



Final Community Awareness Plan

Cocoa Beach Vulnerability Assessment

January 8, 2025



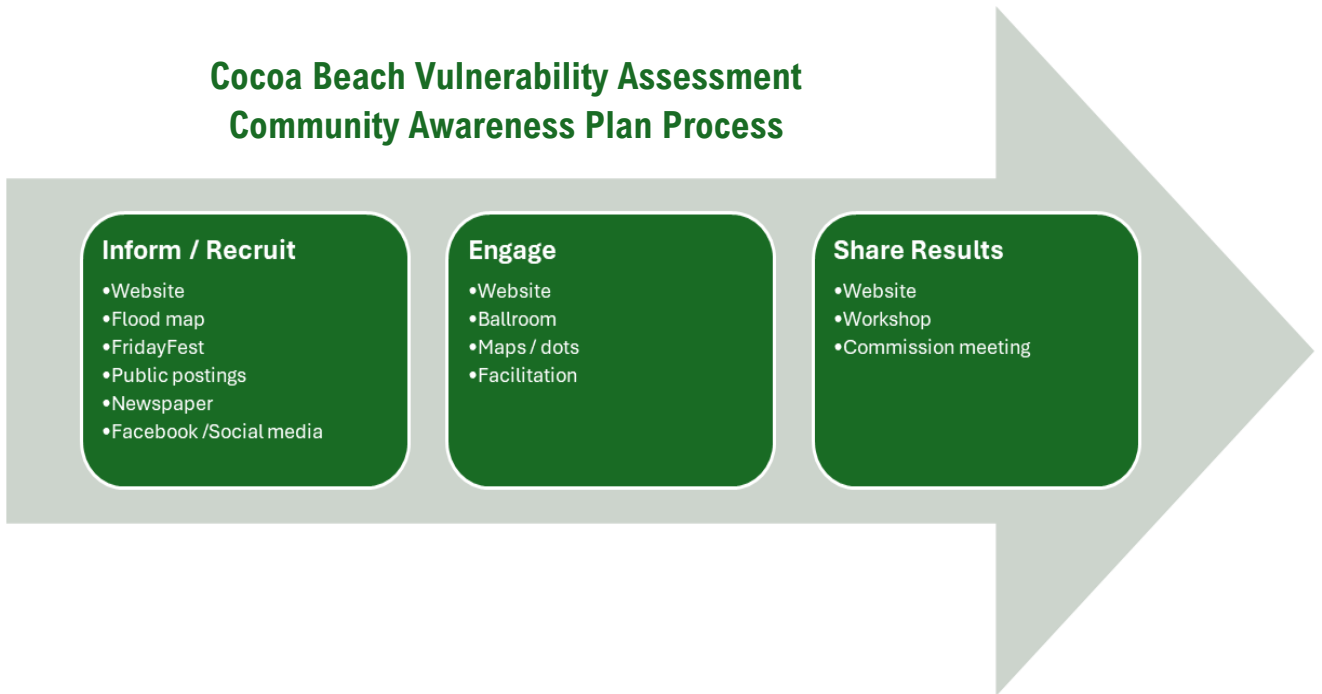
Purpose

The executed scope of work between Geosyntec Consultants (Geosyntec) and the City of Cocoa Beach (City) to conduct a Florida Department of Environmental Protection (FDEP)-compliant vulnerability assessment (VA), includes robust public outreach activities. These activities include two public outreach meetings, two City Commission presentations (City advised on 12/3/24 that these will be workshop format), and a public presentation at the conclusion of the VA planning process.

A draft Community Awareness Plan was provided to the City on December 6 that included a number of different strategies for community awareness and engagement. The draft plan was discussed further at a meeting on December 19 to clarify which of the proposed strategies best accommodated the city’s goals. This updated Community Awareness Plan focuses on the public engagement goals finalized during the planning meeting with updated objectives and tasks and a timeline for action items and peer review.

This Final Community Awareness Plan outlines strategies to inform and engage the public during the VA process. The overall plan informs residents of the VA, recruits residents to participate, engages residents at a workshop, and shares the results of the VA.

Cocoa Beach Vulnerability Assessment Community Awareness Plan Process



The strategies, goals and objectives on the following pages provide more details and include draft messaging and images for the City’s consideration. Also included is a timeline with action items that must be executed for timely completion.



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Strategies

I: Inform and Recruit City Residents

The goal of the Community Awareness Campaign is to inform City residents about the project and recruit them to participate in one or more engagement activities. The campaign will target City residents through a variety of placements, including digital information for the city’s website and social media channels as well as printed materials to share at community events or public buildings

Implement a Public Awareness Campaign	
Goal: Raise awareness about the VA process and adaptation planning. All members of the public will be addressed, including youth and adult audiences.	
A	City Website VA Landing Page: Create a project-specific landing page on the City website with details on the VA and the intended outcome, including why it is important for the community. The landing page will be updated as needed to provide project progress and “how to get involved” information such as dates of upcoming public meetings.
B	Social Media Campaign: A social media campaign of 6-8 digital infographics will highlight key information relevant to the VA process and involvement opportunities. This channel of communication will facilitate meeting participation. A specific schedule for content will be provided to the City in advance of the public meetings to post on their social media platforms such as Facebook, CBNN, Linked-In, etc.
C	Printed Media: Collateral materials will be developed with details on the VA and the intended outcome, including why it is important for the community. A project fact sheet will be developed early in the process to launch the project. One or two additional pieces may be developed to summarize findings and priorities at the conclusion of the project. Printed materials can be distributed at local businesses, public venues (ie. the library, city hall) and distributed at City events. The team will provide the materials in PDF format for the City to print in desired quantities.
D	Tabling Events: Applied Ecology will distribute printed media at a community event (four hours maximum) to inform the public of the VA and recruit participants in the workshop tentatively scheduled for March 2025 and February 2026.



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Consistent messaging and design elements create a seamless campaign that is recognizable and compelling to residents. The messaging to raise awareness, inform residents, and recruit participants for the public workshop will focus on the purpose of the Vulnerability Assessment and why it is important.

Examples of language for messaging that raises awareness include:

- Preparing for future climate changes
- Planning projects to reduce flooding
- Adapting to weather changes
- Keeping stormwater off the streets
- Preventing flooding from sea level rise

Images to entice and hold the attention of residents may include such things as storm clouds, flooded streets, city employees at work, or flooding solutions, similar to the images below:





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In addition to informing the public about the City's important assessment and planning efforts, the Community Awareness Campaign is designed to recruit residents to participate in the VA process through an on-line data collection effort or at a conveniently located public workshop.

Examples of recruitment language include messages like:

- Get involved in planning your city's future
- Help guide adaptation planning for sea level rise
- Participate in local planning for future climate scenarios
- Participate in a facilitated process to identify areas of current and potential future flooding
- Make a difference in your community
- When it rains, where does the city flood?

Images to encourage residents to participate in the VA may include images like those below:





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II. Engage City Residents

One of the major goals of the awareness campaign is to recruit residents to participate in the VA process. The proposed Community Awareness Plan provides two opportunities for facilitating resident input to the VA plan. One is a web-based flood mapping tool described in subsection (a) and the other an in-person, facilitated public workshop described in subsection (b). The purpose is to provide an avenue for residents to meaningfully contribute to the process by depicting locations in the city where they perceive flooding to be an issue. The flood locations may coincide with problem areas already identified by the City, or new flooding issues may emerge of interest to the City as a result of the exercise.

(a) Flood Mapping Survey Tool

A Draft GIS-based Flood Mapping Survey Tool was developed by AEI to collect information from city residents about where flooding is occurring within the city. The collected data may be used to prioritize areas for flood abatement projects, to identify areas previously not recognized as an issue, to verify suspected flood-prone areas, and to understand the extent of flooding impacts.

The link below enables residents to easily access the online survey that can be used to collect flooding point data or register for the community workshop. The Flood Mapping Survey Tool language and general layout are provided for review in Attachment B.

<https://arcg.is/1XreWm>



(b) Community Vulnerability Assessment Workshop

The community engagement workshop will inform residents about the process, share the flood data collected through the Flood Mapping Survey Tool, and gather additional input on the identified flood locations, potentially working to prioritize them based on flood severity and impact. The workshop is proposed for March 6 at the City ballroom facility, pending final City approval. The expected timeframe is 1.5 hours total for the workshop, including sign-in, introductions, presentation, and facilitated exercises.

A brief presentation will be conducted to introduce City residents to the project team, describe the VA process and goals, talk about some of the projects the City has planned or already implemented



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to reduce flooding, and discuss the workshop objectives and planning exercises. Several workshop exercises are being considered including:

1. Residents can move through a series of stations where they can add stickers (dots) to printed maps of zoomed in city basins reinforcing or adding to the flood locations identified through the survey.
2. Facilitators can ask residents to prioritize the worst identified flood location with a different sticker (star)



(c) Additional Community Vulnerability Assessment Presentations

Additional presentations are included to introduce the City Commission to the VA team and process and to deliver the VA results. City Commission presentations with specific goals are tentatively scheduled for May and December 2025. The first one will introduce Commissioners to the team and the VA process. The second one will present the results and include the recommended focus areas, adaptation strategies, and mitigation projects for consideration. City residents will have an opportunity for public comment at each of these meetings.

After completion of the draft VA and City Commission presentations, the residents will be engaged once again in the process to help identify and prioritize the proposed focus areas. The outcomes and recommendations of the gap analysis and flooding risk assessment will be shared with the community at a second public workshop, tentatively planned for February 2026. The workshop could be simply informative or include opportunities for residents to provide limited input on the proposed focus areas or flooding solutions. More details on the objectives of this second public workshop will be provided as the date approaches. Upon completion of the final VA, a final public presentation will be conducted to share the results with City residents in May 2026.



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Community Awareness Campaign Timeline & Deliverables

The campaign timeline for Quarter 1 of 2025 demonstrates the quick turnaround required to meet the workshop schedule. Between now and March 6 the team must work quickly to create, review, modify, finalize, and produce the myriad educational materials recommended to inform and engage City residents. There are some questions that require clarification before a workshop agenda can be finalized that are provided with next steps.

