



## MEMORANDUM

To: Zeida C. Sardiñas  
City Manager

Date: 4/12/2025

From: Jane Decker  
Building Director

Re: Program for Public Information (PPI)  
Background

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### **Selected Committee**

Insurance Agent:

**Sandro Hadjez**

Mr. Hadjez brings extensive experience in flood insurance and risk mitigation as the president of a well-established property and casualty insurance agency operating since 1996, with specialized knowledge of the National Flood Insurance Program (NFIP).

Resident & Stormwater Engineer:

**Lazaro Garcia, CGC, PMP**

Mr. Garcia offers valuable expertise from his previous role with the City of Miami Beach, where he managed the design and construction of 87 stormwater pump stations and collaborated with multidisciplinary teams on critical infrastructure projects.

Resident & Water Resources & Hydraulic Engineer:

**Dr. Noemi Gonzalez Ramirez, PE**

Dr. Gonzalez contributes over 15 years of specialized experience in hydrologic and hydraulic modeling, including development of flood risk maps for urbanized areas, flood control design, and coastal resilience projects, with particular expertise in FLO-2D modeling software.

### **Purpose**

The purpose of the PPI (Program for Public Information) Committee is that it is a requirement for the Community Rating System (CRS) participation and to achieve a Class 4 Rating.

PPI Committee goals are:

- Identify priority areas of concern related to floods
- Assess flood insurance coverage
- Determine priority audiences and formulate public messaging campaigns and what outcomes we expect
- Identify outreach projects to convey messaging campaigns
- Examine other public information initiatives needed for CRS activities and adopt the program

The PPI Committee must be comprised of both city staff and non-governmental employees/stakeholders.

Identified city staff:

- Ingrys Farias (Floodplain Manager)
- Maggie Forster (Public Affairs Director) or another designee from Public Affairs
- Linda Blanco (Building Official/Floodplain Administrator)

Ad hoc members:

- Erica Valdes (CRS Coordinator)
- Jane Decker (Building Department Director)

The non-governmental community stakeholders shall be members of the public, representatives of key community organizations or other agencies/organizations that can implement recommended outreach projects.

Examples of Resident or Business Owner having an interest in the city:

- HOA Board Member
- Emergency/Disaster Response First Responders (e.g. Red Cross, Salvation Army, etc.)
- Utility Company Representative
- Chamber of Commerce or another business-related outfit
- Engineering or Construction Trade Professionals
- Developers & Real Estate Professionals
- Major Employers
- **Insurance Agent** (\*Required for additional credit under CRS Activity 370)

### **Commitment**

- Minimum **3 external stakeholders**
- Monthly in-person or virtual meetings
- Quorum required
- Minimum 2-year term

The department strongly advocates for these appointments which will align with our strategic objectives for public safety and community awareness regarding floodplain management. The committee represents a diverse background of individuals passionate about floodplain management, protecting the health, safety and welfare of the Doral community and will be instrumental in the city's outreach efforts regarding floodplain management.