



SECTION 7. PLAN MAINTENANCE PROCEDURES

This section describes the system that Putnam County and all participating jurisdictions have established to monitor, evaluate, and update the mitigation plan; implement the mitigation plan through existing programs; and solicit continued public involvement for plan maintenance.

7.1 Monitoring, Evaluating and Updating the Plan

The procedures for monitoring, evaluating, and updating the plan are provided below.

Each participating jurisdiction is expected to maintain a representative on the Mitigation Planning Committee (MPC) who shall fulfill the monitoring, evaluation and updating responsibilities identified in this Section. Table 7-1 identifies the representation of the MPC as of the date of this plan as indicated in each of the annexes in Section 9.

Table 7-1. Planning Committee

Organization	Name	Title	POC	Alternate POC
Putnam County Bureau of Emergency Services – Office of Emergency Management (PCBES-OEM)	Robert Lipton	Acting Commissioner		
	Carol Cavallaro	Confidential Secretary to the Commissioner		
Putnam County Department of Planning (PCDP)	Barbara Barosa	Commissioner of Planning		
Putnam County Soil and Water Conservation District	Lauri Taylor	District Manager		
Putnam County Highways and Facilities	John Tully	Deputy Commissioner		
	Katherine Blaustein	Project Manager		
Office of IT and GIS	Thomas Lannon, Sr.	Director		
Town of Carmel	Richard J. Franzetti, P.E.	Town Engineer	X	-
	Rob Vara	Engineering Projects Coordinator	-	X
Town of Kent	Maureen Fleming	Town Supervisor	X	-
	Richard Othmer	Highway Superintendent	-	X
Town of Patterson	Richard Williams, Sr.	Town Planner	X	-
	Peter Dandreano	Patterson Town Board	-	X
Town of Philipstown	Kevin Donohue	Construction Enforcement Official, NFIP FPA	X	-
	Richard Shea	Supervisor	-	X
Town of Putnam Valley	Robert Tendy	Supervisor	X	-
	Joseph Hertelendy	General Foreman, Highway Department	-	X
Town of Southeast	Lynne Eckerdt	Councilwoman	X	-
	Laurie Bell	Assessor	-	X
Village of Brewster	Peter Hanson	Village Clerk and Treasurer	X	-
	Dan Crawford	Public Works Superintendent	-	X
Village of Cold Spring	Ralph Falloon	Mayor	X	-
	None specified		-	X
Village of Nelsonville	Thomas Corless	Mayor	X	-
	None specified		-	X

Notes: POC = Point of Contact; PC = Putnam County
 *TBD = To Be Determined



It is recognized that individual commitments change over time, and it shall be the responsibility of each jurisdiction and its representatives to inform the HMP Coordinator of any changes in representation. The HMP Coordinator will strive to keep the committee makeup as a uniform representation of planning partners and stakeholders within the planning area.

7.1.1 Monitoring

The MPC shall be responsible for monitoring progress on, and evaluating the effectiveness of, the plan, and documenting annual progress. Each year, beginning one year after plan development, County and local MPC representatives will collect and process information from the departments, agencies and organizations involved in implementing mitigation projects or activities identified in their jurisdictional annexes (Section 9) of this plan, by contacting persons responsible for initiating and/or overseeing the mitigation projects.

To standardize and facilitate collection of progress data and information on specific mitigation actions, PCBES-OEM shall develop a progress matrix that will continue to be updated and distributed to the MPC members prior to the scheduled annual MPC meeting. FEMA guidance worksheets and as progress matrix template are provided in Appendix E. This information shall be provided to the planning area HMP Coordinator prior to the annual MPC meeting to be held approximately one year from the date of local adoption of this Plan, and successively thereafter.

The information that MPC representatives shall be expected to document, as needed and appropriate include:

- Any grant applications filed on behalf of any of the participating jurisdictions
- Hazard events and losses occurring in their jurisdiction,
- Progress on the implementation of mitigation actions, including efforts to obtain outside funding,
- Obstacles or impediments to implementation of actions,
- Additional mitigation actions believed to be appropriate and feasible,
- Public and stakeholder input.

7.1.2 Evaluating

The evaluation of the mitigation plan is an assessment of whether the planning process and actions have been effective, if the Plan goals are being reached, and whether changes are needed. The Plan will be evaluated on an annual basis to determine the effectiveness of the programs, and to reflect changes that may affect mitigation priorities or available funding.

The status of the HMP will be discussed and documented at an annual plan review meeting of the Mitigation Planning Committee, to be held approximately one year from the date of local adoption of this Plan, and successively thereafter. At least two weeks before the annual plan review meeting, the Putnam County HMP Coordinator will advise MPC members of the meeting date, agenda and expectations of the members.

The Putnam County HMP Coordinator will be responsible for calling and coordinating the annual plan review meeting, and assessing progress toward meeting plan goals and objectives. These evaluations will assess whether:

- Goals and objectives address current and expected conditions.
- The nature or magnitude of the risks has changed.
- Current resources are appropriate for implementing the HMP and if different or additional resources are now available.



- Actions were cost effective.
- Schedules and budgets are feasible.
- Implementation problems, such as technical, political, legal or coordination issues with other agencies are presents.
- Outcomes have occurred as expected.
- Changes in County, town, village, Tribal or special purpose district resources impacted plan implementation (e.g., funding, personnel, and equipment)
- New agencies/departments/staff should be included, including other local governments as defined under 44 CFR 201.6.

Specifically, the MPC will review the mitigation goals, objectives, and activities using performance based indicators, including:

- New agencies/departments
- Project completion
- Under/over spending
- Achievement of the goals and objectives
- Resource allocation
- Timeframes
- Budgets
- Lead/support agency commitment
- Resources
- Feasibility

Finally, the MPC will evaluate how other programs and policies have conflicted or augmented planned or implemented measures, and shall identify policies, programs, practices, and procedures that could be modified to accommodate hazard mitigation actions (see the “Implementation of Mitigation Plan through Existing Programs” subsection later in this Section). Other programs and policies can include those that address:

- Economic Development
- Environmental Preservation
- Historic Preservation
- Redevelopment
- Health and/or safety
- Recreation
- Land use/zoning
- Public Education and Outreach
- Transportation

The MPC may refer to the evaluation forms, Worksheets #2 and #4 in the FEMA 386-4 guidance document, to assist in the evaluation process. Further, the MPC may refer to any process and plan review deliverables developed as a part of the plan review processes established for other HMPs.

The MPC Coordinator shall be responsible for preparing an Annual HMP Progress Report, based on the provided local annual progress reports from each participant, information presented at the annual MPC meeting, and other information as appropriate and relevant. These annual reports will provide data for the 5-year update of this HMP and will assist in pinpointing implementation challenges. By monitoring the



implementation of the Plan on an annual basis, the MPC will be able to assess which projects are completed, which are no longer feasible, and what projects may require additional funding.

This report shall apply to all planning partners, and as such, shall be developed according to an agreed format and with adequate allowance for input and comment of each planning partner prior to completion and submission to the State Hazard Mitigation Officer. Each planning partner will be responsible for providing this report to its governing body for their review. During the annual MPC meeting, the planning partners shall establish a schedule for the draft development, review, comment, amendment and submission of the Annual HMP Progress Report to NYSOEM.

The Annual HMP Progress Report shall be posted on the Putnam County Hazard Mitigation Plan website (currently <http://www.putnamhmp.com/>) to keep the public apprised of the plan's implementation. For communities who may chose to join the NFIP Community Rating System (CRS) program (e.g. Town of Philipstown), this report will also be provided to any CRS participating community in order to meet annual CRS recertification requirements. To meet this recertification timeline, the MPC will strive to complete the review process and prepare an Annual HMP Progress Report by the end of September.

The plan will also be evaluated and revised following any major disasters, to determine if the recommended actions remain relevant and appropriate. The risk assessment will also be revisited to see if any changes are necessary based on the pattern of disaster damages or if data listed in the Section 5.4 (Hazard Profiles) of this plan has been collected to facilitate the risk assessment. This is an opportunity to increase the community's disaster resistance and build a better and stronger community.

7.1.3 Updating

44 CFR 201.6.d.3 requires that local hazard mitigation plans be reviewed, revised as appropriate, and resubmitted for approval in order to remain eligible for benefits awarded under DMA 2000. It is the intent of the Putnam County HMP MPC to update this plan on a five-year cycle from the date of initial plan adoption.

To facilitate the update process, the Putnam County HMP Coordinator, with support of the MPC, shall use the second annual MPC meeting to develop and commence the implementation of a detailed plan update program. The Putnam County HMP Coordinator shall invite representatives from NYSOEM to this meeting to provide guidance on plan update procedures. This program shall, at a minimum, establish who shall be responsible for managing and completing the plan update effort, what needs to be included in the updated plan, and a detailed timeline with milestones to assure that the update is completed according to regulatory requirements.

At this meeting, the MPC shall determine what resources will be needed to complete the update. The Putnam County HMP Coordinator shall be responsible for assuring that needed resources are secured.

Following each five-year update of the mitigation plan, the updated plan will be distributed for public comment. After all comments are addressed, the HMP will be revised and distributed to all planning group members and the New York State Hazard Mitigation Officer.

7.2 Implementation of Mitigation Plan Through Existing Programs

Participating jurisdictions have provided a detailed listing of related programs, through which mitigation planning may be implemented, in the local capability assessments provided in each jurisdictional annex (Section 9).



It is the intention of the MPC and all participating jurisdictions to incorporate mitigation planning as an integral component of daily government operations. MPC members will work with local government officials to integrate the newly adopted hazard mitigation goals and actions into the general operations of government and partner organizations. Further, the sample adoption resolution (Appendix X) includes a resolution item stating the intent of the local governing body to incorporate mitigation planning as an integral component of government and partner operations. By doing so, the MPC anticipates that:

1. Hazard mitigation planning will be formally recognized as an integral part of overall emergency management efforts;
2. The Hazard Mitigation Plan, Comprehensive Plans, Emergency Management Plans and other relevant planning mechanisms will become mutually supportive documents that work in concert to meet the goals and needs of County residents; and
3. Duplication of effort can be minimized.

The information on hazard, risk, vulnerability and mitigation contained in this Plan is based on the best science and technology available at the time of the Plan's preparation. It is recognized by all participating jurisdictions that this information can be invaluable in making decisions under other planning programs, such as comprehensive, capital improvement, and emergency management plans. Table 7-2 below provides a summary of where participating jurisdictions have incorporated hazard mitigation into their existing processes and programs.



Table 7-2. Incorporation into Existing & Future Planning Mechanisms

Jurisdiction	Ongoing or Proposed Integration Actions
Putnam County	<p>Stormwater Management Plan: The Putnam County Planning Department plans to work to develop and adopt a Countywide Stormwater Management Plan in accordance with the State MS4 regulations. Mitigation initiatives identified in the development of the Stormwater Management Plan shall be incorporated into the annual reviews of this HMP, and five-year updates as appropriate.</p> <p>Local Emergency Management: The Putnam County Bureau of Emergency Services intends to re-establish Local Emergency Planning Committees (LEPCs) within the County, with an emphasis on stronger municipal level participation. The Jan. 2013 NYSDHSES “A Guidance Document for LEPCs” shall be used to support this effort. Further, the County will work with LEPCs to integrate the findings and recommendations of this HMP within the LEPC programs, and conversely to integrate the needs and interests of the LEPCs into annual HMP reviews and 5-year updates, as appropriate.</p> <p>Floodplain Management: The County will work to promote or facilitate workshops and seminars intended to build local capabilities in floodplain management, natural hazard risk reduction and disaster recovery, specifically in such areas as grant writing and Benefit/Cost Analysis, NFIP floodplain management and Certified Floodplain Manager (CFM) Training and Certification, NFIP Community Rating System (CRS), Substantial Damage Estimating (SDE), and preparing NFIP Elevation Certificates (EC).</p> <p>Outreach and Education: The Putnam County Bureau of Emergency Services intends to promote, support and leverage the Public Officials Conference (Per NYS Executive Law Article 2B) to include relevant training and education in support of the implementation of this HMP.</p> <p>Climate Change and Sea Level Rise: While considering, planning, engineering and undertaking projects throughout the County, and particularly along the Hudson River, the County will review and incorporate the latest information on climate change and sea level rise projections.</p>
Town of Carmel	<p>Land Use Planning: The Planning Board of the Town of Carmel, with the authority granted to it by State enabling legislation and the Town Board, rationally and logically directs the growth and development of the community. It addresses issues of land use, zoning, environment, transportation, demographics, economics, public facilities, infrastructure, community services, historic resources, recreational resources and fiscal impacts. This is accomplished through subdivision and site plan review, zoning text and map amendment recommendations and special planning studies where warranted.</p> <p>Building Local Mitigation Capabilities: The Town has included an initiative within the proposed mitigation strategy to support and participate in county-led initiatives intended to build local and regional mitigation and risk-reduction capabilities.</p> <p>Stormwater Management Program: The Town has an active stormwater management program, which addressed both stormwater quality, as well as quantity which often has relevance to localized flooding issues. In addition to several completed stormwater management projects that have served to address localized flooding problems, the Town has included several planned stormwater management projects, including those to increase stormwater detention throughout the community.</p> <p>Dam Safety: The Town continuously monitors the following dams for safety and compliance with prevailing regulations, including engaging specialized contract engineering support: Cassie, Tea Kettle Upper and Lower, and Lake Mahopac. See Initiative CAR-3.</p>
Town of Kent	<p>Land Use Planning: Per the 2008 Comprehensive Plan, the following:</p> <p>Planning Policy 1: Steep Slope Protection - Establish appropriate development controls to avoid environmental degradation of steep slopes.</p> <p>In addition to the existing Steep Slope and Erosion Control Ordinance, the town should further guide potential development and address the visual impact of development on steep slopes. The recommendations are:</p> <ul style="list-style-type: none"> • Hillside Protection Ordinance. This would limit the percentage of an area which could be disturbed significantly and would regulate the cutting and filling required to place development on hillsides. Such a regulation is particularly important for commercial areas in which large level areas are required for both the building footprint and parking. Finished grades could also be addressed by such a regulation. • Ridgeline Protection Ordinance. This could take the form of a ridge overlay district or ridge zoning ordinance. This would limit or prohibit



Table 7-2. Incorporation into Existing & Future Planning Mechanisms

Jurisdiction	Ongoing or Proposed Integration Actions
	<p>building on or near a ridgeline.</p> <ul style="list-style-type: none"> Discount the area of land on any site which is located on steep slopes in the calculation of total developable area. For example, if only 25-50% of steep slope areas were included in the calculation of developable area, for a property containing 10 acres of steep slopes, only 2.5 – 5 acres would count toward the allowable density of the parcel. <p>Site Plan Review: The Town has site plan review, permitting and inspection process that insures that new development and substantial improvements are conducted in compliance with all regulations and ordinances, including consideration of natural hazard risk areas.</p> <p>Capital Planning: Per the Town’s Comprehensive Plan, the Town is working on developing a Capital Plan, which could include funding to support mitigation activities for public property and infrastructure.</p> <p>Building Local Mitigation Capabilities: The Town has included an initiative within the proposed mitigation strategy to support and participate in county-led initiatives intended to build local and regional mitigation and risk-reduction capabilities.</p> <p>Floodplain Management: The current NFIP FPA has not had formal training in floodplain management, but would be very interested in attending training, certification, etc. if offered locally.</p>
Town of Patterson	<p>Floodplain Management: The Town’s NFIP FPA intends to work with the Town to receive additional floodplain management training, and would attend a CRS workshop if offered locally.</p> <p>Building Local Mitigation Capabilities: The Town has included an initiative within the proposed mitigation strategy to support and participate in county-led initiatives intended to build local and regional mitigation and risk-reduction capabilities.</p> <p>Capital Improvements: As evidenced by the various capital improvement projects identified, the Town considers natural hazard mitigation whenever performing repairs and upgrades to local infrastructure. The Town will continue to consider and include selected projects that include mitigation benefits into their capital improvements planning process.</p>
Town of Philipstown	<p>Land Use Ordinances – Steep Slopes: The Town adopted a Steep Slopes ordinance to help manage the risk of development in such hazard areas.</p> <p>Land Use Planning and Site Plan Review: The Town has a Conservation Board that has statutory responsibility for land use planning and site plan review, and considers natural hazard risk areas during the review process.</p> <p>NFIP and Floodplain Management: The Township Floodplain Administrator is a Certified Floodplain Administrator (CFM), and maintains this certification with regular continuing education.</p> <p>Climate Change and Sea Level Rise: While considering, planning, engineering and undertaking projects along the Hudson River, the Town will review and incorporate the latest information on climate change and sea level rise projections.</p>
Town of Putnam Valley	<p>Floodplain Management/Education and Outreach: The Town is not aware of any property owners who are interested in mitigation, however intends to make outreach to RL/SRL property owners to identify possible interest in mitigation.</p> <p>Floodplain Management: The current NFIP FPA would be interested in receiving continuing education and possibly certification to support his floodplain management functions, and would participate in training workshops/seminars if offered locally.</p> <p>Building Local Mitigation Capabilities: The Town has included initiative PV-8 within the proposed mitigation strategy to support and participate in county led initiatives intended to build local and regional mitigation and risk-reduction capabilities.</p> <p>Public Education and Outreach: The Town has an active MS4 program that includes public education and outreach on stormwater management, which addresses both stormwater quality and quantity and thus supports localized flood reduction.</p> <p>Capital Plans and Budgets: The Town has a Capital Planning process that includes providing funding for local mitigation projects, including those</p>



Table 7-2. Incorporation into Existing & Future Planning Mechanisms

Jurisdiction	Ongoing or Proposed Integration Actions
	identified in the proposed mitigation strategy.
Town of Southeast	<p>Land Use Planning/Comprehensive Planning: The Town has completed updating the Comprehensive Plan and has include natural hazard zones and referenced the HMP in the Comprehensive Plan. Further, the findings and recommendation of the HMP will be considered during any future site plan review processes.</p> <p>Land Use and Development: The Town has a Planning Board and Zoning Board, as well as contract planner and engineer to support land use decisions and assure compliance with regulations, ordinances and the recently updated Comprehensive Plan.</p> <p>Stormwater Management: The Town’s 5-year MS4 plan includes some 28 infrastructure improvement projects were identified to address both water quality and quantity, with attendant implications to reduce damage resulting from stormwater flooding. The Town completed all Year 1 projects, and is currently being supported by the East of Hudson Watershed Corporation (EOHWC) to complete some of the larger retrofit projects during Years 2/3.</p> <p>Building Local Mitigation Capabilities: The Town has included an initiative within the proposed mitigation strategy to support and participate in county-led initiatives intended to build local and regional mitigation and risk-reduction capabilities.</p>
Village of Brewster	<p>Land Use Planning/Comprehensive Planning: The Village is redoing their 2004 Comprehensive Plan, working under an IMA with the County for support, including updates to Comprehensive Plan and land use regulations, Urban Renewal Plan, Zoning Ordinances and Generic Environmental Impact Statement (GIES). The Village is in the process of updating the Comprehensive Plan and amending the zoning ordinance. The Village will include natural hazard zones and reference the HMP in the Comprehensive Plan, and will incorporate the finding and recommendations of the HMP into all relevant aspects of Village re-development.</p> <p>Floodplain Management: The Village has engaged contract Engineering support, which includes serving as the Village’s NFIP Floodplain Administrator (currently John Folchetti), who feels he is adequately supported and trained to fulfill his responsibilities as the municipal floodplain administrator, and attends regular continuing education programs for code enforcement.</p> <p>Site Planning/Permitting: To address the concern of sinkholes, the Village will work towards requiring geo-technical investigations in areas of high probability of sinkholes as part of the site-planning and permitting process.</p> <p>Building Local Mitigation Capabilities: The Village has included an initiative within the proposed mitigation strategy to support and participate in county-led initiatives intended to build local and regional mitigation and risk-reduction capabilities</p>
Village of Cold Spring	<p>NFIP Floodplain Management: The Village has historically worked with the Town of Philipstown with building code inspections and enforcement, including NFIP issues. The Village is currently evaluating this arrangement, and will be updating their NFIP Flood Damage Prevention Ordinance accordingly.</p> <p>NFIP Floodplain Management: The Village has, and will continue to perform, outreach to their floodprone residents to support the implementation of appropriate mitigation projects, as identified in their proposed mitigation strategy.</p> <p>Land Use Regulation: The Village is working towards the development of a steep slopes ordinance, per the Comprehensive Plan.</p> <p>Building Local Mitigation Capabilities: The Village has included an initiative within the proposed mitigation strategy to support and participate in county-led initiatives intended to build local and regional mitigation and risk-reduction capabilities.</p> <p>Capital Planning: While the Village does not have a formal Capital Plan, capital expenditures have historically considered natural hazard risk reduction.</p> <p>Stormwater and Stream Channel Maintenance: The Village regularly cleans stormwater appurtenances and maintains stream channel flow through regular inspections along Back Brook.</p>



Table 7-2. Incorporation into Existing & Future Planning Mechanisms

Jurisdiction	Ongoing or Proposed Integration Actions
	<p>Hazard Recognition, Early Warning / Public Education and Awareness: Central Hudson has a weather station in Cold Spring, one of 24 they have in the region. The Village continues to support the ongoing operation of this station, and supports public awareness of hazards through the Putnam County Bureau of Emergency Services and the NYAlert program.</p> <p>Climate Change and Sea Level Rise: While considering, planning, engineering and undertaking projects along the Hudson River, the Village will review and incorporate the latest information on climate change and sea level rise projections.</p>
Village of Nelsonville	<p>Floodplain Management: The Village will be developing and implementing a public outreach/education program to their floodplain and flood-prone residents. This program will provide available Federal (FEMA) and state information on the NFIP, and programs available to flood vulnerable property owners to mitigate their properties.</p> <p>Code Enforcement / Floodplain Management: In recent history, the Village has worked along with the Town of Philipstown Building Department and NFIP FPA to assist with meeting local building code and NFIP requirements. The Village is currently in negotiations with the Town to consolidate the Building Departments. The Village will be updating their NFIP ordinance in accordance with the results of this pending consolidation</p> <p>Building Local Mitigation Capabilities: The Village has included an initiative to support and participate in county led initiatives intended to build local and regional mitigation and risk-reduction capabilities, within the proposed mitigation strategy.</p>



During the annual plan evaluation process, the MPC will identify additional policies, programs, practices, and procedures that could be modified to accommodate hazard mitigation actions, and include these findings and recommendations in the Annual HMP Progress Report.

7.3 Continued Public Involvement

Putnam County and participating jurisdictions are committed to the continued involvement of the public in the hazard mitigation process. This Plan will continue to be posted on-line, currently at www.putnamhmp.com.

In addition, continued public outreach and dissemination of the Plan may include:

- Hard copies of the Plan available for review at public locations (e.g. County offices, municipal halls, public libraries) Links to the plan on municipal websites of each jurisdiction with capability.
- Continued utilization of existing social media outlets (Facebook, Twitter) to inform the public of flood hazards and severe storm events. Educate the public via the jurisdictional websites on how these applications can be used in an emergency situation.
- Development of annual articles or workshops on flood hazards to educate the public and keep them aware of the dangers of flooding.

Local MPC representatives and the Putnam County HMP Coordinator will be responsible for receiving, tracking, and filing public comments regarding this HMP. Contact information for the County is included in the Point of Contact information at the end of the Executive Summary of this document.

The public will have an opportunity to comment on the plan via the hazard mitigation website at any time. The HMP Coordinator will maintain this website, posting new information and maintaining an active link to collect public comments.

The public can also provide input at the annual review meeting for the HMP and during the next 5-year plan update. The Putnam County HMP Coordinator is responsible for coordinating the plan evaluation portion of the meeting, soliciting feedback, collecting and reviewing the comments, and ensuring their incorporation in the five-year plan update as appropriate. Additional meetings may also be held as deemed necessary by the planning group. The purpose of these meeting would be to provide the public an opportunity to express concerns, opinions, and ideas about the mitigation plan.

The MPC representatives shall be responsible to assure that:

- Public comment and input on the plan, and hazard mitigation in general, are recorded and addressed, as appropriate.
- Copies of the latest approved plan (or draft in the case that the five year update effort is underway) are available for review at the town hall and public library, along with instructions to facilitate public input and comment on the Plan.
- Appropriate links to the Putnam County Hazard Mitigation Plan website (currently www.putnamhmp.com) are included on municipal websites.
- Public notices are made as appropriate to inform the public of the availability of the plan, particularly during Plan update cycles.

The Putnam County HMP Coordinator shall be responsible to assure that:

- Public and stakeholder comment and input on the plan, and hazard mitigation in general, are recorded and addressed, as appropriate.



- The Putnam County HMP website is maintained and updated as appropriate.
- Copies of the latest approved plan (or draft in the case that the five year update effort is underway) are available for review at appropriate County facilities (e.g. libraries), along with instructions to facilitate public input and comment on the plan.
- Public notices, including media releases, are made as appropriate to inform the public of the availability of the plan, particularly during plan update cycles.