

# Depopulation & FMAP Update

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## 2023 & 2024 Personal Lines Depopulation Results

Month	Active Carriers	OIR Approved <sup>1</sup>	Requested by Carriers <sup>2</sup>	Policyholder Choice Letters Mailed <sup>3</sup>	Assumed <sup>4</sup>	Policies Assumed with Take Out Carrier premium less than CPIC premium	Policies Assumed with Take Out Carrier premium within 0%-20% higher than CPIC	Assumption Rate <sup>5</sup>	Exposure Removed <sup>6</sup>
June	1	46,218	18,760	18,760	17,239	10,050	6,989	92%	\$7.4B
August	2	26,000	28,826	27,689	8,836	1,868	3,306	32%	\$4.3B
October	5	184,000	363,118	311,310	99,773	19,138	66,831	32%	\$45.4B
<b>YTD Totals</b>		<b>256,218</b>	<b>410,704</b>	<b>357,759</b>	<b>125,848</b>	<b>31,056</b>	<b>77,126</b>	<b>35%</b>	<b>\$57.1B</b>
Month	Active Carriers	OIR Approved <sup>1</sup>	Requested by Carriers <sup>2</sup>	Policyholder Choice Letters Mailed <sup>3</sup>	Assumed <sup>4</sup>	Initial Offers less than CPIC premium	Initial Offers 0%-20% higher than CPIC	% Offers Below CPIC	% Offers 0%-20%
November	7	202,399	210,001	179,747	Closes 11/21	39,812	66,357	19%	31%
December	7	168,000	103,209	86,620	Closes 12/19	23,416	49,260	22%	48%
January	7	200,000	Due 11/29	Target 12/01	Closes 1/23				
February	Pending	Due 11/30	Due 12/27	Target 12/29	Closes 2/20				

Data As Of: 11/14/2023

Note: 4,573 policies were assumed in the April Assumption. The April assumption was not impacted by the 20% Eligibility Rule.

<sup>1</sup>OIR approval is maximum number of policies permitted to be assumed by carriers.

<sup>2</sup>Sum of all policies requested by carriers, including duplicate offers from multiple carriers.

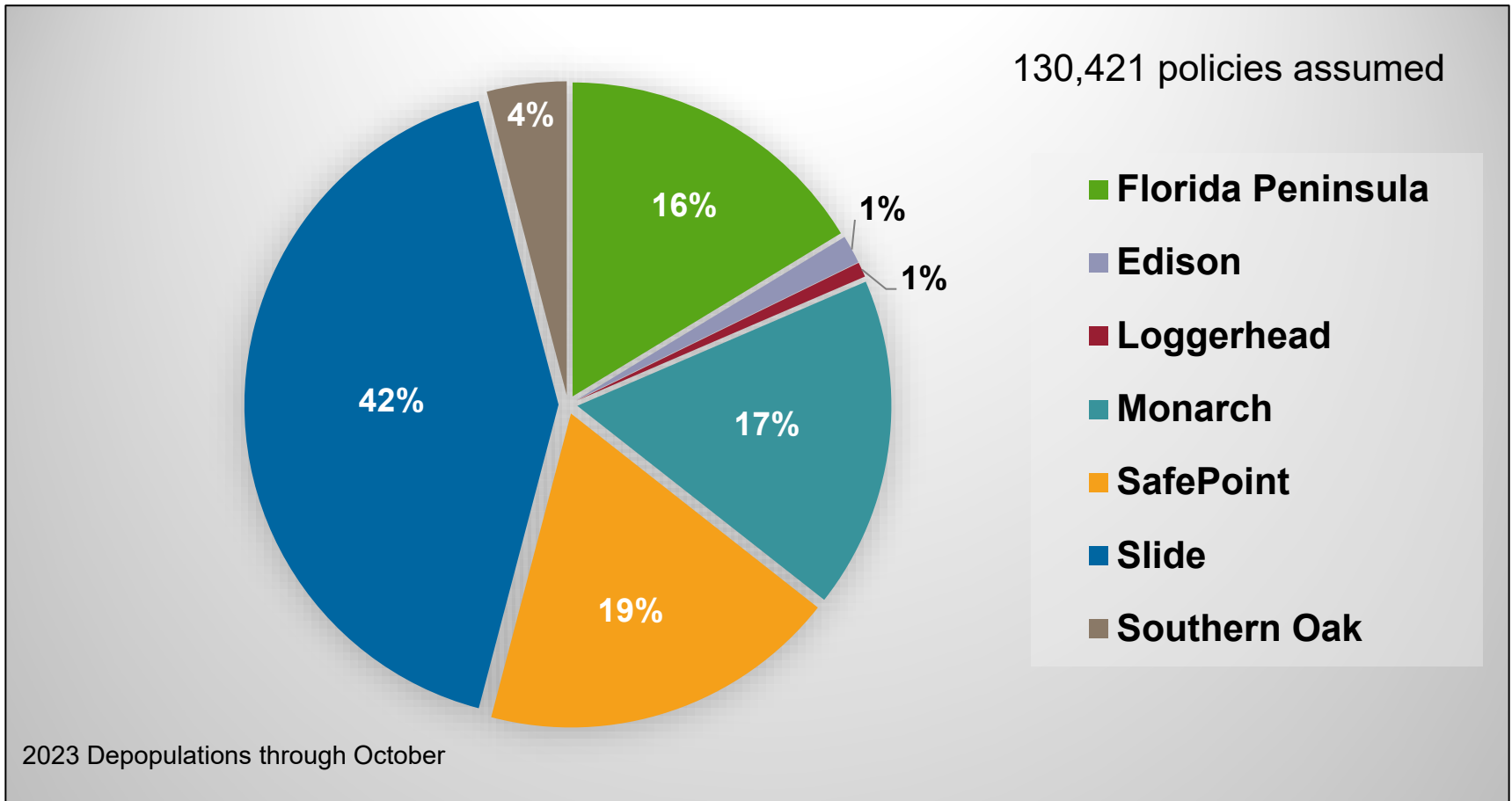
<sup>3</sup>Total letters mailed, one (1) per policy. Multiple offers may be contained in a single mailing.

<sup>4</sup>Policies assumed by carriers on Assumption Date.

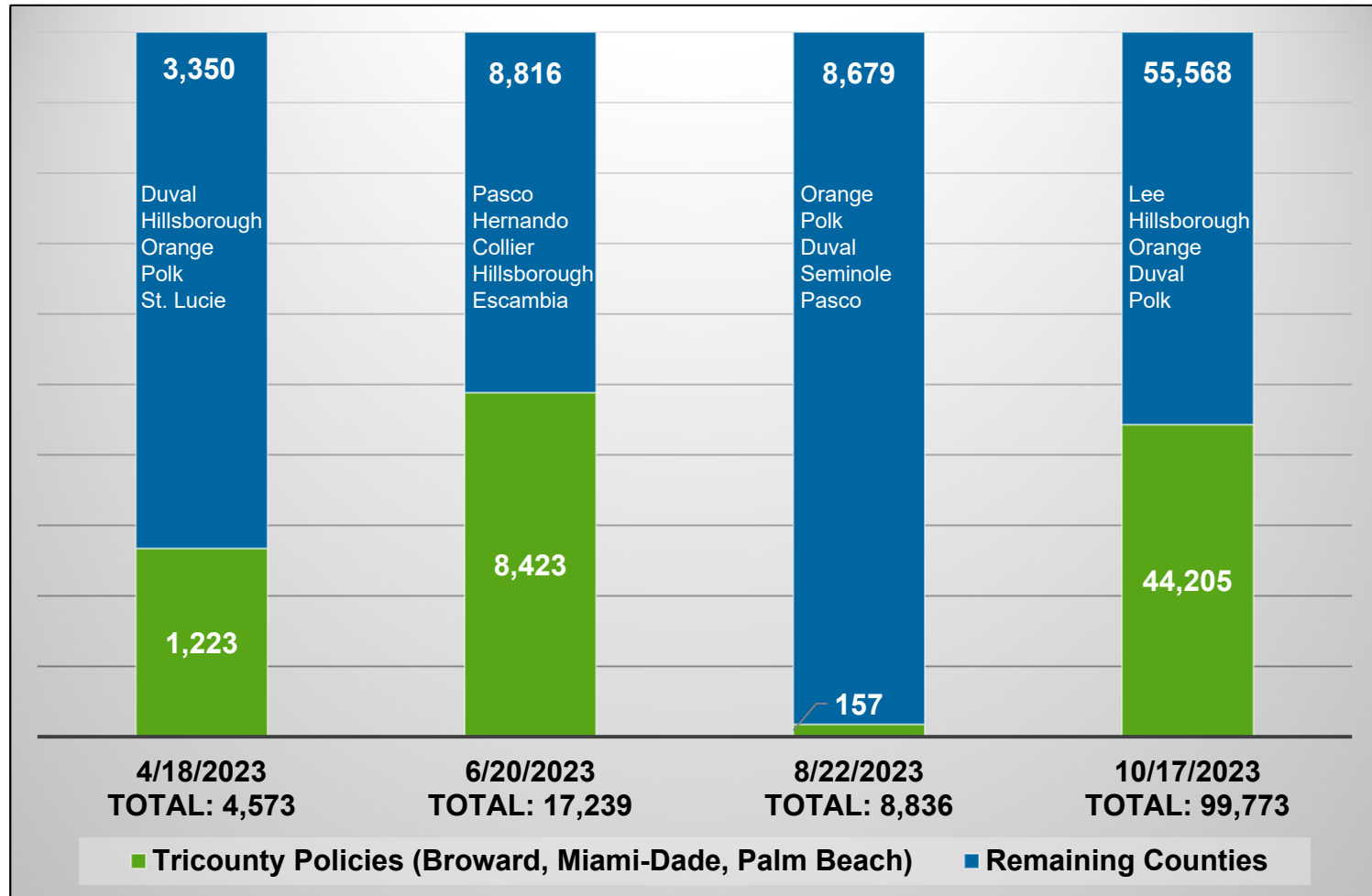
<sup>5</sup>Quotient of 'Assumed' divided by 'Policyholder Choice Letters Mailed' for completed assumptions.

<sup>6</sup>Exposure Removed as of Assumption Date.

## 2023 Participating Takeout Companies



## Tricounty Policies Assumed - 2023



American Traditions  
Edison  
Florida Peninsula  
Homeowners Choice  
Loggerhead\*  
Monarch  
Orange\*  
Slide\*  
Southern Oak  
Safepoint  
TypTap  
Vyrd\*

\*New Entrant to Florida Homeowner Market

2024 - Agent Personal Lines Depopulation Calendar			
Assumption Date	OIR Approval Date	<i>Depopulation Packets sent and Policy Selected for Assumption emails sent</i>	Policyholder Choice deadline
<b>1/23/2024</b>	10/31/2023	12/1/2023	1/9/2024
<b>2/20/2024</b>	11/30/2023	12/29/2023	2/6/2024
<b>3/19/2024</b>	12/29/2023	1/29/2024	3/7/2024
<b>5/21/2024</b>	2/29/2024	3/28/2024	5/6/2024
<b>7/23/2024</b>	4/30/2024	5/29/2024	7/8/2024
<b>9/17/2024</b>	6/28/2024	7/26/2024	9/3/2024
<b>10/22/2024</b>	7/31/2024	8/28/2024	10/7/2024
<b>11/19/2024</b>	8/30/2024	9/26/2024	11/4/2024
<b>12/17/2024</b>	9/30/2024	10/28/2024	12/5/2024

## Depopulation Communications for Consumers

- Newsletter
  - [New Rules for Citizens' Depopulation Program](#) – Q3 2023
- New Envelopes
- Offer Letters and Forms
  - Personal Lines December Assumption
  - Personal Lines January Assumption
  - Commercial Lines February Assumption
- Policyholder Choice Reminder Email
  - Sent for the October and November assumption and will continue to send 15 days prior to the choice due date
- Social Media
  - Tailored messaging to encourage policyholders to make their selection online or speak with their agent
- Website
  - Added a new carousel banner to the home page with a strong call to action which redirects users to the policyholder choice page on clickthrough

### New Rules for Citizens' Depopulation Program

Citizens' mission is to provide coverage for those who cannot find coverage elsewhere. Since its creation in 2002, Citizens has seen its policy count fluctuate based on the ability of consumers to find coverage in the private market.



One of the tools the Florida Legislature created to help Citizens remain the insurer of last resort is Citizens' Depopulation Program, which allows fiscally sound private insurance companies approved by the Office of Insurance Regulation to offer coverage to Citizens' policyholders.

## Depopulation Communications for Consumers

Improvements made to Personal and Commercial Lines Offer Letters and Forms to clarify:

- Citizens premium, coverage and policy terms will not change until the policy expires
- The Depopulation Program is required by law
- Those who remain with Citizens may receive future offers from private market insurers
- Offers received no more than 20% greater will deem the policy ineligible to remain with Citizens
- They can reapply for Citizens if the estimated renewal premium from the private insurer is more than 20% greater
- When to report claims to the assumption company
- The Citizens Policyholder Surcharge and how it impacts them
- Flood coverage will be required for most Citizens Policyholders





## Consumer & Policy Services (C&PS) Depopulation Support Efforts

To assist in providing our policyholders with additional assistance for completing their choice for the **October** assumption, the Customer Care Center (CCC) initiated an outbound call campaign to 49,474 policyholders who still needed to make an election. The campaign consisted of two initiatives beginning the evening of 10/3 and ending on 10/10:

1. A **call from a live representative** to provide information regarding their choices and offer assistance in registering their selection if needed (*Customer Care Outreach Campaign*)
2. An **automated dialer** with a pre-recorded message providing the urgency of making their choice by the deadline

### Customer Care Outreach Campaign (October)

A live call attempt was made to 22,999 policyholders. Approximately 76% either answered the call (23%) or a voicemail was left (53%). Of those who answered, approximately 13% made an election during the call (10% of all calls made).

Unsuccessful – Voicemail	Unsuccessful - No Voicemail	Invalid Phone Number	Successful	Total
15,164	4,203	1,320	2,312	<b>22,999</b>

## Consumer & Policy Services (C&PS) Depopulation Support Efforts

### Automated Dialer Campaign (October)

In total, 46,296 policyholders were contacted with the automated dialer campaign. Approximately 50% answered the call or a voicemail was left. An additional call attempt was made for calls not answered resulting in the total of 57K+ calls.

Answered	Not Answered	Total Called
34,030	23,342	57,372

*Based on the success of increased policyholder choices, the automated dialer campaign was utilized again for the November assumption. **This will now become a best practice and formally built into our processes supporting all future depopulation activity as part of our consumer outreach efforts.***

### Automated Dialer Campaign (November)

In total, 69,927 policyholders were contacted with the automated dialer. Results indicate approximately 82% heard the message or received a voicemail as a result of this outreach.

Answered	Not Answered	Total Called
57,164	12,763	69,927

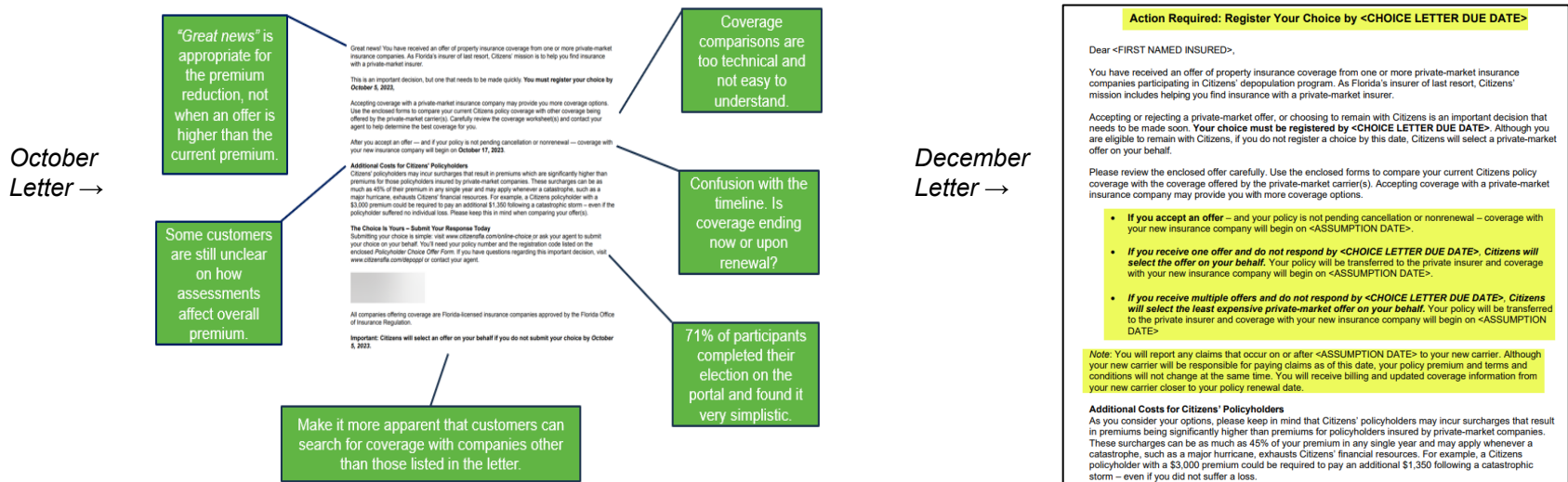
## Policyholder Focus Group Feedback

C&PS conducts virtual **Policyholder Focus Groups** to formally seek feedback from our customers.

A focus group was held on October 11 to gain insight on the clarity of the depopulation packet and the journey experienced by the customer after receiving the letter. The information received is analyzed to make improvements.



Feedback was primarily related to the letter content and included recommended changes, many of which have already been implemented as illustrated below:



## **For Agencies:**

- Carrier Pre-Launch Webinars
- Consolidated List of Offers with Pricing Sent to Agency Principal
- PolicyCenter Activity Created for Each Policy In Process
- Caping Offers at 40% to Citizens Premium
- Limiting Volume of Carrier Offers to 20,000 or 30% of Approved Amount
- Depopulation Resource Page in Agency Portal
- Agency Field Manager Support FM Support (Agencies with 150 + Selections)

## **For Carriers:**

- Citizens produces and manages 100% of all policyholder communications
- Collects all choices from policyholders
- Provides estimated premiums for carrier's pre-selections
- Co-host Depopulation Agent Webinars for each participating carrier
- Provides weekly Policyholder Choice reports



<https://www.citizensfla.com/group/agents/depopulation-resources>

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## Policy Documents now available via myPolicy

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Contact Citizens First  
Clearinghouse  
**Depopulation**  
Personal Lines  
Commercial Lines  
**Depopulation Resources**  
FMAP  
Inspections  
Managed Repair  
Sinkholes

[Home / Programs / Depopulation / Depopulation Resources](#)

### Current Depopulation Offers

#### Personal (Depopulation Choices)

Sample Policyholder Choice letter, form and coverage worksheets are available under Letters and Coverage Worksheets.

- 11.21.23 - Edison
- 11.21.23 - Florida Peninsula
- 11.21.23 - Homeowners Choice
- 11.21.23 - Longleaf
- 11.21.23 - Monaco
- 11.21.23 - SafeFast
- 11.21.23 - Slide
- 10.17.23 - Florida Peninsula
- 10.17.23 - Monaco
- 10.17.23 - SafeFast
- 10.17.23 - Slide
- 10.17.23 - SouthernDels
- 08.22.23 - Longleaf
- 08.22.23 - Slide
- 06.20.23 - Monaco
- 04.18.23 - Edison
- 04.18.23 - Florida Peninsula

#### Commercial Opt-Out Forms/Notices

Commercial Nonresidential policies are not eligible for opt-out.  
Commercial Opt-Out Forms/Notices will be posted if applicable.

### Letters

#### Personal

#### Depopulation Packets

- Policyholder Choice Offer Letter & Form (Eligible to Remain with Citizens)
- Policyholder Depopulation Offer Letter & Form (Not Eligible to Remain with Citizens)

[Notice of Assumption and Nonrenewal and Certificate of Assumption](#)  
[Remain with Citizens Confirmation Letter](#)  
[Unsuccessful Assumption Notice](#)

#### Commercial

#### Encouragement

[Notice of Assumption and Nonrenewal and Certificate of Assumption](#)

- Commercial Residential Wind-Only
- Commercial Non-Residential Wind-Only

### Coverage Worksheets

#### Citizens

DP-1	DP-1-C	DP-1-T
DP-3	DP-3-C	DP-3-T
DW-2		
HO-3	HO-4	HO-6
HW-2	HW-4	HW-6
MDP-1	MHC-3	

#### Edison

HO-3		HO-6
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### Downloads

#### How Did I Get Selected For Takeout?

Download:  
English  
Español  
Italiano/Croce

### General Information

- [Depopulation Plan \(2017-2023\)](#)
- [Personal Lines Takeout Plan \(2012-2016\)](#)
- [Commercial Lines Takeout Plan \(2012-2016\)](#)
- [Depopulation Program Guide](#)
- [Takeout Company Claims Reimbursement Process](#)
- [Takeout Company Contacts & Resources](#)

### Calendars

- [Personal Lines Agent/Policyholder \(2024\)](#)
- [Personal Lines Agent/Policyholder \(2023\)](#)
- [Personal Lines Takeout Company \(2024\)](#)
- [Personal Lines Takeout Company \(2023\)](#)
- [Commercial Lines \(2024\)](#)
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### Letters

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DP-3	DP-3-C	DP-3-T
DW-2		
HO-3	HO-4	HO-6
HW-2	HW-4	HW-6

## FMAP Results Dashboard

FMAP Results Dashboard					
Year	Agents Participating	Offers Accepted	Consumer Requests	Consumer Requests Converted	Exposure Placed in Private Market
2020	362	1,187	10,546	11.3%	\$298M
2021	239	453	8,352	5.4%	\$144M
2022	303	541	11,039	4.9%	\$288M
Quarter	Agents Participating	Offers Accepted	Consumer Requests	Consumer Requests Converted	Exposure Placed in Private Market
2023 Q1	318	277	3,033	9.1%	\$223M
2023 Q2	328	190	3,248	5.9%	\$161M
2023 Q3	341	566	2,734	20.7%	\$486M
2023 Q4*	349	214	670	31.9%	\$190M
<b>2023 Total</b>	<b>349</b>	<b>1,247</b>	<b>9,685</b>	<b>12.9%</b>	<b>\$1.1B</b>

\*Data as of 10/31/2023