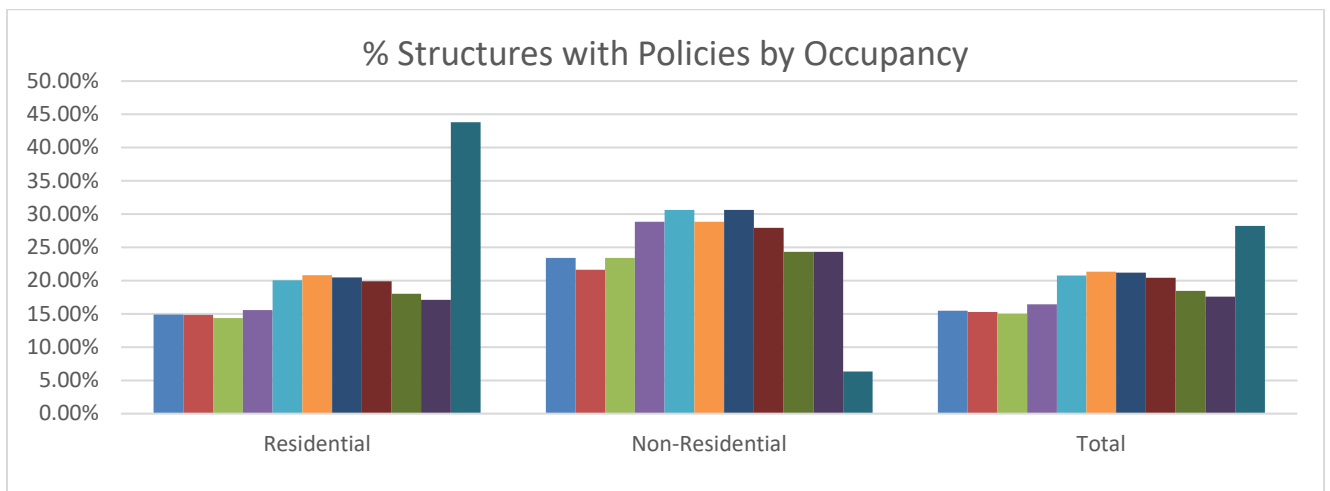
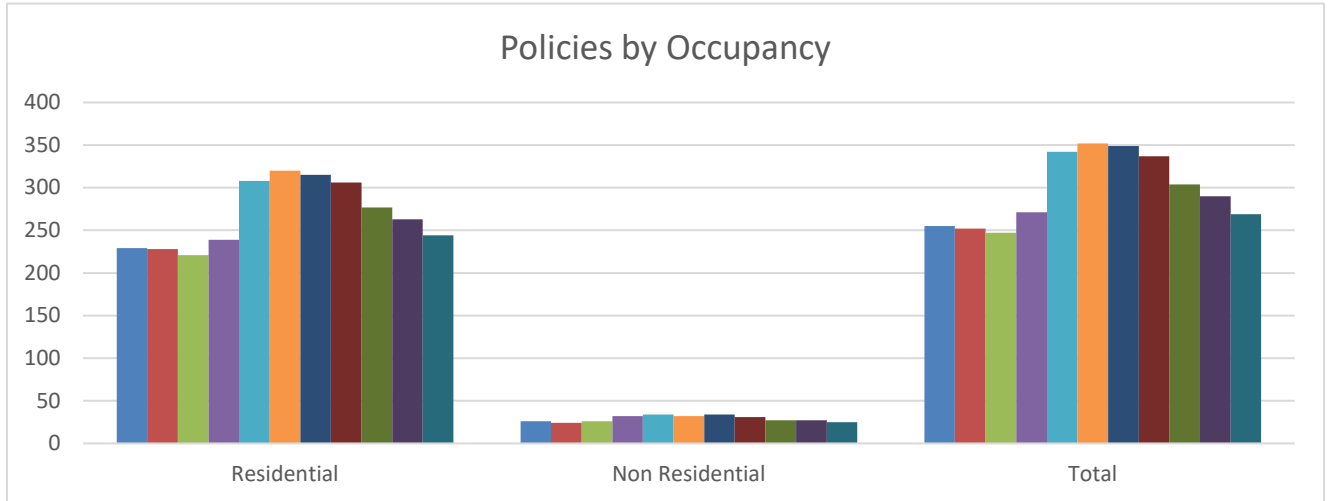
The entire Town is located within the AE Zone (AO Zone data resulted from NFIP rating error). The average coverage is \$258,591 which is lower in comparison to the other municipalities and unincorporated Jefferson Parish but represents an increase over the previous update. Many properties have been elevated in the Jean Lafitte area using Hazard Mitigation Grant Program (HMGP) funding, which requires the owner to maintain flood insurance for the life of the property. However, there is still a need for the PPI committee to focus outreach efforts on increasing the amount of coverage in this municipality.

Table 14. 2025 Levels of Coverage by Flood Zone for Jean Lafitte						
Flood Zone	Policies	% of total policies	# of structures	% of structures w policies	Total Coverage	Average Coverage
AE	269	100.00%	953	28.23%	\$69,561,000	\$ 258,591.08
Total	269	100.00%	953	28.23%	\$69,561,000	\$ 258,591.08

The Town of Jean Lafitte has undergone a map change since the 2015 flood assessment, therefore an analysis of the changes in coverages are detailed in the graphs below.

Since 2015, the Town of Jean Lafitte has seen an increase in policies by occupancy in residential structures, an increase coverage in the percentage of residential and non-residential structures, and an increase in total coverage by nearly \$70 Million, but there has been a decline since the last update in 2020. The town of Lafitte should continue its efforts to encourage the purchase of insurance.

Targeted outreach should be done for renters and owners of residential properties to increase the percentage of insured structures.



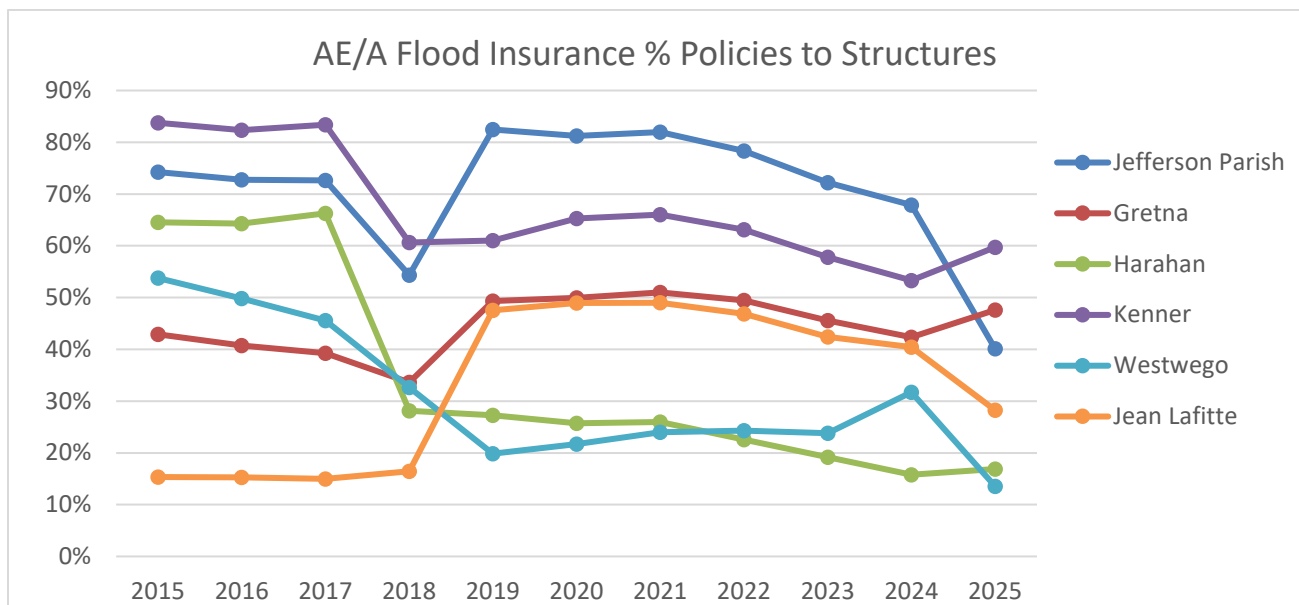
■ 2015 ■ 2016 ■ 2017 ■ 2018 ■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023 ■ 2024 ■ 2025

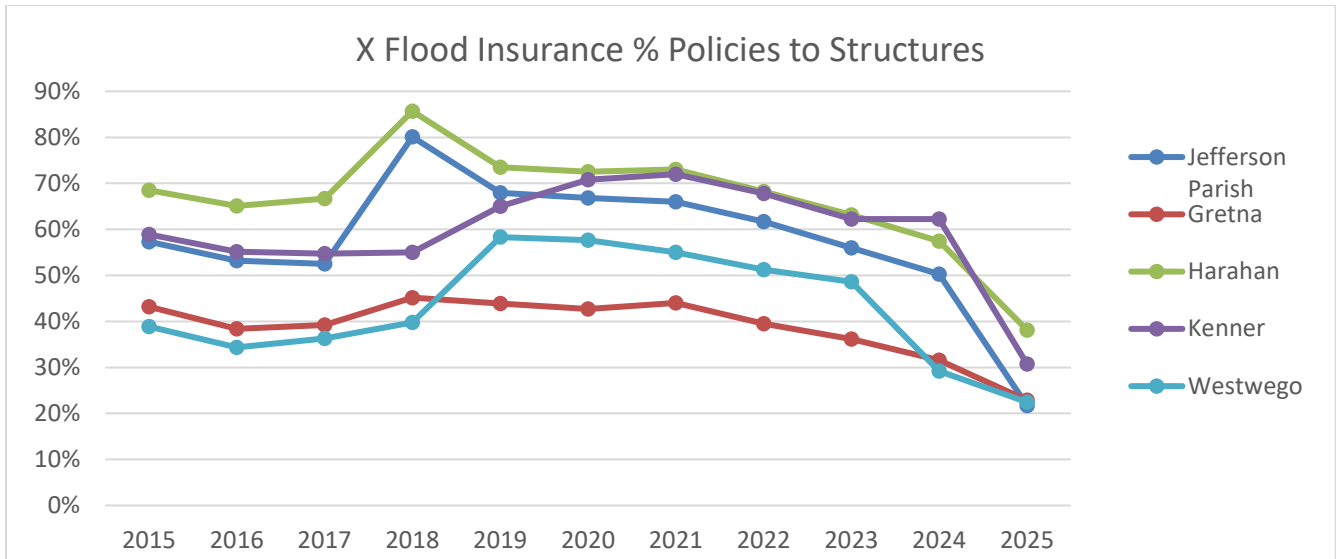
4.7 Summary

Several overarching themes emerged from the data presented above. When assessing policy count by *occupancy type*, it is clear to see that the majority of flood insurance policies in JUMP communities are residential as there are simply more residential than non-residential structures in the Parish. All of the JUMP communities have a greater percentage of residential structures with policies than non-residential. Jean Lafitte is entirely within the AE Zone, all property owners with a federally backed mortgage are mandated to carry flood insurance. Residential properties within the town limits without a flood insurance policy indicate that some owners do not carry a mortgage, or in many cases, inherited a property and never purchased flood insurance. Others have voiced that the insurance premiums have priced them out of their homes.

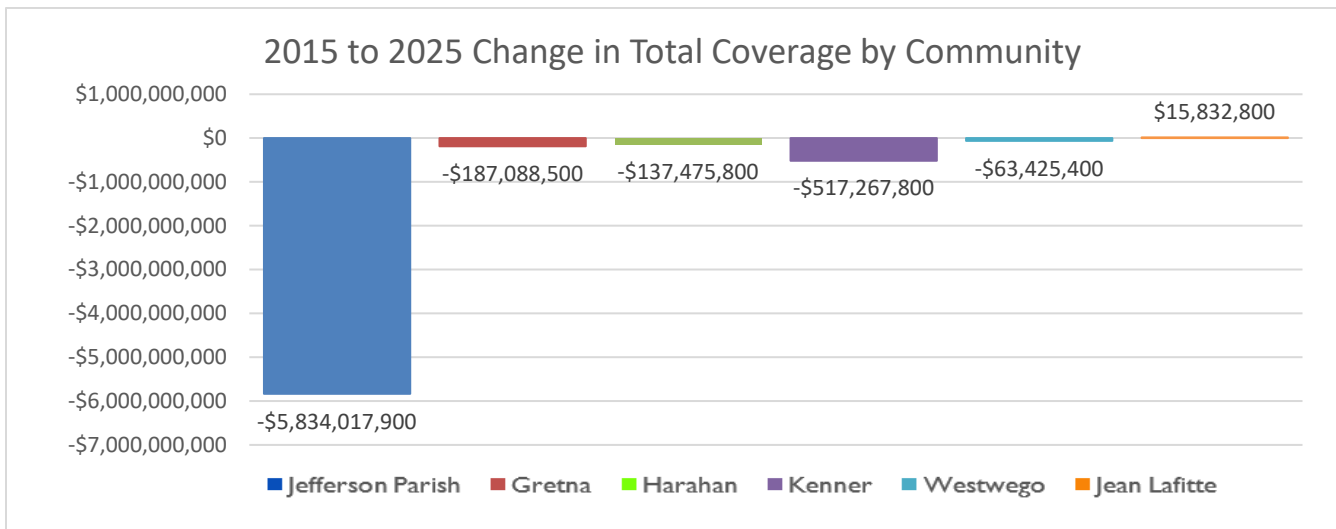
Non-residential owners understand the need to protect their investments and livelihoods by insuring their assets against flood damage given the reality that Jean Lafitte is located outside of the levee protection system. Another note on non-residential properties is that the highest percentage of non-residential policies across all jurisdictions is 10.39%. The average coverage for both residential and non-residential policies is below the maximum coverage amount for all the JUMP communities.

When assessing the data by *flood zone*, the Cities of Harahan, Gretna, and Westwego are the JUMP communities with a higher percentage of policies in the X Zone than in the AE Zone. This is likely due to the fact that these jurisdictions have more geographical area in the non-SFHA and thus a higher volume of property owners in the X Zone. Interestingly, although flood insurance is mandatory for policy holders in Zone AE with a federally backed mortgage, more policies are in place for structures in the X Zone across most jurisdictions except the Town of Jean Lafitte, which does not have an X Zone and the City of Kenner. The previous FIRMs had larger X Zone areas than the current FIRMs, and many of these policies have been grandfathered. As mentioned at the beginning of this section, multiple policies (renters, building, and/or contents) could be counted for some of the same structures.





As seen in the following graph, total coverage has decreased over the last five years for all jurisdictions except unincorporated Jean Lafitte. Future trend analyses will allow for a better understanding of these results.



4.8 Recommendations

The PPI committee could work with non-residential property owners to increase the total number of insured non-residential structures by giving FEMA's "Simple Guide for Non-residential Buildings" to community organizations that work with non-residential structure owners and developers, for distribution. The average coverage is higher for X Zone properties in all jurisdictions excluding the Town of Jean Lafitte. These results were expected as premium rates for X Zone-rated properties are generally more affordable. All jurisdictions, excluding the Town of Jean Lafitte, should continue informing X Zone property owners that, despite drainage and levee improvements, flooding can occur beyond the SFHA and affect their properties as well.

Section 5 Project Design

5.1 Priority Audiences

The committee agreed on ten priority audiences on which to focus outreach efforts:

Priority Audience #1 – Repetitive Loss/Severe Repetitive Loss Properties

RL/SRL property owners have suffered from multiple floods. They can benefit from outreach on their flood risks, various mitigation techniques, and grant opportunities to assist in mitigating from future flooding.

Priority Audience #2 – Senior Citizens (via Council on Aging)

Seniors are particularly vulnerable to flood risks and the rising cost associated with living in a floodplain and recovering from a flood. Jefferson Parish has ten Senior Centers that are managed by the Parish's Council on Aging service which will be the principal avenue for reaching seniors.

Priority Audience #3 – Jefferson Parish Chamber of Commerce

Small businesses need to be aware of their flood risks so they can properly plan to protect their assets as well as the building in which the business operates. They also need to understand the cost of having a business that may be susceptible to flooding. For businesses, the cost of a flood is not only measured in physical damage, but also in time and money (business interruption).

Priority Audience #4 – N.O. Metropolitan Association of Realtors

Realtors are key players in helping prospective buyers understand the flood risk their property may face and in promoting flood insurance and other flood-proofing techniques.

Priority Audience #5 – Home Builders Association of Greater New Orleans (HBA)

Home builders need to be aware of the flood risks and building regulations so that the homes they build meet or exceed building code requirements that are above the Base Flood Elevation; thus, keeping residents high and dry. This, in turn, will help keep flood insurance cost reasonable.

Priority Audience #6 – Non-English Speakers

The New Orleans Metro Area is a melting pot of various backgrounds and cultures. The City of Kenner has a high concentration of Spanish speakers, and the City of Gretna has several Vietnamese speaking communities. Making outreach materials accessible to speakers of other languages is vital to ensuring the safety of all our residents.

Priority Audience #7 – Drivers via Dealerships

By reaching out to people purchasing vehicles at dealerships, new and seasoned drivers can be reminded of the risks flooding poses to local roads and vehicles.

Priority Audience #8 – Tenants via Apartment Associations

It is not just homeowners who can purchase flood insurance. Tenants can also protect their possessions through the purchase of flood insurance for contents, and we want to increase tenants' awareness of their insurance options.

Priority Audience #9 – Students

Reaching out to students in the school systems can create a lifelong learning endeavor around flooding. Messages can find their way to the parents of students who can take immediate action to mitigate flood losses through actions like the purchase of flood insurance.

Priority Audience #10 – General Public

Flooding can occur anywhere when it rains. We want to inform our residents and business owners of the flood risks and ways to mitigate future flood damage.

5.2 Inventory of Other Public Information Efforts

To maximize capacity and resources, the committee is building on what is already being done. Each community has catalogued the flood preparedness outreach that is currently being conducted by their own departments, other departments within their governmental unit, and other agencies (some of which are represented on the committee). This “Outreach Projects” list will continue to be implemented and can be found in Appendix A.

5.3 Messages/Topics

Messages must state what actions the audience should take. Each message should provide basic information about the topic and where to go for more information. The messages need to be tailored to one or more of the CRS priority topics listed below. Topics 7-10 were identified by the JUMP committee as additional topics.

1. Know your flood hazard
2. Insure your property for your flood hazard
3. Protect people from the hazard
4. Protect property from the hazard
5. Build responsibly
6. Protect natural floodplain functions
7. Know your evacuation route
8. Flooding can happen on either side of the levee
9. Flooding can happen in Zone X areas
10. Understand the drainage system

With each message, an intended outcome has been identified. Messages and anticipated outcomes are listed in the project list in Appendices A, B, and C.

5.4 Outreach

The PPI committee identified how the topics listed in 5.3 above have been formulated to messages to be conveyed, how often they will be delivered, and by whom as noted in Appendices A, B, and C. Outreach projects are the platform in which the messages are delivered.

Section 6 Other Public Information Initiatives

In addition to the annual outreach projects identified in Appendices A, B, and C, JUMP communities offer other flood protection services to inform the public of their flood risk and educate them on ways to mitigate against potential flooding.

6.1 Map Information Service

There are several ways to obtain flood map information in Jefferson Parish. Interested people can download their own flood zone determination by visiting us online at https://eweb.jeffparish.net/fzd_letter/FindFZD.aspx where they will have to enter the address and street name of the property of interest. Additionally, map information can be requested by phone, email, or in person. This service is advertised annually to all residents via the water bill insert (OP#6). The PPI Committee will also consider alternative methods of publicizing this service. When an inquirer has a property in the X Zone, a handout will be provided to convey the message under Priority Topic 9, or it will be stated verbally. Any flood zone determination requests for properties in incorporated jurisdictions will be provided to that jurisdiction's floodplain manager.

6.2 Hazard Disclosure/Real Estate Agents' Brochure

Real estate agents across LA are required by law to disclose to prospective buyers whether a property is located in a Special Flood Hazard Area and whether it has previously flooded using the Property Disclosure Document. Real estate agents can contact Jefferson Parish by following the steps listed in 6.1 to acquire a property's flood zone. The New Orleans Metropolitan Association of REALTORS has agreed to let JUMP publicize this service to its members and share the real estate agents' brochure (OP #25) through email blasts and/or their online weekly newsletter REALNews. JUMP members also can present on these topics at realtor and lender luncheons and local meetings.

6.3 Flood Protection Website

Jefferson Parish has many resources posted to the parish website regarding flood protection. The Departments of Drainage, Emergency Management, and Floodplain Management and Hazard Mitigation pages currently house many of these items such as flood preparedness, property protection, family emergency plan checklist, hurricane preparedness including details on how to plan for an evacuation with contraflow map showing evacuation routes and evacuation assistance sign-up (Priority Topic 7), the Mississippi River gauge, frequently asked questions about the drainage system (Priority Topic 10), and many others. To further promote Priority Topic 8, the website provides information on the levee system and ways to prepare and plan for a levee failure. For Priority Topic 9, which emphasizes flood insurance promotion for X zones, the website connects to resources such as the "Cost of Flooding" tool created by FloodSmart. Information about the JP Alert System is also posted to the website. It provides real-time emergency notices telling users what to do, where to go, and who to contact for that particular emergency. New users can sign up online.

6.4 Flood Protection Assistance

Jefferson Parish provides flood protection assistance to property owners at community meetings, over the phone, office visits, or site visits per request. The Floodplain Management and Hazard Mitigation Department provides assistance as staff are familiar with structural and non-structural mitigation measures. Depending on the property owner's situation, multiple departments (Building Permits, Drainage, Ecosystem and Coastal Management, Environmental Affairs, Sewer, Streets, etc.) may get involved to develop the best solution for that particular property. The staff will then provide property protection advice to that homeowner about small-scale, low-cost mitigation measures they can implement to alleviate the flooding issue or inform the homeowner of larger-scale options such as an elevation project and potential funding sources to assist with an elevation project. This service is advertised annually to all residents via the water bill insert (OP#6).

6.5 Stream Dumping Regulations

The Jefferson Parish Department of Environmental Affairs shares educational materials on stream dumping regulations such as the bilingual department brochure (OP#21) with the public through their many outreach efforts. This brochure covers how to properly dispose of different types of waste like grass clippings, fill, and concrete. Those who violate these regulations are sent a notice of violation with a letter detailing what they must do to comply. This department also conducts a storm drain marking program to inform residents that storm drains lead directly to streams and are not appropriate locations for waste disposal. Additionally, the Department of Building Permits has posted numerous "no dumping" signs around various parts of the parish. These regulations are advertised annually to all residents via the water bill insert (OP#6).

Section 7 Plan Maintenance

7.1 Annual Evaluation

The MJ-PPI Committee will meet at least once a year to evaluate the PPI and incorporate any needed revisions into an evaluation report. The evaluation will cover:

- A review of the projects completed
- Progress toward the desired outcomes
- Recommendations regarding projects not completed
- Potential changes in the priority audience

JUMP will coordinate and facilitate this meeting and provide an evaluation report reflecting the decisions made by the committee. The outcomes and revisions will be submitted as part of the annual CRS recertification package for all JUMP communities.

7.2 Plan Adoption

All MJ-PPI communities will adopt this document on an individual basis. The adoption process for each community will be carried out by the appropriate governing body of each jurisdiction.

Appendix A

Outreach Projects

#	Activity	Primary Audience	Messages	Anticipated Outcome	Primary Lead	External Agency/ Org.	Proposed schedule	Credited Community
1	JEDCO newsletter	4. NO Metro Assn of Realtors	Highlight green infrastructure such as bio swales, canals as attractive water features, walking paths	More new homeowners being informed of their risk and what they can do to reduce it	JP FPHM	JEDCO	Year-round	All
2	Provide excerpt for NOMAR's digital newsletter	4. NO Metro Assn 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 homebuyers.	JP FPHM	NOMAR	Quarterly	All
3	Chamber of Commerce insert for newsletter	3. Jefferson Parish Chamber of Commerce (small businesses)	Highlight green infrastructure such as bio swales, canals as attractive water features, walking paths	More businesses incorporating green infrastructure construction/projects	JP FPHM	Chamber of Commerce	Quarterly	All
4	JP TV Channel (Hurricane season PSAs, Evacuation Exercise, etc.)	10. General Public	Hurricanes produce major flooding. Know your evacuation plans. Get to higher ground.	1. Residents are better prepared for hurricanes. 2. Smoother evacuations 3. Increased number of insurance policies	JP PIO	-	Year-round	JP
5	Kenner TV	10. 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
6	Water Bill (Progressive Jefferson) Mailout	10. 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; protect natural habitats.	JP FPHM JP Water	-	Annually	All except Westwego
7	Curb Markers - English & Spanish	6. Non-English Speakers 10. General Public	No dumping in storm drains.	Reduce the number of calls for drainage maintenance; cleaner water bodies	JP FPHM JP ECM JP Envir Affairs	-	Year-round	All (markers given to each community)
8	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.	Inform RL HO of their risk and decrease # of flood claims	JP FPHM	-	Annually	All
9	Grant opportunities to RL/SRL homeowners - mailout	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 FPHM	-	Annually	All
10	Tree Plantings	10. 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 ECM Municipality Depts	-	Annually	All

#	Activity	Primary Audience	Messages	Anticipated Outcome	Primary Lead	External Agency/ Org.	Proposed schedule	Credited Community
11	Pontchartrain Conversancy Storm Aware and Prepare	10. 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 FPHM JP ECM Municipality Depts	LPBF	Every May	All
12	Brochures at EOC - Spanish & Vietnamese	10. 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 FPHM JP ECM Municipality Depts	FEMA	Year-round	All
13	Non-point Source Pollution/Solutions Poster/Essay Contest	9. Students, 10. General Public	Keep pollutants out of the storm drains. Pollutants harm the receiving water bodies such as Lake Pontchartrain and Bayou Barataria and the sea life in them.	Educate school-age kids about keeping the bayous and ditches clean; maintain water quality; protect fish and wildlife, including endangered species.	JP Envir Affairs	-	Every April	JP, Gretna, Harahan, Kenner, Westwego (MS4 Co-permittees)
14	Flyers/handouts at Floodplain and Hazard Mitigation Office	10. 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 number of flood insurance policies	JP and Municipalities	-	Year-round	All
15	LA Emergency Preparedness Guide - English, Spanish & Vietnamese	6. Non-English Speakers 10. 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. Renters can get flood insurance too. Evacuate to higher ground.	Residents learn how to prepare for hurricanes and evacuations and reduce amount and cost of hurricane-related damages.	JP EM	GOHSEP	Year-round	All
16	Night Out Against Crime Table	10. General Public	various flood-related topics	Inform residents of the cost of flooding and increase the number of flood insurance policies	JP FPHM JP Building Permits Municipality Depts	-	Every Oct	All
17	Video Tutorials on flood mapping portal	10. General Public	Find out how to find your flood zone on the flood map.	Residents learn how to find their flood zone remotely	JP FPHM	-	Year-round	All
18	Christmas Tree Recycling Program	10. 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 floodplain; Hands on experience to understand the importance of wetland ecosystem.	JP ECM	-	Every January	JP
19	Senior Expo Table	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. Prepare for Hurricane Season.	Inform Seniors of Flood Safety and Insurance so they stay safe	JP Citizens Affairs	-	Every March	All

#	Activity	Primary Audience	Messages	Anticipated Outcome	Primary Lead	External Agency/ Org.	Proposed schedule	Credited Community
20	LA Homeowners Handbook to prepare for Natural Hazards	10. 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 FPHM	LA Sea Grant	Year-round	All
21	Brochure - Stormwater Management (English & Spanish)	6. Non-English Speakers 10. General Public	Keep drains clean from automobile, yard, pet, cooking, and construction waste.	Reduce the number of calls for drainage maintenance; cleaner Lake Pontchartrain	JP Envir Affairs	-	Year-round	JP
22	Map Service Inquiry	10. General Public	You may live in the Special Flood Hazard Area. Find out by requesting a flood zone determination online at https://eweb.jeffparish.net/fzd_letter/FindFZD.aspx or call 504-736-6541.	Increase # of online requests and calls for zone designation	JP FPHM	-	Year-round	All
23	Brochure - All Hazards Preparedness Guide	10. 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. Renters can get flood insurance too. Evacuate to higher ground.	Residents learn how to prepare for hurricanes and have smoother evacuations	JP EM	-	Year-round	All
24	"Sewer Science" Water Treatment Lab in High Schools	9. Students, 10. 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
25	Flood Hazard Disclosure to buyers	4. NO Metro Association 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.	Buyers have full disclosure of flood risk and cost associated with new purchase	Real Estate Agents	-	Year-round	All
26	NFIP literature to local real estate agents to distribute to buyers	4. NO Metro Association of Realtors, 10. General Public	Flood damages are not covered by Homeowner's or Business Multi-Peril Insurance. Only flood insurance will cover contents and structural damage due to flooding. Will include information on available technical assistance.	Increase in the number of flood insurance policies at purchase	JP FPHM	FEMA	Year-round	All
27	Civic Association Meetings	10. 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 FPHM	-	Year-round	All
28	Site Visits	10. 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 HO's to mitigate; increase # of mitigated structures	JP FPHM	-	As requested	JP, Gretna, Harahan, Kenner

#	Activity	Primary Audience	Messages	Anticipated Outcome	Primary Lead	External Agency/ Org.	Proposed schedule	Credited Community
29	Presentation/ Brochures with Realtors, builders, contractors	5. Home Builders Association of Greater New Orleans (HBA) 10. 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 FPHM	-	As requested	JP, Gretna, Harahan, Kenner
30	JP Alert - Emergency Notification System (English & Spanish)	6. Non-English Speakers 10. 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
31	Brochure: When do I need a permit?	10. General Public	Build responsibly. Get proper permits when you make a change to your property.	Fewer building code violations	JP Building Permits	-	Year-round	JP
32	Realtors, Agents, Lenders Mailout	10. 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 FPHM JP Building Permits	-	Annually	All
33	Brochure - Dept. of Environmental Affairs	10. General Public	Recycle waste responsibly and keep the storm drains clean.	Cleaner water systems as noted by positive scores on water testing results	JP Envir Affairs	-	Year-round	JP
34	Emergency Management presentations by request	10. 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
35	JPFM&HM Presentations by Request	10. General Public	Flooding can happen anytime. Retrofit 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 FPHM	-	Year-round	JP, Gretna, Harahan, Kenner
36	Drainage Maintenance	10. General Public	Keep storm drains clean.	Free flowing drainage system will have fewer instances of back up and less street flooding	JP FPHM	-	Year-round	All
37	Flood/Storm Alerts & Tracking Maps, Evac. Tips - WDSU	10. 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 the amount and cost of hurricane-related damages.	WDSU Channel 6 Television, Website, Brochure, Social Media	-	Year-round	All
38	Hurricane Season News/Alerts, Guide - Fox 8	10. 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 the amount and cost of hurricane-related damages.	Fox 8 News Television, Website, App, and Twitter	Fox 8 News	Year-round	All
39	Brochures on flood insurance/Hazard Mitigation	10. General Public	Flood insurance is changing. How well do you understand your flood insurance policy?	Increase in flood insurance policies and decrease in flood damage	JP FPHM	-	Year-round	All

#	Activity	Primary Audience	Messages	Anticipated Outcome	Primary Lead	External Agency/ Org.	Proposed schedule	Credited Community
40	Signage - Post and maintain	10. 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, hang, shoot, wound, kill, trap, capture, or collect these species. Attempting any of these things is also illegal.	Residents informed of the presence of species and prohibited activities pertaining to listed species.	JP ECM JP FPHM	-	Year-round	All
41	Love the Boot Campaign	10. General Public	No dumping in storm drains.	Improved water quality and habitat, and reduced clogging in drains	JP ECM JP Envir, Affairs JP FPHM	-	Year-round	All
42	Unintended Consequences Lesson Plan	9. Students	Learn about coastal land loss.	Increased public knowledge about the increased flood risk from subsidence	JP ECM JP FPHM	Schools	Year-round	All
43	Grand Isle Fest/Rodeo	10. General Public	Awareness of storm surge, hurricanes, flooding, insurance, etc.	More coastal residents informed about risk and what they can do to protect their property	JP ECM JP FPHM	-	Annually	All
44	Social Media Campaign	10. General Public	Awareness of storm surge, hurricanes, flooding, insurance, etc.	More residents engaged on the topics of hazards, insurance, and risk	JP FPHM	-	Year-round	All
45	Homebuilders Education Day	5. Home builders Association of Greater New Orleans (HBA)	Build responsibly.	Homebuilders engaged about building for safety in risk zones	JP FPHM	GNO HBA	Every June	All
46	Handouts/ presentations to schools	9. Students	Know your flood hazard.	Engaging younger audiences about flood hazards	JP FPHM	Schools	Annually	All
47	Handouts to Car Dealerships	7. Drivers via Dealerships	Know your flood hazard, protect your property.	Engaging new owners about protecting their investment through flood insurance	JP FPHM	Dealerships	Year-round	All
48	Handouts/ Presentations to Apartment Associations	8. Tenants	Protect your property, know your flood hazard.	Renters informed of their access to and need for flood insurance to protect contents	JP FPHM	Apartment Associations	Year-round	All

Appendix B

Coverage Improvement Plan Implementation (CPI) Projects

#	Activity	Primary Audience	Messages	Anticipated Outcome	Primary Lead	External Agency/ Org.	Proposed schedule	Credited Community
1 (OP#9)	Grant opportunities to RL/SRL homeowners - mailout	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 FPHM	-	Annually	All
2 (OP#8)	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.	Inform RL HO of their risk and decrease # of flood claims	JP FPHM	-	Annually	All
3 (OP#19)	Senior Expo Table	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. Prepare for Hurricane Season.	Inform Seniors of Flood Safety and Insurance so they stay safe	JP Citizens Affairs	-	Every March	All
4 (OP#23)	Brochure - All Hazards Preparedness Guide	10. 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. Renters can get flood insurance too. Evacuate to higher ground.	Residents learn how to prepare for hurricanes and have smoother evacuations	JP EM	-	Year-round	All
5 (OP#12)	Brochures at EOC - Vietnamese	6 – Non – English Speakers 10. 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 FPHM JP ECM Municipality Depts	FEMA	Year-round	All
6 (OP#12)	Brochures at EOC - Spanish	6 – Non – English Speakers 10. 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 FPHM JP ECM Municipality Depts	FEMA	Year-round	All
7 (OP#4)	JP TV Channel (Hurricane season PSAs, Evacuation Exercise, etc.)	10. General Public	Hurricanes produce major flooding Know your evacuation plans Get to higher ground.	1. Residents are better prepared for hurricanes. 2. Smoother evacuations 3. Increased number of insurance policies	JP PIO Municipality Depts	-	Year-round	JP
8 (OP#5)	Kenner TV	10. 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
9	Flood Insurance Pen	10. General Public	Zone X buildings CAN flood. Learn about flood insurance @ jeffparish.gov keyword: Flood	Increase policies; those moving to a lower risk maintain flood insurance	JP FPHM		Year-round	All

Appendix C

Flood Risk Preparations (FRP) Projects

#	Activity	Primary Audience	Messages	Anticipated Outcome	Primary Lead	External Agency/ Org.	Proposed schedule	Credited Community
1	Hang On - Door Hanger	10. General Public	Know your flood hazard. Purchase flood insurance. Be safe in a flood.	Increased knowledge about how to prepare for potential flooding and how to respond and who to contact after flooding.	JP FPHM	LSU AG Center	After an event	All
2	ICC Trifold Brochure	10. General Public	Flooding can happen anytime. Retrofit your property to protect it from flood waters. Buy flood insurance.	Increased knowledge about ICC resources and accessing them as well as to how to rebuild safely.	JP FPHM	FEMA	After an event	All
3	Grant Opportunities Handout	10. General Public	Mitigation grants may be available.	Better contact between willing homeowners and JP FPM about possible mitigation projects.	JP FPHM		After an event	All
4	Permit Requirements Panel	10. General Public	Protect your property from flood damage. Get necessary permits.	Improved information about what permits are needed and how to obtain them.	JP Building Permits JP FPHM		After an event	All
5	Plastic Bag	10. General Public	Floods can happen anytime in any zone. Learn more about protecting yourself and your property at jeffparish.net/flood .	Increased awareness about flood risk, and encouragement to make a plan.	JP FPHM		After an event	All