

**APPENDIX D**

**PUBLIC AND PRIVATE SECTOR PARTICIPATION PROGRESS  
REPORT**

## PUBLIC-PRIVATE SECTOR PROGRESS REPORT

- The Local Mitigation Strategy Working Group adheres to the “Government in the Sunshine Regulations” for open meetings.<sup>1</sup> Consistent with state regulations, the meetings are noticed on the County web site. Prior to consideration by the Board of County Commissioners and the City Councils, at least one public meeting is held to solicit public comment.
- All documents are public and made available at the Hillsborough County Planning Department, the Hillsborough County City-County Planning Commission Library and city libraries. In addition, a special web site has been developed ([www.HillsboroughLMS.org](http://www.HillsboroughLMS.org)) which introduces the Local Mitigation Strategy, provides and overview, a downloadable version for public review and a calendar of public workshops, town meetings and plan adoption.
- Emergency management has developed a mitigation handbook for homeowners on how to protect their homes. The book is developed and printed through a public private partnership at no cost to the County.
- Hillsborough County Hazard Mitigation Office invited many organizations/ departments to help in the planning process. Minutes and agendas are provided to the following participants and interested parties to insure their continued participation:

Hillsborough County Emergency Management, Housing and Community Code Enforcement, Public Works, Stormwater, and Economic Development Departments  
Tampa Bay Chapter of the American Red Cross  
City of Tampa Emergency Management, Stormwater, Floodplain Management Departments  
City of Temple Terrace  
City of Plant City  
Tampa Bay Regional Planning Council  
Greater Tampa Chamber of Commerce  
American Legion  
Tampa Electric  
Verizon

- Through presentations to large homeowner groups, we have discussed the Local Mitigation Strategy and the importance of personal mitigation and had the opportunity to receive citizen input.
- There were several Expos/Home Shows held annually, exhibiting mitigation methods using a “Hurricane Alley.” It demonstrated the best practices in

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<sup>1</sup> Florida is renowned for putting a high priority on the public’s right of access to governmental meetings and records. In fact, the principles of open government are embodied not only in Florida Statutes, but also guaranteed in the State Constitution. *Reference Florida’s Government in the Sunshine Manual.*

fortifying your home and gave another opportunity for citizen input on mitigation practices. Several LMS Members including the planning department and Tampa Bay Regional Planning Council helped staff these events.

- Since the adoption of the Local Mitigation Strategy in 1998, the County assisted in developing a County Flood Management Plan, which was approved by the Insurance Services Office and FEMA, to satisfy a Community Rating System Requirement. The County conducted several meetings at public libraries and community centers throughout the county to receive citizen input and questions regarding the flood hazard and mitigation opportunities.
- Since the adoption of the LMS in 1998, the County has also spearheaded the Flood Mitigation Assistance Program for the unincorporated areas. Meetings were held to inform citizens of the program, the need to take precautionary action to prevent future damages and to receive citizen input. Like meetings were held in many of the participating NFIP/CRS communities as well.
- Many municipalities have established Community Emergency Response Team (CERT)/ Citizen Corps programs to train residents how to prepare and respond to emergencies when public emergency forces are serving more critical areas. The personal protection of their home is included as part of their training.
- Hillsborough County participates in a regional public education campaign on the importance of mitigation and preparedness for all types of disasters. The RPC and the County coordinate to produce and distribute brochures, press releases and power point presentations.
- Hillsborough County also participates with private sector partners including the utilities, chambers of commerce and economic development agencies in the development and distribution of Business Disaster Planning Kit which features an interactive CDROM, guidebook, template and web site.

## **CITIZEN CORPS AND CERT**

Hillsborough County has a successful Community Emergency Response Team (CERT) program county-wide. CERT training promotes a partnering effort between emergency services and the people that they serve. The goal is for emergency personnel to train members of neighborhoods, community organizations, or workplaces in basic response skills. CERT members are then integrated into the emergency response capability for their area.

In 2000, a hazard mitigation component was added to the CERT training curriculum as part of *Project Impact*. With the introduction of Citizen Corps, the

program has been expanded and members are organizing to develop a cohesive integrated system which coordinates the outreach programs involved in citizen participation including CERT, Neighborhood Crime Watch, American Red Cross, etc. The coordination through the Citizen Corps will pull resources from within and outside the county to coordinate the development of this program.

**Insert figure**

The Target Audience for Citizen Corps/ CERT includes:

- Neighborhood Associations
- Businesses
- Faith Based Groups
- Scouting Organizations
- School Staff/ Students
- Clubs/ Organizations
- Amateur Radio Emergency Services

Approximately 26 percent of the Coastal Area is devoted to residential development. Because of their vulnerability, these neighborhoods are targeted

for public outreach activities. In addition, input from residents is sought as there is an obvious need for these residents/ businesses to be involved in the development of the LMS and the Post Disaster Redevelopment Plan as well as the CERT training and mitigation strategies. A preliminary list of the neighborhood organizations include:

Port Tampa	Beach Park	
Bel Mar Shores		Beach Park Isles
Sunset Park		Davis Island
Culbreath Isles		Harbour Island
Palmetto Beach		Ballast Point
Bayshore Beautiful		Old Hyde Park
West Riverfront		Tampa Heights
Ridgewood River		Riverside Heights
Wellswood		South Seminole
Old Seminole Heights		Lowry Park
Sulphur Springs		Apollo Beach
Ruskin		Riverview
Tampa Homeowners Association of Neighborhoods (THAN)		

### **TAMPA ELECTRIC COMPANY**

Tampa Electric Company (TEC) has been an active partner in the LMS process since 1998. TEC has not been a stranger to emergency preparedness, response and mitigation. For years, TEC has had in place storm plans for the energy production and delivery departments detailing steps to power restoration; have upgraded facilities in accordance with mitigation plans; and implemented emergency response plans in compliance with environmental regulations.

In 1999, there was a company movement to consolidate protocols for TEC and have an all hazards approach to emergency response. As a result, the Incident Command System (ICS) was adopted for the whole company and an emergency preparedness position was created in 2000.

Since then, the emergency preparedness function has expanded to a full emergency management (EM) group. An emergency management program has been developed and implemented; there is top-down commitment to business continuity; each TEC Officer has been ICS trained and participates in annual exercises; key employees have received ICS and emergency response hazard-specific training; departments have plans in place; plans are tested annually; vulnerability assessments are performed to determine mitigation needs; and mitigation is performed.

TEC understands that employees are the key to business continuity. The goal of the TEC EM Group is to assign a primary and alternate emergency assignment to each TEC employee. They are on our way to reaching their goal. There are

over 300 employees who have assignments. Employees are trained annually in their assigned emergency functions.

An intranet emergency management web application has been developed internally and implemented. The web application is used to manage assignments; provide important information for family preparedness; manage critical company documents, temporary employees and emergency service use during an emergency event.

As a part of their efforts to encourage preparedness and mitigation in the community, TEC has partnered with the County and the regional planning council to produce and distribute the Business Disaster Preparedness Kit through their commercial accounts and safety sections.

The company has come a long way in three years. They have been able to develop a strong emergency management program that allows them to decrease their vulnerability to different hazards thereby providing better service with minimal power disruption.

### **TAMPA BAY REGIONAL PLANNING COUNCIL**

The Tampa Bay Regional Planning Council (TBRPC) supports and participates in the county's mitigation initiatives and outreach programs through the following projects:

- Annual Hurricane Survival Guide (1 million copies produced and distributed in 8 counties in two languages)
- Annual update of emergency preparedness and mitigation information in the "Emergency Info" section in all local telephone directories
- Production, distribution and promotion of business preparedness through the Florida Business Disaster Survival Kit.
- Participation at Hurricane Expos, Home Shows, and town meetings
- Presentations at civic groups and conferences concerning mitigation and preparedness activities in the region
- Web site design for county and regional LMS efforts
- Demonstration Projects with partners through Project Impact:
  - Elevations projects (with IBHS and Hillsborough County)
  - Wind Retrofit of Child Care Center (with IBHS and PGT Glass, Inc.)
  - Wind retrofit of schools which served as public shelters (with Pasco and Pinellas Counties and Exeter, Inc. and Home Protection Services, Inc.)
  - Governor's Front Porch (retrofit of model block homes for (crime) safety, wind and energy)
  - Floodproofing demonstrations of commercial structures

- Construction of a mobile Hurricane Safety House with numerous partners including Home Depot, Roll-a-way and Sierra Construction.

## **IDENTIFICATION OF OTHER PRIVATE SECTOR INTERESTS AND METHODS FOR PRIVATE SECTOR INVOLVEMENT**

Hillsborough County has a varied and diverse economy that includes agriculture, tourism, land development, service and health care. Additionally, the county has become a dynamic center of operations for many international and national corporations. It is paramount that local business community leaders are made aware of, and are included in, the development and implementation of local hazard mitigation programs. These entities can be involved through various means, including meetings, workshops, and committees and through the timely dissemination of information.

The Local Mitigation Strategy Work Group enlisted the support of both public and private organizations within the Advisory Committee; however, additional private interest groups are required to fully implement local mitigation strategies. For example, within the City of Tampa, a registry of business associations is maintained and will be used to provide a sound coordinating structure.

Such business associations within the City of Tampa include:

The Downtown Partnership  
The Westshore Alliance  
The Tampa Chamber of Commerce  
The Channel District Council  
The Ybor City Chamber of Commerce, and  
The South Tampa Chamber of Commerce

There are also major commercial centers in the coastal area that can also be added to the list including, Old Hyde Park Village, Britton Plaza and the Westshore Plaza.

Finally, due to their regional economic impact, representatives from MacDill Air Force Base, the Tampa Port Authority and the Tampa International Airports are kept informed of proposed hazard mitigation efforts and invited to participate in helping to make the community more disaster resistant. These entities participate on a regional level at the Local Emergency Planning Committee (LEPC); however, they are partners in outreach initiatives.

Building partnerships within the community is an ongoing effort countywide. This section will be updated annually as part of the LMS maintenance.