



SECTION 3. PLANNING PROCESS

Section 3 of Township of Brick FMP describes the planning process, including the following steps delineated in the 2017 CRS Coordinator’s Manual (FEMA 2017):

1. Organize to prepare the plan
2. Involve the public
3. Coordinate
4. Assess the hazard
5. Assess the problem
6. Set goals
7. Review possible activities
8. Draft an action plan
9. Adopt the plan

The final step (Step 10) in the CRS Coordinator’s Manual, “Implement, evaluate, and revise,” is carried out after the FMP is adopted by Township Council. The process the Township will use to carry out Step 10 is described in Section 7 (Plan Maintenance).

The following sections describe each of the nine steps listed above, and the process by which the Township will be carry out each step.

3.1 Organize to Prepare the Plan

The Township of Brick FMP Planning Committee (Planning Committee) initiated and oversees the planning project. The Planning Committee was established and governed by the Planning Committee charter. The Planning Committee charter is included in Appendix C. The Planning Committee consisted of the individuals listed in Table 3-1, equally representing both government departments and non-government stakeholders.

Table 3-1. Planning Committee Members

Name	Organization	Alternate
<i>Township of Brick Government Representatives</i>		
Tara Paxton, MPA, PP, AICP	Township Planner/CRS Coordinator	N/A
Elissa Commins, PE, PP, CME	Township Engineer/Floodplain Manager/ CRS Co-Coordinator	Kurt Otto
Keith Rella	Brick Township Administration (representing Mayor & Administrator)	N/A
Steve Kakovsky	Public Works	N/A
Ron Gaskill	Brick Township OEM	Joe Pawlowicz
Paul Mummolo	Councilman	N/A
Chief James Riccio	Chief of Police	Don Ling
<i>Non-Government Representatives</i>		
Vanessa Tropiano	Coastal Training Program Coordinator, Jacques Cousteau National Estuarine Research Reserve (JCNERR)	N/A
Dr. L. Stanton Hales, Jr.	Director, Barnegat Bay Partnership (BBP)	N/A
Rob Karl	Brick Township Municipal Utilities Authority (MUA)	Steve Specht
Ron Jampel	Public	N/A



Name	Organization	Alternate
Emil Ranaudo	Resident, builder/contractor	N/A
Brian Jones	Resident, physical science teacher at Marine Academy of Technology and Environmental Science (MATES)	N/A
Brian Michigan	Resident, lifeguard, Penn State Meteorology Student	N/A
Brian Scott	Resident, realtor	N/A
Christina Weaver	Resident	N/A

The Planning Committee was supported at meetings by Mr. Vincent Palmieri, Planning Assistant. Mr. Palmieri also assisted with outreach throughout the planning process.

The Division of Land Use & Planning is the Township's office responsible for land use and comprehensive planning and helps to oversee the Township's Community Rating System (CRS) activities. The six categories of CRS activities reviewed in Step 7 of the planning process were also represented by members of the Planning Committee, as shown in Table 3-2.

Table 3-2. Activity Category Representation on the Planning Committee

Name	Preventive Measures	Property Protection	Natural Resource Protection	Emergency Services	Structural Flood Control Projects	Public Information
Tara Paxton, MPA, PP, AICP	X					X
Elissa Commins, PE, PP, CME	X	X			X	
Keith Rella			X			X
Steve Kakovsky	X		X		X	
Ron Gaskill				X		X
Paul Mummolo	X					X
Chief James Riccio				X		X
Vanessa Tropiano			X			X
Dr. L. Stanton Hales, Jr.			X			X
Rob Karl		X				X

The planning process began at the FMP project kickoff meeting held on June 10, 2021. At least one meeting of the Planning Committee was held for each step of the planning process from Step 4 (Assess the hazard) through Step 8 (Draft an action plan). The dates of those meetings are shown in Table 3-3. A quorum of Planning Committee members was present at each meeting. Meeting documentation is provided in Appendix D.

Table 3-3. Planning Committee Meetings

Step	Planning Committee Meeting Date
Step 4: Assess the hazard	June 24, 2021
Step 5: Assess the problem	July 8, 2021
Step 6: Set goals	July 22, 2021
Step 7: Review possible activities	August 5, 2021



Step	Planning Committee Meeting Date
Step 8: Draft an action plan	August 19, 2021
Review of draft plan	September 2, 2021

3.2 Involve the Public

The Township of Brick took great care to ensure that the public was involved in the planning effort. This effort began with the composition of the Planning Committee itself. As shown in Table 3-1 above, half of the members of the Planning Committee were from outside of the Township of Brick government. In addition, as shown in the meeting documentation in Appendix D (Meeting Documentation), Planning Committee meetings were posted on the Upcoming Events portion of the Township website, and announcements were posted in the Ocean Star newspaper to invite members of the general public to attend the meetings. Members of the general public attended the meetings held on the August 5 and September 2, 2021. The Planning Committee Charter (Appendix C) included provisions for receiving comments from members of the general public who attended Planning Committee meetings.

To provide further opportunity for public participation in the planning process, the Township conducted the following three additional public meetings:

1. July 8, 2021 – public meeting to provide information on the FMP and the planning process, review results of the risk assessment portion of the planning process (Steps 4 and 5) and to solicit information on the nature of flooding in the Township of Brick.
2. September 2, 2021 – public meeting to review the content of the draft of the FMP, and to answer questions and receive comments on the FMP for review, consideration, and potential change to the FMP draft.
3. September 14, 2021, 2020 – public meeting to review the content of the draft of the FMP, and to answer questions and receive comments on the FMP for review, consideration, and potential change to the FMP draft.

The Planning Committee also conducted the following activities to involve the public in the planning process:

- Developed online information-gathering surveys and sent links electronically to the following audiences:
 - Business and commerce
 - Emergency services organizations
 - General public
 - Brick Township Chamber of Commerce (which forwarded the information to their membership)
 - Beach Associations on the barrier island including:
 - FOBA (the Federation of Beach Associations)
 - Mantoloking Shores
 - Normandy Beach
 - Ocean Heights
 - Ocean Club
 - Deauville
 - Curtis Point
- Provided information about the CRS Program, FMP, and the planning process, solicited feedback, and encouraged participation in the surveys noted above at the weekly Brick Farmers Market and the Summerfest Concert series (See Figure 3-1).



Documentation of the above activities is provided in Appendix D.

Figure 3-1. FMP Outreach at Summerfest Concert Series



3.3 Coordinate

Throughout the planning process, studies, reports, and technical information and data from a wide variety of federal, state, county, and local sources were used to analyze the flood hazard in the Township of Brick and determine a strategy for reducing vulnerability to flooding. The discussions in Section 4 (Township Profile), Section 5 (Risk Assessment), and Section 6 (Mitigation Strategies) include citations of these sources, which are listed in Appendix A (Authorities and References).

In addition, the Planning Committee sent letters to the following organizations, providing information about the planning process, inviting them to attend meetings, and requesting any relevant input (Appendix E includes copies of the letters):

- Ocean County Office of Emergency Management
- Ocean County Planning
- Ocean County Health Department
- Ocean County Soil Conservation District
- New Jersey Department of State, Office of Planning Advocacy
- Jacques Cousteau National Estuarine Research Reserve
- Rutgers Cooperative Extension
- New Jersey Coastal Coalition
- Sustainable Jersey
- New Jersey Department of Environmental Protection
- United States Army Corps of Engineers



- United States Fish and Wildlife, Edwin B. Forsythe Wildlife Refuge
- Wetlands Institute

The Township also sent letters to the following neighboring municipalities, again providing information about the planning process, inviting them to attend meetings, and requesting any relevant input.

- Township of Howell
- Borough of Point Pleasant
- Township of Lakewood
- Township of Toms River
- Township of Wall
- Borough of Mantaloking

3.4 Assess the Hazard and Assess the Problem

In these steps of the planning process, the Township of Brick assessed the nature and impacts of flooding within the Township. The Township requested information from the public through citizen and stakeholder surveys; requests for information from outside agencies; at the public information meetings on July 8, September 2, and September 14, 2021; and at Planning Committee meetings in June, July, and August 2021. A full description of the methodology used to assess the flood hazard and the problems caused by flooding in the Township is provided in Section 5 (Risk Assessment).

3.5 Set Goals

The Township used the information gathered from the original FMP, risk assessment, public and Planning Committee meetings, and previous planning processes to identify a mission statement and set of goals and objectives for the FMP. Goal setting and objectives were discussed at the Planning Committee meeting on July 22, 2021. A mission statement and set of goals and objectives was developed and was again discussed at the Planning Committee meeting held on August 5, 2021. The mission statement developed for the 2021 FMP update is as follows:

“The mission of the Township of Brick Floodplain Management Plan is to promote a safe, protected, and well-informed community with a comprehensive set of tools and the necessary capacity to identify and address vulnerabilities to flood related hazards. The Township of Brick will strive to protect and improve the health, safety, and quality of life of community members and remain a safe, resilient, and prosperous place to live.”

Table 3-4 presents the goals for the Township FMP. Table 3-5 presents the objectives for the Township FMP. Objectives have been developed which support numerous goals. Further description of the process used to develop goals and objectives is provided in Section 6 (Mitigation Strategies).

Table 3-4. Township of Brick Floodplain Management Plan Goals

Goal Number	Goals
1	Reduce impacts from flooding to protect life and property and strengthen critical facilities and infrastructure to withstand severe flooding events.
2	Protect and preserve environmental resources and maintain their natural ability to increase flood protection and community resilience.
3	Ensure that local government operations are not significantly disrupted by flood hazard events.
4	Provide a methodical approach to flood hazard planning and identify and create decision-making tools for flood policy that considers sea level rise and climate change.



Goal Number	Goals
5	Promote and maintain compliance with flood risk reduction programs and requirements.
6	Increase public awareness and foster collaboration to create a flood-hazard-resilient community.
7	Monitor, evaluate, and map the evolving flood hazard area.

Table 3-5. Township of Brick Floodplain Management Plan Objectives

Obj. #	Objective Statement	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7
Preventative Measures								
1	Develop strategies for mitigating potential flooding of properties, facilities, and infrastructure that are at risk for damage from future sea level rise including identification of critical facilities in the floodplain and determine potential options for relocation.	x			x		x	x
2	Improve capital improvement planning to ensure that future projects are constructed with storm- and flood- resilient features.	x		x	x	x	x	
3	Utilize the best available scientific data and resources including FEMA's updated flood mapping and local zoning and regulatory controls to guide growth and development to appropriate areas and rebuild using best practices.	x	x		x		x	x
4	Strive to maintain and improve the Township's Community Rating System (CRS) class rating and realize greater resilience and lower insurance costs.	x			x		x	
5	Update local ordinances to reflect and address flood hazards in the community including drainage system maintenance, boats, docks and marinas protection, green infrastructure, low impact design, water pollution prevention among others.	x	x		x		x	x
6	Promote sustainable development patterns to improve property protection, public safety, natural resource conservation, and open space preservation.	x	x		x		x	
7	Maintain or expand planning and regulatory capabilities to support effective floodplain management and increased public safety.	x	x		x			x
8	Identify additional resources to support the implementation of mitigation and recovery projects.	x			x	x	x	
Property Protection								
9	Address any remaining damage and unmet needs from Superstorm Sandy and subsequent flooding and severe weather events, restore the tax base, and increase preparedness and protection for homes and businesses against future hazards.			x			x	
10	Improve structural and non-structural infrastructure, regulatory controls, and impervious surfaces to adequately manage stormwater and reduce the negative impacts on natural resources, infrastructure, and property.	x	x					
11	Reduce the adverse impact on critical facilities and infrastructure from flood hazard events within the community.	x		x				



Obj. #	Objective Statement	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7
12	Identify and support various options to increase property protection including elevation, acquisition, wet and dry floodproofing, structural protection, and infrastructure improvements.	x				x	x	
13	Identify and support various options to increase infrastructure protection including road elevation, drainage improvements, flood gates, structural protection measures, and improved maintenance strategies.	x					x	
14	Identify and/or provide assistance to second homeowners who are typically disqualified from most types of financial aid to rebuild or elevate the structures.	x					x	
Public Education and Awareness								
15	Expand outreach and education to support public awareness of flood hazards and vulnerabilities.						x	
16	Develop a Program for Public Information (PPI) to centralize and manage floodplain management outreach and education initiatives.						x	
17	Coordinate Office of Emergency Management, Police Department, Bureau of Fire Safety, and Administration hazard and warning notifications and use of media.						x	
18	Collaborate with public agencies, academia, non-profit organizations, churches, community groups and municipal government for the creation, dissemination and promotion of education and outreach materials.						x	
Natural Resource Protection								
19	Reinforce and protect dune systems, coastal wetlands, and other natural coastal protective measures.	x	x					
20	Restore, maintain, and enhance natural areas with flood protection benefits including riparian areas, wetlands, dune systems among others.	x	x					
21	Provide natural floodplain function to allow for adequate groundwater infiltration and recharge to replenish aquifer systems and protect water quality and quantity.	x	x		x			
Emergency Services								
22	Provide for enhanced community facilities including an Emergency Operations Center to support emergency preparedness and response and improve local sheltering facilities and planning to improve public safety during and after a flood.	x		x			x	
23	Improve evacuation routes and evacuation plans, particularly for low-lying areas to prepare for future storm surge and flooding.	x		x	x		x	
24	Develop enhanced resources and techniques for greater public education and warning including reverse 911, equipment purchases, training, and education materials among others.						x	
25	Maintain reliable power sources for all critical community facilities to prevent disruption in essential services.	x		x				
Structural Projects								
26	Address stormwater infrastructure deficiencies including submerged outfall pipes, reactionary maintenance, clogging, areas with non-existing or outdated stormwater infrastructure, impervious surfaces, and water pollution. Improve	x			x			



Obj. #	Objective Statement	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7
	stormwater collection areas and systems to allow for proper stormwater drainage and prevent submerged outflow pipes.							
27	Implement a series of green improvements to reduce stormwater quantity and improve stormwater quality including green roofs, bio swales, planter boxes, vegetated filter strips, permeable paving, and rain gardens.	x	x		x			

3.6 Review Possible Activities

Once the goals and objectives were set by the Planning Committee, the committee met again (on August 5, 2021) to review the types of mitigation activities that could be used to meet each goal and objective. The Township’s contract consultant provided a catalog of sample mitigation actions organized by the scale of activities (personal, corporate, government scales) to the Planning Committee, and members provided input on which of the possible activities should be used to address each of the goals and objectives.

The mitigation catalog is included in Section 6 (Mitigation Strategies). Documentation is provided in the meeting materials in Appendix D (Meeting Documentation). The mitigation catalog included a variety of activities including:

- Preventive Measures
- Property Protection
- Public Information
- Natural Resource Protection
- Emergency Services
- Structural Projects

These types of activities were used to group and organize the objectives as seen in Table 3-5.

Further descriptions of the process used to review possible activities are provided in Section 6 (Mitigation Strategies).

3.7 Draft an Action Plan

The Township of Brick’s contract consultant developed a set of actions based on the review and status update of the original FMP’s actions, additional actions developed by the Planning Committee during the annual FMP progress meetings, and the 2021 Planning Committee’s review of the possible activities and the catalog of mitigation actions. The Planning Committee reviewed this set of actions and provided feedback at a Planning Committee Meeting held on August 19, 2021. Documentation of the meeting is provided in Appendix D (Meeting Documentation). The contract consultant finalized the action plan based on the committee’s feedback. The action plan consists of 30 initiatives and 55 ongoing initiatives, representing all six of the mitigation categories. The content of the FMP was reviewed with the public at a meeting conducted on September 14, 2021, where the committee solicited feedback on the information provided. The action plan and more information regarding the process used to develop it are provided in Section 6.

3.8 Adopt the Plan

Following ISO’s review of this FMP, the Township of Brick updated the FMP to address ISO’s comments, and presented the final version of the FMP to the residents and business owners of the Township of Brick at a public



meeting held on TBD. At this meeting, the Township solicited final feedback on the FMP in preparation for presentation of the FMP to Township Council.

The FMP was submitted to Township Council on TBD. Township Council voted to adopt the FMP on TBD. A copy of the adoption resolution is provided in Appendix G (Plan Adoption Resolution).

3.9 INCORPORATION OF EXISTING PLANS, STUDIES, REPORTS AND TECHNICAL INFORMATION

The Township of Brick FMP Planning Committee made every effort to use the best-available technical information, plans, studies, and reports throughout the planning process to support flood hazard profiling; risk and vulnerability assessment; review and evaluation of mitigation capabilities; and the identification, development, and prioritization of flood mitigation actions.

The asset and inventory data used for the risk and vulnerability assessments are presented in Section 4 of the FMP (Township Profile). Details regarding data sources—along with technical information on how the data were used to develop the risk and vulnerability assessment—are presented in the Risk Assessment Section (Section 5), specifically within Section 5.1 (Data and Methodology). Further, sources of technical data and information used can be found in Appendix A (References).

Plans, reports, and other technical information were identified and provided directly by the Township, Ocean County, Planning Committee members, and numerous stakeholders involved in the planning effort, as well as through independent research by the planning consultant.

A partial listing of the plans, reports, and technical documents reviewed while preparing this plan is included in Table 3-5.

Table 3-5. Record Review

Existing plan, program or technical documents	Jurisdictional Applicability
Brick Township Master Plan, 2007	Local – Township
Brick Township Master Plan Reexamination, 2019	Local-Township
Brick Township “Getting to Resilience” Recommendations Report, 2014	Local – Township
Brick Township 100 Day Plan, 2014	Local – Township
Brick Township Strategic Recovery Planning Report, 2014	Local – Township
Ocean County Hazard Mitigation Plan, 2014	Local – County
Ocean County Multi-Jurisdictional Hazard Mitigation Plan, 2018	Local - County
Ocean County Master Plan, 2011	Local – County
Ocean County Preliminary Flood Insurance Study, 2014	Local – County
Ocean County Flood Insurance Study, 2006	Local – County
Ocean County Long Term Recovery Plan, 2014	Local – County
Strategies for Flood Risk Reduction for Vulnerable Coastal Populations Around Barnegat Bay, 2014	Regional
Beneficial Use of Dredged Material to Restore Wetlands for Coastal Flood Mitigation, Barnegat Bay, New Jersey, 2014	Regional
New Jersey Back Bays Coastal Storm Risk Management Study Draft Feasibility Study and Tier 1 Environmental Impact Statement– USACE, 2021	Regional



3.10 Integration with Existing Planning Mechanisms and Programs

Effective mitigation is achieved when hazard awareness and risk management approaches and strategies become an integral part of public activities and decision-making processes. The Township of Brick maintains many existing plans and programs that support flood risk management; therefore, it is critical that this FMP integrate, coordinate with, and complement those existing plans and programs.

The Capability Assessment section of Section 6 of this FMP (Mitigation Strategy) provides a summary and description of the existing plans, programs, and regulatory mechanisms at different levels of government (federal, state, county, and local) that support flood mitigation within the Township.

A further summary of these continued efforts to develop and promote a comprehensive and holistic approach to flood risk management and mitigation is presented in Section 7 (Plan Maintenance).

3.11 Continued Public Involvement

The Township of Brick is committed to the continued involvement of the public. Therefore, copies of the FMP are available for review on the Township's public website (<http://www.bricktownship.net/index.php/floodplain-maps-information/>), as well as at the Department of Land Use, 401 Chambers Bridge Road, Brick, NJ 08723.

After completion of the FMP, implementation and ongoing maintenance will become a function of the Planning Committee. The Planning Committee will review the FMP and accept public comment as part of its annual review (see Section 7: Plan Maintenance), annual progress reporting, and 5-year FMP updates.

A notice regarding the annual review of the FMP and the location of FMP copies will be publicized annually on in flood related outreach and the Township website. The Planning Committee's annual progress report will be posted on the public web site.

Ms. Tara Paxton, Municipal Planner, has been identified as the ongoing FMP Coordinator (Section 7), and is responsible for receiving, tracking, and filing public comments regarding this FMP. Contact information is listed below:

Tara Paxton, MPA, PP, AICP, Municipal Planner
401 Chambers Bridge Road
Brick, NJ 08723
Email: tpaxton@twp.brick.nj.us
Phone: 732-262-4783

The public will have an opportunity to comment on the FMP as a part of the annual plan evaluation process, annual progress reporting, and the 5-year plan update. The FMP Coordinator is responsible for coordinating the plan evaluation portion of the meetings, soliciting feedback, collecting and reviewing the comments, and ensuring their incorporation in the 5-year plan update as appropriate; however, members of the Planning Committee will assist the FMP Coordinator. Additional meetings may also be held as deemed necessary by the FMP Coordinator. The purpose of these meetings would be to provide the public an opportunity to express concerns, opinions, and ideas about the FMP.