

Accommodaton Statement

In accordance with the requirements of title II of the Americans with Disabilities Act of 1990 ("ADA"), Hillsborough County will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities. Persons with disabilities who need an accommodation for this document should email the [Hillsborough County ADA Officer](#) or call (813) 276- 8401; TTY: 7-1-1



Agenda Item Cover Sheet

Agenda Item N^o A-63

Meeting Date 12/17/2025

☒ Consent Section

☐ Regular Section

☐ Public Hearing

Subject: Approve the Local Mitigation Strategy (LMS) Annual Report to the Florida Division of Emergency Management per Rule 27P-22.004, Florida Administrative Code requirements.			
Department Name: Environmental Services			
Contact Person: Troy Salisbury (KM)		Contact Phone: 813-209-3073	
Sign-Off Approvals:			
George Cassady 12/5/2025		Kevin Moran 12/5/2025	
Assistant County Administrator Date		Department Director Date	
Kevin Brickey 12/5/2025		Vivian Arenas-Battles 12/5/2025	
Management and Budget – Date		County Attorney – Date	
Approved as to Financial Impact Accuracy		Approved as to Legal Sufficiency	
Tom Fesler 12/5/2025			
Deputy or Chief County Administrator Date			

Staff's Recommended Board Motion:

Approve correspondence to the Florida Division of Emergency Management (FDEM), including attachments, indicating that Hillsborough County has complied with the annual Local Mitigation Strategy reporting requirements of Rule 27P-22.004, Florida Administrative Code (FAC). This effort is completed to develop and promote mitigation strategies that will protect the health, safety, and property of the citizens of Hillsborough County. There are no anticipated costs with this agenda item.

Financial Impact Statement:

There is no financial impact associated with the agenda item.

Background:

Hillsborough County's Local Mitigation Strategy (LMS) is a plan that presents a unified strategy to build a disaster-resilient community. Rule 27P-22.004, FAC requires Hillsborough County to maintain a current LMS and a formal LMS Working Group. In this regard, Rule 27P-22.004, FAC requires the County to conduct and/or apprise the Florida Division of Emergency Management of the following activities on an annual basis: (a) a list of the officers and members of the LMS Working Group; (b) documentation that a written invitation has been issued to specified parties and entities within the preceding year to participate in the LMS Working Group; and (c) annual LMS updates which address, at a minimum, changes to the hazard assessment, project priority list, critical facilities list, repetitive-loss list, and revisions to any maps. The proposed correspondence and attachments fulfill the annual reporting requirements imposed upon Hillsborough County by Rule 27P-22.004, FAC. The LMS also includes the Hillsborough County Floodplain Management Plan (FMP). Annual updates for the Program for Public Information (PPI), are included as part of the LMS annual update.

List Attachments: 1. Transmittal Letter for Chairperson's Signature; 2. Annual Compliance Form 27P-22 with enclosures pursuant to F.A.C.; 3. PPI Update

ATTACHMENT 1

LMS Annual Report

Transmittal Letter with Signature Block

Transmittal Letter (Duplicate for Chairperson's Signature)



Hillsborough
County Florida

ENVIRONMENTAL SERVICES

PO Box 1110, Tampa, FL 33601-1110
813-209-3073

January 15, 2025

Ms. Laura Dhuwe, Chief of Mitigation
Florida Division of Emergency Management
Mitigation Planning Section
2555 Shumard Oak Boulevard
Tallahassee, Florida 32399-2100

RE: HILLSBOROUGH COUNTY LOCAL MITIGATION STRATEGY ANNUAL UPDATE AS REQUIRED BY 27P-22.004, FLORIDA ADMINISTRATIVE CODE AND COMPLIANCE REPORTING

Dear Ms. Dhuwe:

Under Rule 27P-22.004, Florida Administrative Code, the Board of County Commissioners approved the transmittal of the Local Mitigation Strategy (LMS) membership list to the Florida Division of Emergency Management on December 17, 2025. The Chair and Vice-Chair positions of the LMS Working Group (WG) are identified on the list and were elected by popular vote of the LMS WG members.

The Countywide Emergency Action Group (EAG), a vital component of the LMS WG, serves as an information-sharing platform. It includes representation from the County, cities of Plant City, Tampa, and Temple Terrace, state agencies, private service providers, and community non-profit organizations.

For the calendar year 2025, the LMS WG met six times, whereby meeting notes were recorded and logged. The EAG met four times during the year, and the staff was able to provide LMS program updates. During this past period, the enclosed list of members remained active participants of the LMS WG. An announcement for participation and an appreciation letter for each LMS WG member were sent, which sustained the current group's makeup. All members were notified of meetings via email, and all meetings were noticed on the Hillsborough County calendar and the Hazard Mitigation webpage of the Hillsborough County site.

Per the state requirements, information must be submitted and contained herein annually if plan modifications are made or new data exists. In addition, compliance with the Florida Administrative Code was summarized in the enclosures contained within this transmittal and forwarded to the Florida Division of Emergency Management (FDEM) to accompany Hillsborough County's submittal. The FDEM and FEMA approved the County's last five-year update, which the Board of County Commissioners adopted.

Hillsborough County is proud of its progress in collaboration with the State and participation in disaster-mitigation activities. This process provides a forum for citizens to review potential risks to our community and works to build a more resilient community to disasters. We are motivated by our positive impact and look forward to continuing this critical work.

**BOARD OF COUNTY
COMMISSIONERS**

Chris Boles
Donna Cameron Cepeda
Harry Cohen
Ken Hagan
Christine Miller
Gwendolyn "Gwen" Myers
Joshua Wostal

COUNTY ADMINISTRATOR

Bonnie M. Wise

COUNTY ATTORNEY

Christine M. Beck

COUNTY INTERNAL AUDITOR

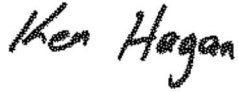
Vacant

ASSISTANT COUNTY ADMINISTRATOR

George Cassady

If you need further information regarding our program, please contact Troy Salisbury, Hazard Mitigation Manager of the County's Hazard Mitigation Program, Environmental Services Division.

Sincerely,



Commissioner Ken Hagan, Chair
Board of County Commissioners

Enclosures: Annual Compliance Form 27P-22 with enclosures according to F.A.C.

cc: Board of County Commissioners
Bonnie Wise, County Administrator
Kevin Moran, Department Director, Environmental Management
Tim Dudley, Director, Office of Emergency Management
Jose DeJesus, Chair, LMS WG
Lauren Storch, Vice Chair, LMS WG

BOCC Staff	Approval	Date
Dept. Fiscal	<i>Mark Hobbs</i>	12/03/2025
Dept. Director	<i>Kevin S. Moran</i>	12/03/2025
Procurement Services	N/A	
County Attorney: Approved as to Form and Legal Sufficiency	<i>Vivian Arenas-Battles</i>	12/2/25

BOARD OF COUNTY COMMISSIONERS
HILLSBOROUGH COUNTY FLORIDA
DOCUMENT NO. 25-1334



**Hillsborough
County** Florida

ENVIRONMENTAL SERVICES

PO Box 1110, Tampa, FL 33601-1110
813-209-3073

January 15, 2025

Ms. Laura Dhuwe, Chief of Mitigation
Florida Division of Emergency Management
Mitigation Planning Section
2555 Shumard Oak Boulevard
Tallahassee, Florida 32399-2100

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HCFL.GOV

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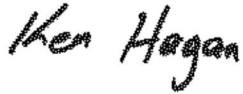
Vacant

ASSISTANT COUNTY ADMINISTRATOR

George Cassady

If you need further information regarding our program, please contact Troy Salisbury, Hazard Mitigation Manager of the County's Hazard Mitigation Program, Environmental Services Division.

Sincerely,



Commissioner Ken Hagan, Chair
Board of County Commissioners

Enclosures: Annual Compliance Form 27P-22 with enclosures according to F.A.C.

cc: Board of County Commissioners
Bonnie Wise, County Administrator
Kevin Moran, Department Director, Environmental Management
Tim Dudley, Director, Office of Emergency Management
Jose DeJesus, Chair, LMS WG
Lauren Storch, Vice Chair, LMS WG

BOARD OF COUNTY COMMISSIONERS
HILLSBOROUGH COUNTY FLORIDA
DOCUMENT NO. 25-1334

ATTACHMENT 2

LMS Annual Report

Annual Compliance Form 27P-22.004 with enclosures pursuant to F.A.C.



Florida Administrative Code 27P-22.004

Annual Compliance Form

This form is due by the last working weekday of January 2026 (Friday, January 30, 2026). Please email the completed form to MitigationPlanning@em.myflorida.com. Contact your liaison (listed below) with any questions. Thank you in advance for your cooperation.

Regions 1, 2, and 4	Regions 3, 5, and 8
Sarah Raike Sarah.Raike@em.myflorida.com 448-248-5225	Evan Jenkins Evan.Jenkins@em.myflorida.com 850-443-4280
Regions 6, 7, 9, and 10	Mitigation Planning Manager
Yasmien Farsakh Yasmien.Farsakh@em.myflorida.com 448-248-7795	Mitchell Budihas Mitchell.Budihas@em.myflorida.com 850-524-4195

Reference: FAC 27P-22.004(4)(a)

County	Hillsborough County	
Chair	NAME: Jose De Jesus	TITLE: Director of Engineering
	JURISDICTION: Port Tampa Bay	
	ADDRESS: 1101 Channelside Drive, Tampa, FL 33602	
	PHONE (O): (813) 613-6434	PHONE (C): N/A
	EMAIL: jdejesus@tampaport.com	
Vice Chair (if applicable)	NAME: Lauren Storch	TITLE: Strategic Funding & Legislative Manager
	JURISDICTION: Hillsborough County	
	ADDRESS: 925 E. Twiggs Street, Tampa, FL 33602	
	PHONE (O): (813) 493-6780	PHONE (C): N/A
	EMAIL: storchla@hcfl.gov	
LMS Coordinator (if applicable)	NAME: Monica Martin	TITLE: Hazard Mitigation and LMS Coordinator
	JURISDICTION: Hillsborough County	
	ADDRESS: 925 E. Twiggs Street, Tampa, FL 33602	
	PHONE (O): (813) 272-5977 x 43039	PHONE (C): N/A
	EMAIL: martinmo@hcfl.gov	
County Floodplain Administrator	NAME: Kyle Dollman	TITLE: Floodplain Engineering Manager
	JURISDICTION: Hillsborough County	
	ADDRESS: 601 E. Kennedy Blvd, Tampa, FL 33602	
	PHONE (O): (813) 599-2509	PHONE (C): N/A
	EMAIL: dollmank@hcfl.gov	



Was your county's LMS Plan submitted to the State for review within the last 6 months? YES ☒ NO ☐

If no, please complete the entire form.

If yes, your 27P-22.004 annual compliance form is complete!

Requirement Checklist	Comments
LMS Working Group (LMSWG) Contact List Submit the LMSWG list, including contact information, title, agency, and jurisdiction. <i>Reference: FAC 27P-22.004(4)(a)</i>	Attached
LMSWG Participation Invites Provide documentation showing that the county has issued a written invitation to each municipality to participate in the LMSWG, within the preceding year. <i>FAC 27P-22.004(4)(3)</i>	Attached
Prioritized Project List (PPL) Include project list in order of priority, identifying the agency/department responsible for the projects, estimated costs, potential funding sources, and expected timeframes for completion. <i>FAC 27P-22.004(4)(e)(2), FAC 27P-22.005(7)</i>	Attached (<i>in excel</i>) <i>You can gather cost estimates from the MIT Map.</i>
If yes, have there been any changes since the plan was submitted? YES ☐ NO ☐ N/A	
Hazard Analysis Change Are there any new or removed hazards? <i>FAC 27P-22.004(4)(e)(1)</i>	YES ☐ NO ☐ (<i>If yes, attach the updated sections</i>)
Critical Facilities List Have there been any changes to the critical facilities list within the past year? <i>FAC 27P-22.004(4)(e)(3)</i>	YES ☐ NO ☐ (<i>If yes, attach the updated list</i>)
Repetitive Loss Properties List Have there been any additions or removals to the repetitive loss properties in any of the jurisdictions within the past year? <i>FAC 27P-22.004(4)(e)(4)</i>	YES ☐ NO ☐ (<i>If yes, attach the updated aggregate list</i>)
Revisions to Maps Were there any changes to maps included in the LMS within the preceding year? <i>FAC 27P-22.004(4)(e)(5)</i>	YES ☐ NO ☐ (<i>If yes, attach the updated map(s)</i>)

HC LMS WG - Membership Roster (2025)								
LMS Position	First Name	Last Name	Jurisdiction	Representing (Organization, Agency, etc.)	Department/Division	Title	Telephone Number	E-Mail Address
Member	Eric	Ruiz Garcia	Hillsborough	Advent Health	Emergency Management	Coordinator	813-615-7193	eric.ruizgarcia@adventhealth.com
Member	John	Crouch	Hillsborough	Advent Health	Engineering	Administrative Director	813-415-7015	john.crouch@adventhealth.com
Member	Brian	Cook	Hillsborough	Applied Sciences Consulting, Inc	Urban Design and Resilience	Director	813-228-0900	bcCook@appliedfl.com
Member	Frank	Coughenour	Plant City	City - Plant City	Engineering	Senior Engineer	813-659-4200 x 4154	fcoughenour@plantcitygov.com
Member	Robin	Bailey	Plant City	City - Plant City	Engineering	Project Manager	813-659-4200 x4189	rbailey@plantcitygov.com
Member	Adriana	Colina	Tampa	City - Tampa	Logistics & Asset Management	Director	813-348-1150	adriana.colina@tampagov.net
Member	Ben	Allushuski	Tampa	City - Tampa	Stormwater Engineering	Senior Engineer	813-274-3257	ben.allushuski@tampagov.net
Member	Hillary	Paul	Tampa	City - Tampa	Revenue and Finance	Grants Program Analyst II	813-274-8572	hillary.paul@tampagov.net
Member	John	Antapasis	Tampa	City - Tampa	Fire Rescue	Emergency Management Director	813-274-8088	john.antapasis@tampagov.net
Member	Kayla	Caselli	Tampa	City - Tampa	Sustainability and Resilience	Officer	813-274-3369	kayla.caselli@tampagov.net
Member	Ken	Farrell	Tampa	City - Tampa	Revenue and Finance	Budget Supervisor	813-274-8151	ken.farrell@tampagov.net
Member	Robert	Parris	Tampa	City - Tampa	Fire Rescue	Lead Emergency Planner	813-422-0917	robert.parris@tampagov.net
Member	Everett	Meyer	Temple Terrace	City - Temple Terrace	Engineering	GIS Specialist	813-506-6566	emeyer@templeterrace.gov
Member	Michelle	Jenkins	Hillsborough	EPC	Air Management	Senior Environmental Scientist	813-627-2600 x 1271	jenkinsm@epchc.org
Member	Ali	Howerton	Hillsborough	Hillsborough County - Unincorporated	Environmental Services	Resilience Program Manager	813-663-3269	howertona@hcfl.gov
Member	Bill	Twaite	Hillsborough	Hillsborough County - Unincorporated	Engineering and Operations	Contracts Manager	813-276-8245	twaitew@hcfl.gov
Member	Christina	Hummel	Hillsborough	Hillsborough County - Unincorporated	Engineering and Operations	Project Manager/CRS Coordinator	813-307-1800	hummel@hcfl.gov
Member	Colleen	Marshall	Hillsborough	Hillsborough County - Unincorporated	Development Services	Executive Planner	813-272-5828	marshallc@hcfl.gov
Member	Dianne	Good	Hillsborough	Hillsborough County - Unincorporated	Fire Rescue - Emergency Management	Mitigation Coordinator	813-272-6681	goodd@hcfl.gov
Member	Eric	Lindstrom	Hillsborough	Hillsborough County - Unincorporated	Economic Development	Competitive Sites Manager	813-276-2747	lindstrom@hcfl.gov
Member	Joe	Walsh	Hillsborough	Hillsborough County - Unincorporated	Soil & Water Conservation	Executive Director	813-964-2753	walshjo@hcfl.gov
Member	Jonah	Katz	Hillsborough	Hillsborough County - Unincorporated	Community and Infrastructure Planning	Principal Planner	813-914-4501	katzj@hcfl.gov
Member	Kevin	Moran	Hillsborough	Hillsborough County - Unincorporated	Environmental Services	Division Director	813-209-3073	morank@hcfl.gov
Floodplain Administrator	Kyle	Dollman	Hillsborough	Hillsborough County - Unincorporated	Engineering and Operations	Floodplain Engineering Manager	813-599-2509	dollmank@hcfl.gov
Co-Chair	Lauren	Storch	Hillsborough	Hillsborough County - Unincorporated	Water Resources - Grants Program	Strategic Funding & Legislative Manager	813-964-2715	storchla@hcfl.gov
Coordinator	Monica	Martin	Hillsborough	Hillsborough County - Unincorporated	Environmental Services	Hazard Mitigation and LMS Coordinator	813-272-5977 x 43039	martinmo@hcfl.gov
Member	Rachel	French	Hillsborough	Hillsborough County - Unincorporated	Government Relations & Strategic Services	Strategic Program Manager	813-675-3469	frenchr@hcfl.gov
Member	Ross	Dickerson	Hillsborough	Hillsborough County - Unincorporated	Conservation & Environmental Lands Management	Division Manager	813-672-7876	dickersonr@hcfl.gov
Member	Samuel	Weekley	Hillsborough	Hillsborough County - Unincorporated	Affordable Housing	Land Resource Manager	813-274-6698	weekleys@hcfl.gov
Member	Simon	Bollin	Hillsborough	Hillsborough County - Unincorporated	Cooperative Extension	Agricultural Industry Development Manager	813-744-5519	bollins@hcfl.gov
Member	Stephen	Gran	Hillsborough	Hillsborough County - Unincorporated	Cooperative Extension	Director	813-744-5519	grans@hcfl.gov
Hazard Mitigation and Resiliency Manager	Troy	Salisbury	Hillsborough	Hillsborough County - Unincorporated	Environmental Services	Hazard Mitigation and Resiliency Manager	813-272-5977 x 43017	salisburyt@hcfl.gov
Member	Diego	Guerra	Hillsborough	Hillsborough County Planning Commission	Environmental Planning	Senior Planner	813-537-2326	guerrad@plancom.org
Member	Zahra	Andalib	Hillsborough	National Flood Experts	Engineering	Director	1-800-561-0396	zahra@nationalfloodexperts.com
Chair	Jose	De Jesus	Tampa	Port Tampa Bay	Engineering	Director	813-613-6434	jdejesus@tampaport.com
Member	Diana	Ramirez	Hillsborough	Public Citizen	N/A	Resident	954-593-8292	dianaf.ramirez@gmail.com
Member	Angie	Leslie	Hillsborough	TECO	Emergency Management and Business Continuity	Project Manager	813-228-4459	asleslie@tecoenergy.com
Member	Brandon	Rodriguez	Hillsborough	TECO	Emergency Management and Business Continuity	Coordinator	305-297-8792	brodriguez4@tecoenergy.com
Member	Roger	Singh	Hillsborough	TVM.Bio	Sandbag Rentals	CEO	844-488-6246 x 700	roger@tvm.bio
Member	Garry	Lisiewski	Hillsborough	UASI/TPD	Homeland Security Grants	Supervisor	813-276-3541	garry.lisiewski@tampagov.net
Member	Clarissa	Grant	Hillsborough	University of South Florida	Emergency Management	Coordinator	813-974-9662	cgrant1@usf.edu
Member	Daniel	Gessman	Hillsborough	University of South Florida	Facilities Information Services	GIS Program Manager	813-974-3036	dgessman@usf.edu
Member	Sean	Sauer	Hillsborough	University of South Florida	Emergency Management	Coordinator	813-974-1484	seansauer@usf.edu
Member	Ashley	Tharp	Hillsborough	Wright Flood	Corporate Training	Manager	1-800-820-3242 x 5510	ashley.tharp@weareflood.com
Member	Catherine	Hayes	Hillsborough	WSP	Grants Development & Management	Lead Consultant	813-908-4231	catherine.hayes@wsp.com

HC LMS WG - Attendance for Each Municipality (2025)								
First Name	Last Name	Representing (Organization, Agency, etc.)	1/9/2025	3/26/2025	5/8/2025	7/10/2025	8/7/2025	11/6/2025
Frank	Coughenour	City - Plant City	P	P	P	P	A	P
Robin	Bailey	City - Plant City	N/A	N/A	N/A	N/A	N/A	A
Adriana	Colina	City - Tampa	N/A	N/A	N/A	N/A	N/A	A
Ben	Allushuski	City - Tampa	P	P	P	P	P	P
Hillary	Paul	City - Tampa	A	P	P	P	P	P
John	Antapasis	City - Tampa	P	P	P	E	A	E
Kayla	Caselli	City - Tampa	P	P	A	P	A	E
Ken	Farrell	City - Tampa	P	P	P	A	A	A
Robert	Parris	City - Tampa	P	A	P	P	A	P
Everett	Meyer	City - Temple Terrace	P	E	A	A	P	A
Ali	Howerton	Hillsborough County - Unincorporated	P	P	P	P	P	P
Bill	Twaite	Hillsborough County - Unincorporated	P	P	P	A	P	P
Christina	Hummel	Hillsborough County - Unincorporated	P	A	P	P	P	P
Colleen	Marshall	Hillsborough County - Unincorporated	A	A	P	A	P	P
Dianne	Good	Hillsborough County - Unincorporated	P	P	P	P	P	P
Eric	Lindstrom	Hillsborough County - Unincorporated	P	P	P	P	A	P
Joe	Walsh	Hillsborough County - Unincorporated	P	A	P	A	A	A
Jonah	Katz	Hillsborough County - Unincorporated	P	P	P	P	A	P
Kevin	Moran	Hillsborough County - Unincorporated	P	P	P	P	P	A
Kyle	Dollman	Hillsborough County - Unincorporated	P	P	P	P	P	A
Lauren	Storch	Hillsborough County - Unincorporated	P	P	E	P	P	P
Monica	Martin	Hillsborough County - Unincorporated	P	P	P	P	P	P
Rachel	French	Hillsborough County - Unincorporated	N/A	N/A	N/A	N/A	N/A	P
Ross	Dickerson	Hillsborough County - Unincorporated	P	A	P	P	A	E
Samuel	Weekley	Hillsborough County - Unincorporated	A	A	A	A	A	P
Simon	Bollin	Hillsborough County - Unincorporated	N/A	N/A	A	A	A	P
Stephen	Gran	Hillsborough County - Unincorporated	N/A	N/A	P	A	A	A
Troy	Salisbury	Hillsborough County - Unincorporated	P	A	P	P	P	P

LEGEND
Present
Excused
Absent
Not Applicable

ATTACHMENT 3

LMS Annual Report

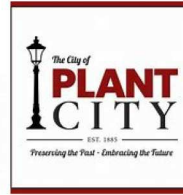
Program for Public Information (PPI) Update



**Hillsborough
County Florida**



*City of
Tampa*
Florida



HILLSBOROUGH COUNTY MULTI-JURISDICTIONAL PROGRAM FOR PUBLIC INFORMATION (PPI) ANNUAL REPORT 2025

Introduction and Planning Committee

This annual report presents the ongoing status of Hillsborough County's Program for Public Information (PPI), which includes the flood insurance. This program is the floodplain management outreach arm of the countywide Local Mitigation Strategy (LMS). The PPI includes all unincorporated areas of Hillsborough County as well as 3 of its partner municipalities. Participating municipalities are listed below.

- Unincorporated Hillsborough County
- City of Tampa
- City of Plant City
- City of Temple Terrace

Staff and stakeholders from these jurisdictions comprise the Hillsborough County Community Rating System and Public Information Working Group (CRSPIWG), which serves as the CRS/PPI committee. The CRSPIWG Core Members and additional support members were updated to reflect personnel changes.

Table 1: CRSPIWG Membership (2024)

	Staff/ Stakeholder	Name	Affiliation/Position *required
Hillsborough County	Staff	Christina Hummel	CRS Coordinator/ Project Manager*
	Staff	Kyle Dollman	Floodplain Administrator *
	Staff	Eddie Burch/ Trey Chapman	Community Relations Coordinator - Public Works
	Stakeholder	Ashley Tharp	Wright Flood/Training Manager*
	Stakeholder	Dawn Forrest	Wright Flood
	Stakeholder	Angie Leslie	TECO/Emergency Management Mgr.
	Stakeholder	Meghan Blancher	TBRPC
	Stakeholder	Elizabeth Dunn	USF
Plant City	Staff	Robert Wassum	City Engineer/FPA
	Stakeholder	Camryn Henry	Resident
	Stakeholder	Dawn Hyatt	Executive Director Main Street PC
	Stakeholder	Maxine Moore	Resident
Temple Terrace	Staff	Dallas Foss	Certified Building Official
	Staff	Candance Willoughby	Permit Technician
	Stakeholder		
	Stakeholder	Robert Langrell	Wright Flood
City of Tampa	Staff	Ben Allushuski	Stormwater Engineering/CRS Coordinator
	Staff	David Herrera	Digital Content Creator, Marketing & Communications
	Stakeholder	Kyysta Johnes	Tampa General Hospital/Emer. Mgr.
	Stakeholder	Eric Cardenas	University of Tampa, Director of Public Information and Publications

Assessment of Public Information Needs and Target Audiences

The PPI continues to be implemented for Hillsborough County and its three participating communities. The committee members met three times in 2025 to evaluate the outreach initiatives and update the plan report, as well as provide input on the LMS. The LMS was updated in 2025 and readopted in July of 2025. The PPI was also updated and readopted in July of 2025. Table 2 provides a summary of each of the CRSPPIWG meetings.

Table 2: PPI Meeting Summaries (2025)

Date	Summary
Jan 15, 2025	After introductions were made, the minutes from the last meeting were approved. Ms. Hummel told everyone that the annual reports were presented to the BOCC on January 15, 2025, and accepted. Ms. Hummel explained that the current LMS expires in July and the county is putting the final touches on the update. The Draft LMS will be sent to the state in the next few weeks for comments. There was a discussion about the 50% rule and ICC. Mr Allushuski presented the facts from the city of Tampa. The city has had about 20 to 25 inquiries about ICC. They are handled by substantial damage review. Most people called about the 50% rule and how the value of the house is determined. He did not know the exact number of people that might be considered substantially damaged. Mr Dollman explained how the process is handled in the County. All the ICC inquiries and 50% rule questions are answered through permitting when people apply for a permit. There are about 3700 structures with damage, but the extent will be determined when the applicant applies for a permit. The county did send out letters to everyone in the floodplain no matter if they got damaged. Ms. Hummel mentioned that in conjunction with the LMS adoption the PPI document will also be updated and readopted with the LMS document. Ms. Dunn stated that USF is doing a lot of training for the SERT group, and she is also working with other minority groups to get them prepared for the hurricane season. Ms. Dunn mentioned some of her training classes cover a few days of training for certain groups in the county (seniors, minority groups). Mr. Burch mentioned that the county is doing a study with a consultant that is looking at the flooding issues from the last hurricane season and they will have some public meetings where we could add some more outreach as well. Ms. Dunn mentioned that USF is doing another evacuation study which should be done next year.
May 15, 2025	After introductions, minutes were approved. Ms. Hummel stated the LMS draft was sent to FDEM and comments have been received that will be worked on in the next few weeks. The 510 CRS crosswalk along with the LMS document was sent to ISO for review and future points. Ms. Hummel went through the updated PPI document and explained every updated table and paragraph. New numbers were taken from the updated LMS document. The outreach table was updated and each city commented on their activities. Ms. Tharp comments on citizen insurance and that within the next two years everyone that has citizens insurance will also have to have flood insurance. The meeting was adjourned at 2:10 pm.

Dec 5, 2025	After welcoming everyone and dealing with technical problems the meeting started. Roger Singh introduced himself. Ms. Hummel discussed the annual report and said that the report will be going to the BOCC in December and to FDEM in January along with the LMS annual report. It will be available for everyone for the May certification if needed. The New updated LMS was adopted by the BOCC and is valid til July 2030 along with the PPI Document. As the annual report cannot be presented during the meeting, it will be sent out right after the meeting for email approval by the group. The annual report for the PPI updated the attendance and insurance number as well as proving a log of the annual outreach that was performed by the municipalities. Ms. Hummel mentioned that starting in January and February, new outreach events will be planned and attended. The county is also working on getting more information to the realtors and working on more outreach for homeowners and the information about getting flood insurance. Future meetings are planned for March 5, May 14 or 21 and Nov 19 in 2026. The meeting was adjourned at 2 pm.
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During the meetings, the committee reviewed the types of flooding across the County and how each is being addressed through outreach and mitigation. The priority audiences and messages were also discussed and revised to better reflect new opportunities for reaching audiences and educating them about flood risks. There were discussions for next year to have some more messaging about flooding events and the impacts on some areas without it being a hurricane as well as getting prepared for properties in zone X.

Target Audience

The below table reflects the current Target audiences. None have been added since last year.

Table 3: Target Audiences for PPI (2025)

Audience(s)		Description
1	Home and Business Owners in Repetitive-Loss Areas	This audience should understand their surroundings and the likelihood of flood from multiple sources; insurance and mitigation are strongly recommended.
2	Residents in High Flood Risk Zones	This audience should understand their surroundings and the likelihood of flood from multiple sources; insurance and mitigation are strongly recommended.
3	Home/Building Inspectors	These professionals are in contact with many current residents and business owners and need to be informed about flood-related topics. Residents need home inspectors to be knowledgeable on flood protection and flood-resilient homes and what mitigation solutions are available for residential and non-residential structures.
4	Real Estate Professionals	These professionals are in contact with many current and potential residents and business owners and need to be informed about flood-related topics. They are in an ideal position to educate their colleagues and clients and to disclose flood-risk and insurance information to potential buyers or renters.
5	Builders	This audience should be kept apprised of floodplain regulations and available Hillsborough County Services. They are also in the position to communicate information about building with flood risk in mind to their clients.
6	Landscapers	Landscapers should be educated about impacts to water quality if materials go down the drain.
7	People Buying Flood Insurance	This audience must understand their risk to purchase the correct policy for their home/business. Residents in high- and even medium/low-risk areas should be aware that their properties may flood and having the right level of flood insurance is important.
8	Condominium/ Homeowner Associations	This group must understand the community's flood risk. They must communicate with residents about the risks versus the organization's responsibility when flooding occurs in the area.
9	Large Companies	Businesses should be aware of flood hazards, flood insurance, and ways they can protect themselves from flooding.
10	Residents in Medium- to Low-Risk Zones	This audience should understand their surroundings and that although not in a high-risk zone, they are still in a zone that can flood.
11	People Buying Houses	Individuals purchasing or renting property should be made aware of their flood risk and insurance options, requirements, and recommendations.
12	Insurance Agents	These professionals must understand what flood risk is because they are selling insurance policies. They need to ensure that each customer obtains the right level of insurance for their home depending on their risk level for flooding.
13	Schools/ Universities	Flood-risk lessons should be incorporated into the curriculum. Students will likely take the message home to parents.
14	Tampa International Airport	Many tourists come to the County during hurricane season. They need to understand the flood risk and be knowledgeable about what to do if an emergency, like a hurricane, occurs during their visit and how they can make a plan.

Insurance Update

The total number of insurance policies across the county was 68,695 policies in November of 2025 which shows a small increase in policies versus 2024 with a total number count of 68,350.

Table 4 below lists the policies as of October 2025 for all jurisdictions.

Table 4: Enforced Insurance Policies within Hillsborough Couty (2025)

2025

Community	Policies in Force
HC Unincorporated	38,590
City of Tampa	28,821
City of Temple Terrace	392
City of Plant City	892

68,695

Appendix A shows outreach for each municipality.

There are other outreach events that are not specifically listed (ex: flood sign and drainage makers).

APPENDIX A

[illegible]

TAMPA

Municipality	Outreach Activity	Description of outreach	Target audience	Target messages	Population	Dates
Tampa	Annual RL outreach	Letters to RL homeowners	Home Owners in SFHA RL areas	Insure your property, know your flood zone, hurricane/flood preparedness, permanent flood protection measures	Home Owners in SFHA RL areas	Annually prior to rainy season
Tampa	Annual Flood protection Brochure	Annual Flood protection Brochure inserts in utility bills	Citywide	Property protection, safety, know your flood zone, hurricane/flood preparedness, insure your property, elevation requirements	Citizens	Annually prior to rainy season
Tampa	Ecofest	Booth with info	Ecofest participants	Property protection, safety, know your flood zone, hurricane/flood preparedness, insure your property, elevation requirements, pollution prevention	Interested citizens	4/26/2025
Tampa	Flood Protection Brochures	Dropped of at 3 libraries	Citywide	Property protection, safety, know your flood zone, hurricane/flood preparedness, insure your property, elevation requirements	Library patrons	Annually prior to rainy season
Tampa	Emergency management Community meetings	Presentation to HOAs and assisted living facilities on flood preparedness	HOAs and assisted living facilities	Hurricane/flood preparedness, safety	Citizens	Various throughout the year
Tampa	EPC Clean Air Fair	Booth with info	Air Fair participants	Hurricane Prep, flooding, Insurance, safety	Employees and citizens in downtown Tampa	5/1/2025
Tampa	Stormwater Stewardship Month Celebration	Booth with info	Event participants	Property protection, safety, know your flood zone, hurricane/flood preparedness, insure your property, elevation requirements, pollution prevention	Interested citizens	5/7/2025

PLANT CITY

Municipality	Outreach Activity	Description of outreach	Target audience	Target messages	Population	Dates
Plant City	Annual SFHA outreach	Letter to homeowners in SFHA	Home Owners in SFHA areas	Insure your property, know your flood zone, hurricane/flood preparedness, pet preparedness	Home Owners in SFHA areas	Annually prior to rainy season April 2025
Plant City	Annual Flood protection Message	Annual Flood protection Message insert in utility bills	Citywide	Property protection, safety, know your flood zone, hurricane/flood preparedness, insure your property, elevation requirements	Citizens	Annually prior to rainy season (June 2025)
Plant City	Main Street Fair	Booth with info	Fair Participants	Property protection, safety, know your flood zone, hurricane/flood preparedness, insure your property, elevation requirements, pollution prevention	Interested citizens	28-Feb
Plant City	Flood Protection Letters	Dropped of at the library, fire station; city hall offices	Citywide	Property protection, safety, know your flood zone, hurricane/flood preparedness, insure your property, elevation requirements	Library and city hall patrons	Annually prior to rainy season, continuous through the year
Plant City	Emergency management Community meetings	Presentation to HOAs on flood preparedness	HOAs	Hurricane/flood preparedness, safety	Citizens	Various throughout the year
Plant City	EPC Clean Air Fair	Booth with info	Air Fair participants	Hurricane Prep, flooding, Insurance, safety	Employees and citizens in downtown Tampa	5/1/2025
Plant City	Letters send to homeowner associations	Sent via email to HOAs	HOAs and home owners	Property protection, safety, know your flood zone, hurricane/flood preparedness, insure your property, elevation requirements, pollution prevention	Home Owners in SFHA areas	Spring 2025
Plant City	distribute flood letter to businesses downtown	distributed during Main street event	dt businesses	Property protection, safety, know your flood zone, hurricane/flood preparedness, insure your property, elevation requirements, pollution prevention	businesses	28-Feb-25